



Quarter 1 Impact Report
January to March, 2022

AN INFLECTION POINT

Dear Friends of BOMA,

The beginning of 2022 has represented an inflection point for our organization after a breakthrough year in 2021 that saw unparalleled growth and the expansion of BOMA's poverty graduation approach to new regions and populations. Team BOMA has lifted upwards of 361,000 women, youth, and refugees in the Arid and Semi-Arid Lands (ASALs) of Africa out of extreme poverty to date — and we are striving to reach 3 million people by 2027.

BOMA is delivering a long term, evidence-based solution to starvation-level poverty at the last mile. The regions where BOMA works are isolated, stuck at the intersection of multiple crises — including climate change, gender inequality, and youth unemployment — and rife with opportunities to build a brighter future for individuals and communities. In recent midline data from a Randomized Control Trial (RCT) conducted by independent enumerators at the Feed the Future Innovation Lab for Markets, Risk, and Resilience at UC Davis, the return on investment for BOMA's approach was 1:3.1. This means that for every \$1 invested in a BOMA entrepreneur, she earns \$3.10 in return.

What does this look like for BOMA participants? Upon graduation from BOMA's program, participants have, on average, 324% more in business assets, 32% more in total annual household cash income, and 509% more in cash savings than non-participants in communities where no REAP programming took place. This level of impact and return on investment is something all BOMA supporters can take pride in.

BOMA's work to end extreme poverty in Africa's ASALs is vital as global scarcity and instability worsens. There are approximately 500 million people in Africa living in extreme poverty and that number is rising. Thirteen percent of the world's calories are about to vanish due to the war in Ukraine, and the last-mile regions that BOMA serves are severely at-risk. The work we are doing to build resilience among the most vulnerable is critical. Thank you for your ongoing support for BOMA and our mission.

In solidarity,

A handwritten signature in black ink, appearing to read "John Stephens".

John Stephens, CEO



**OUR IMPACT
SINCE 2009**

60,315
TOTAL
WOMEN
ENROLLED

301,575
TOTAL
CHILDREN
IMPACTED

361,890
TOTAL WOMEN
AND CHILDREN
TO DATE

19,964
BUSINESSES
LAUNCHED

3,900+
SAVINGS
GROUPS
ESTABLISHED



THE LATEST NEWS FROM BOMA

SEED FOR YOUTH

The SEED program began in earnest this quarter alongside our implementation partner **Smart Regional Consultants (SRC)**, with the formation and launch of 400 business groups made up of 1200 young entrepreneurs. SEED targets youth in Isiolo and Marsabit counties and aims to address high unemployment rates and reduce vulnerability to economic and climate change-related shocks — for both young men and women.

KSEIP — GOVERNMENT ADOPTION

The Kenya Social Economic Inclusion Project (KSEIP) made strides this quarter, as BOMA, in partnership with the **Government of Kenya**, opened bank accounts for program participants – a key step to ensuring integration into formal financial systems. Staff trainings were also completed, and the project is now ready to begin implementation.

NAWIRI & REAP FOR NUTRITION

USAID Nawiri, a five-year Development Food Security Activity (DFSA) funded by **USAID’s Bureau of Humanitarian Assistance (BHA)**, aims to go beyond humanitarian assistance to sustainably reduce levels of Persistent Acute Malnutrition (PAM) in Samburu and Turkana counties. Through a consortium led by **Mercy Corps** and composed of **Save the Children, Research Triangle Institute (RTI), BOMA**, and the **African Population & Health Research Center (APHRC)**, BOMA has undertaken research to inform an evidence-based implementation strategy. Within this wider effort, BOMA is tasked with adapting its Rural Entrepreneur Access Project (REAP) approach to contribute to nutrition resilience.

This quarter, the project’s cohort size was expanded to a total of 8,700 households in 22 villages throughout Turkana and Samburu. A key part of the program adaptation includes a male engagement strategy. While traditional REAP enrolls and focuses entirely on women building resiliency, REAP for Nutrition builds an additional outcome of improved nutrition that is critical to children’s proper development and growth by seeking to incorporate men, ensuring household alignment on best nutrition practices. This new strategy was tested among male participants with very positive results. The men expressed appreciation and enthusiasm, saying that they were glad to be involved in discussions around household wellbeing.

REAP GENERAL

REAP businesses reported increases in business values this quarter, and over 2000 business groups are preparing for launch in the coming months. Savings groups also had a successful quarter, as BOMA helped link them to various financial products, services, and trainings. SGs throughout Northern Kenya received grants and supplies from other funds and organizations including the **Women’s Economic Fund**, the **World Bank**, **Climate Smart Agriculture**, and the **World Food Program**.





Leveraging Local Capability to Build Climate Resilience

Co-Written with BRAC Ultra Poor Graduation Initiative

The climate crisis most severely impacts women in extreme poverty due to a combination of factors including social, economic, and cultural, something experts have termed a “threat multiplier.”

Women are more likely to experience extreme poverty than men, which often means they lack access to the resources and knowledge that would enable them to build resilience to shocks such as those caused by the climate crisis. Recent

projections estimate up to 216 million people will be displaced by climate change by 2050. Over half of these will be women and girls.

At BOMA and BRAC Ultra-Poor Graduation Initiative (UPGI), we recognize the intrinsic linkages between issues of gender equality, social and economic inclusion, and worsening climate shocks. We also see women as critical agents of change in both climate resilience and mitigation.

BOMA’s Rural Entrepreneur Access Project (REAP) is designed to respond to the unique challenges of climate-vulnerable contexts. Developed in the arid and semi-arid lands (ASALs) of northern Kenya, REAP involves 16 to 24 months of sequenced interventions which incorporate environmental considerations into every step.

In 2019, BOMA began a climate mitigation-focused adaptation known as Green REAP in the

Kirisia Forest region of Samburu County, in northern Kenya. The Kirisia ecosystem supports a population of about 50,000 people, predominantly Samburu nomadic pastoralists who access the forest for timber and honey and for livestock pasture during the dry season. Households depend heavily on the forest for its resources and for its spiritual and aesthetic importance.

Despite Kirisia’s centrality to the community,

unrelenting drought has caused many people to lose their livestock and turn to forest extractives as a way to survive. Since 1973, the forest has lost a quarter of its tree cover.

Green REAP is designed to create a pathway out of poverty while also protecting the forest. Between 2019 and 2021, 60 percent of participants shifted away from extractive livelihoods and into sustainable green enterprises including tree nurseries as well as aloe and honey production. Sixty percent of participants have joined their local community conservation group and are taking the lead in forest management and restoration. Meanwhile, deforestation has reduced dramatically, and more than 30,000 tree seedlings have been planted.

Before Pamela Lonolngenje enrolled in BOMA’s Green REAP program, she was reliant on the destructive and exhausting practice of harvesting charcoal from Kirisia. After enrolling in Green REAP, Pamela formed a business group with two other women from her community and launched a kiosk.

She also joined the local Naramat Community Forest Association (CFA). As a CFA member, Pamela gained access to a carefully selected sample of wood and other assorted forest products. Pamela and her group also received training in mass tree planting, wetland management, and other forest and conservation management activities.

“Protecting the forest doesn’t mean we have to give up on our livelihoods,” Pamela said. “We can actually make more income by taking care of the land that is our home.”

In Kairouan, Tunisia, the Ministry for Agriculture, Water Resources and Fisheries, the Ministry of Social Affairs, the International Fund for Agricultural Development (IFAD), and the Adaptation Fund have partnered with BRAC UPGI to support the design and implementation of a Graduation pilot program within the larger Economic, Social and Solidarity Project (IESS- Kairouan) livelihoods and natural resource management program. This project will place a particular emphasis on strengthening climate-resilient livelihoods for women and youth.

Regions in MENA are particularly vulnerable to climate shocks such as increased frequency and severity of extreme weather, changes in temperature and precipitation, and increased soil erosion. Compounded with unsustainable management of natural resources, these shocks contribute to long-term loss of livelihood and malnutrition, leading to significant human capital loss.

BRAC is working with the government and IFAD to integrate climate resilience throughout the design and implementation of the program by prioritizing the most climate vulnerable households and aligning Graduation program components with climate adaptations. This includes identifying climate-resilient livelihoods, risk management strategies, and aligning nutrition-boosting kitchen gardens with the government’s water and transportation infrastructure plans.



“Because of BOMA, I now know that protecting the forest doesn’t mean we have to give up on our livelihoods. We can actually make more income by taking care of the land that is our home.”
Pamela Lonolngenje, BOMA Entrepreneur



One promising livelihood option emerging from the ongoing design phase of this program is prickly pear cultivation. Prickly pear cacti provide a wealth of value chain potential and climate resilience impacts: almost all parts of the cacti can be used for food, livestock fodder, or marketable products, and by requiring up to 80 percent less water than traditional crops, they're naturally suited to drought-prone regions.

Beyond its household impacts, prickly pear cultivation can also reduce climate changes' impact on the environment by reducing soil erosion and helping maintain the water table. When used as livestock fodder, it also helps reduce the strain of grazing on the land, and it can encourage biodiversity by acting as a shelter for birds and mammals.

Investing in holistic programs which adapt to local needs and constraints to build the resilience of women in extreme poverty is necessary for long-term climate adaptation and mitigation. As climate shocks increase in frequency and severity, we need long-term solutions that empower local residents to build their own resilience, so they are better positioned to withstand future climate-related shocks.

Working with communities and local leaders to sustainably manage natural resources and to identify context-appropriate solutions is critical to achieving climate resilience in the most vulnerable communities. Political will at the national level is also necessary.

"There is a need to make sure ministries are combined in their approaches – we can no longer work in a parallel fashion as it is unfortunately too often the case," said Philippe Remy, Country Director for the Near East, North Africa, Europe and Central Asia Division at IFAD. "There are not many cases in the world where climate change policies are implemented in a comprehensive way. We can support this approach at project level, making different ministerial representatives work together and look for solutions to make it sustainable."

International institutions like IFAD have taken steps to build more climate resilience through their longstanding commitment to localized climate adaptation, as well as increased financial commitments which we've recently seen come from the Asian Development Bank and World Bank. It is these kinds of necessary steps we applaud and encourage international organizations to take.

Preventing the worst impacts of climate change on the most vulnerable populations is possible. By investing in the building of climate resilience for the most marginalized and vulnerable populations today, countries can reduce extreme poverty and empower women to build sustainable, resilient futures. The climate crisis is man-made. With investments in climate-responsive programs, it can be unmade.



Photo by Pablo Delvaux

Can Hope Open a Pathway to a Brighter Future?

Co-Produced with the Feed the Future Innovation Lab for Markets, Risk, and Resilience at UC Davis

In Samburu, Kenya, a dry region in the country's north, the rains that should have begun in late March have failed and now everyone is waiting for the next rainy season that usually begins in August. If those rains arrive, it would be the first real rain in two years.

"Things will be really hard in the times ahead," said Tom Lenaruti, program manager for The BOMA Project in Samburu where he grew up and

currently lives. "I know from now there is another four months to go before the rains, and those four months will be a long time of suffering."

The BOMA Project is an international NGO known for its prominent poverty graduation programs for women. Its flagship program, the Rural Entrepreneur Access Program (REAP), provides the poorest women in Samburu's pastoralist communities training, mentorship and grants to

small groups of women to start businesses.

However, for some even this comprehensive support might not be enough. REAP requires extra work for women who already have a lot to do just to take care of themselves and their children. Their success could depend on whether they believe a better future is possible.

"If people believe it's possible to reach a higher

standard of living, that might quickly become a virtuous circle," said Michael Carter, a distinguished professor of agricultural and resource economics at UC Davis. "When we had the opportunity to test this idea in Samburu with The BOMA Project, I thought it would be really important.

The Fox and the Grapes

Carter, director of the USAID-funded Feed the Future Innovation Lab for Markets, Risk &

Resilience, has been evaluating the impacts of REAP since 2018. As part of that research, he has been testing key questions that can inform most programs designed to reduce rural poverty in developing countries across the world.

One of these is whether psychological assets like hope make a better future possible. Carter illustrates the idea with Aesop’s fable, “The Fox and the Grapes.” The story is about a fox that comes across a grapevine trained along the branches of a tree. The grapes look delicious, but each time he jumps to get them they are just out of reach. Eventually he declares that he doesn’t want those grapes because they were probably sour anyway.

For women in remote, rural Samburu, there’s a lot that’s out of reach. A young mother who might want a better life for her daughter can either be willing to risk frustration that she can’t achieve her hopes or can give up and decide that even a basic education is not part of her daughter’s future.

“People don’t want what they think they can’t have,” said Carter. “That’s how we stay mentally healthy. So, if people say they don’t care, in part that’s a reflection of the constraints they face.

Shifting Preferences in Kenya

When Carter began evaluating the impacts of REAP in Samburu in 2018, he and his team developed a “Ladder of Life” survey that asked participants where they were in terms of economic status. The lowest step might be characterized by a lack of adequate food while the highest represents the local idea of wealth. This approach was first used in a groundbreaking 2005 large-scale comparative study supported by the World Bank to understand how people move out of poverty.

Carter had used a Ladder of Life survey in Colombia ten years ago with economist Andres Moya, who at the time was his Ph.D. student at UC Davis. That study tested the idea that the experience of violence affected people’s hopes and expectations for the future. Carter and Moya found that people who were more exposed to violence were much more pessimistic about their future prospects, and this pessimism was strongly associated with their future poverty.

“It was as if the households exposed to violence lived in a different economy, with dimmer prospects for upward mobility,” said Carter.

In Samburu, the Ladder of Life survey would test a different idea: whether REAP generated hope, increasing the value women put on moving up. This survey was a way of measuring changes in women’s preferences, almost in real time.

“If you don’t attach much value to improving your circumstances, there’s no reason to work even harder than you already do to change them,” said Carter. “The only reason to take on the extra burden is to attain something you value.”





Photo by Pablo Delvaux

Gains Made Possible by Hope

In April, Carter reported results from surveys taken in 2020 with the first group of women to complete the full two-year REAP program. At a Washington, DC event hosted at the National Press Club, he reported that by 2020, the midway point of the evaluation, REAP had already generated substantial financial benefits.

REAP participants who completed the full 24-month program had, on average, 324 percent more in business assets. They also had 32 percent more in total annual household cash income and 509 percent more in cash savings than non-participants in communities where no REAP programming took

place. Carter is also getting a clearer picture of who the program helped and why. The Ladder of Life survey showed that women in REAP had striking differences in their hopes for the future compared to women who were not in the program. By their own estimation, many had moved up one or even two steps since joining the program but they also attached far greater value to moving up another step or more.

“There’s a lot of change that happens in their lives,” said Paul Bolo, the research and learning manager at The BOMA Project. “If we look at women’s confidence, it changes a lot in the time of the program. They start to believe they can achieve their goals.”

Insurance for a Lifeline During Drought

Since that 2020 survey, a lot has changed. Not only have the rains failed, but the government response to the COVID-19 pandemic shuttered markets that just now are reopening in Samburu at a time when no one has the means to buy. Lenaruti said that even REAP participants have struggled and have shifted their businesses from buying and selling livestock to selling clothes, small food items and animal hides.

“It will be a severe hunger event,” said Lenaruti. “If people lose livestock, which is their biggest source of revenue and income, it’s going to be really hard. It even affects the education of their children because it’s the sale of livestock that pays for it.”

Carter’s broader research on the impacts of REAP in Samburu includes paring the program with Index-based Livestock Insurance. This kind of insurance, tested in partnership with the International Livestock Research Institute (ILRI), releases payouts when satellite-based measurements of vegetation in the area predict severe drought.

“Our idea was that insurance would provide a safety net so the businesses women start with REAP can grow into an independent and self-sustaining source of income,” said Carter.

The opportunity for an independent income is unique in Samburu’s rural communities where women don’t typically own property or control the family’s financial decisions. A small business gives women the chance to make decisions on investments and resources that can change the economic circumstances of their families.

“When women have resources, they have power,” said Lenaruti. “We see the program changing the mindset in our society where women are not able to do anything productive other than taking care of children. A future a form of society where women participate actively in constructive decision-making will shift the lives of their communities.”

Advancing BOMA's Leadership for the Future

BOMA has embraced a new organizational structure as we seek to scale up and take our REAP models to new countries, new types of participants, and to work with new delivery partners. As we hire dozens of new staff members at every level of BOMA, we are also proud to celebrate key promotions in BOMA's executive leadership team.



JAYA TIWARI

VICE PRESIDENT & CHIEF IMPACT OFFICER

Jaya brings over 20 years of experience in international development, nonprofit management and social impact innovation and scaling. Prior of joining the BOMA Project, Jaya served as the Executive Director of South Africa-Washington International Program in Washington, D.C., the Executive Director of Suffolk Partnership for Healthy Community in Suffolk, VA, Director of Global Health Programs at Physicians for Peace in Norfolk, VA, and the Director of Research for Physicians for Social Responsibility in Washington, D.C. As an experienced nonprofit leader and manager, Jaya has worked and travelled extensively in Africa. Jaya holds master's degrees in International Studies from Old Dominion University in Norfolk, VA and in Political Science & Public Administration from Benares Hindu University, Varanasi, India. Jaya completed her Ph.D. course work in International Studies at Old Dominion University in 2000.



STEPHEN KELLY

CHIEF FINANCIAL OFFICER & CHIEF PEOPLE OFFICER

Steve has more than 30 years of financial experience in international banking, real estate development and social services. After working in London, Chicago and New York as an investment banker with expertise in capital markets and commodity finances, Steve turned to real estate development to enable him to stay closer to home and be active in his local community in the Hudson Valley. Serving on the boards of several nonprofits, includes years as Vice Chairman of Nyack Hospital, Steve most recently worked as CFO for Rockland County's largest senior services agency. Steve spent his childhood years in Aden, Yemen and the rolling downs of Sussex, England before moving to the U.S. in 1986. He has a B.A., M.A. in philosophy, politics and economics from Oxford University.



SAM OWILLY

CHIEF SCALING OFFICER

Dr. Sam Owilly is a people focused, competently driven and results oriented professional leader with over 12 years of experience in the NGO sector. Nine years of his experience has been in senior management positions working with International NGO's. Sam works with BOMA Project as the Chief Scaling Officer, ensuring the efficient scaling and delivery of BOMA's REAP model while overseeing implementation of multiple donor portfolios including multilateral donors such as USAID. Sam has steered management of partnerships under key USAID and USDA programs working with Land O' Lakes ID, ACDI VOCA, Mercy Corps (MC), ILRI, Smart Regional Consultants (SRC). Sam also serves on BOMA/ Kenya Board as the Board Secretary. He holds a Masters in Climate Change and Adaptation and Project Planning and Management, and a Bachelor's degree in Veterinary Medicine, all from the University of Nairobi.

Additionally, BOMA is currently hiring for four new executive level positions – Chief Technology Officer, Chief of Development & Marketing Officer, Chief Program Innovation Officer, and Chief of Field Operations.



BOMA IS GROWING!

WE WELCOMED 17 NEW STAFF MEMBERS THIS QUARTER

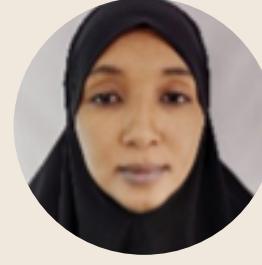
BOMA closed Quarter I, 2022 with 273 staff members. Between January 2022 and March 2022, we welcomed 17 new members of Team BOMA and began the search for a number of additional hires — including four executive-level roles.



**SIMON
GITONGA
MBUKI**
PROGRAM MANAGER-
NAWIRI



**HAMDU
MAHAT ADEN**
FIELD OFFICER



NURIA AFFEY
CLUSTER OFFICE
ADMINISTRATOR



**SHUKHE
SHUNA DUBA**
CLUSTER OFFICE
ADMINISTRATOR



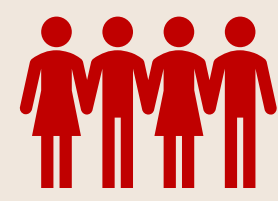
**WANJEMA
WILSON
WAITHAKA**
IT ASSOCIATE



SALLY OKETCH
JUNIOR IT SYSTEMS
ADMINISTRATOR



**JENNIFER
PRUESS**
EXECUTIVE ASSISTANT



IN ADDITION TO THE ABOVE, 9 NEW MENTORS AND 1 OFFICE ASSISTANTS JOINED TEAM BOMA THIS QUARTER! MULTIPLE STAFF MEMBERS WERE ALSO PROMOTED INTERNALLY.

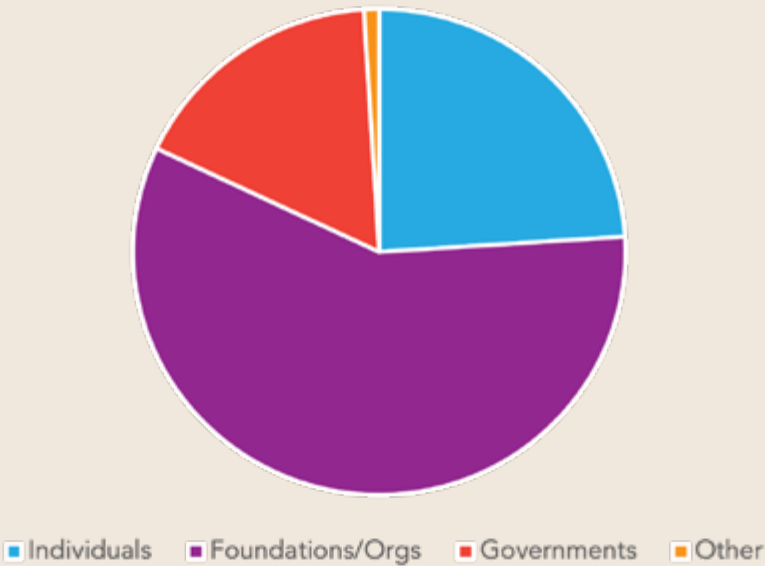
FUNDRAISING AND FINANCIALS

REVENUES AND EXPENSES FOR Q2, FY22

For the six months ended March 31, 2022, revenues recognized were \$2.94 million and total expenses were \$3.72 million.

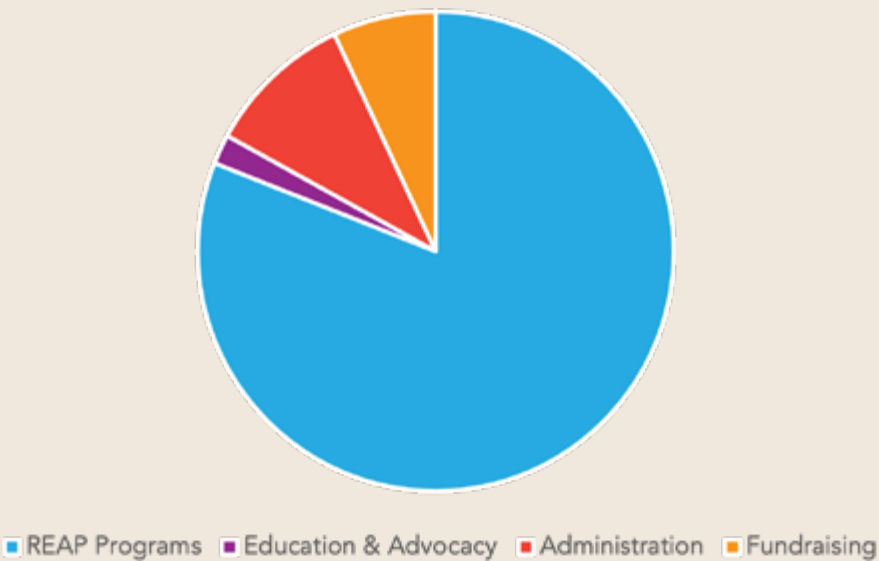
Revenues for the six months ended March 31, 2022

INDIVIDUAL DONORS	\$693,818	24%
FOUNDATIONS/ORGS	\$1,715,249	58%
GOVERNMENTS	\$511,303	17%
OTHER	\$15,128	1%
Total Revenue	\$2,935,498	100%



Expenses for the six months ended March 31, 2022

REAP PROGRAMS	\$2,049,448	81%
EDUCATION/ADVOCACY	\$62,617	2%
PROGRAM EXPENSES	\$3,086,165	83%
ADMINISTRATION	\$363,887	10%
FUNDRAISING	\$268,264	7%
Total Expenses	\$3,718,316	100%



NEW FUNDING

BOMA received funding from the following foundations and government donors during this quarter:

