

OUR IMPACT SINCE 2009



96,780

ENTREPRENEURS
ENROLLED



387,150

CHILDREN AND
DEPENDENTS
IMPACTED



583,230

TOTAL PEOPLE
REACHED TO DATE



32,260

BUSINESSES
LAUNCHED



5,000+

SAVINGS GROUPS
ESTABLISHED

WWW.BOMAPROJECT.ORG



Q4 Impact Report
October to December
2022

Dear Friends of BOMA,

The New Year has brought many changes at BOMA, and I'm thrilled to meet this moment as the leader of such an innovative, ambitious, and Africa-centric organization. In the five years since I first joined Team BOMA I've held many roles, including Kenya Program Director, Kenya Country Director, and Chief Scaling Officer. I have watched with pride as BOMA has grown into to a global leader in the realm of poverty graduation over the years. BOMA once again surpassed our yearly records for enrolled and graduated participants in 2022, and prepared to further accelerate our impact through partnerships with organizations like IKEA Foundation.

In 2023, I am eager to lead our teams in Kenya, Ethiopia, Burkina Faso and beyond to new, transformative levels of impact for the communities we serve. Our mission to end extreme poverty in Africa's drylands is a monumental one, but I believe there is no team better positioned to achieve the impossible.

BOMA's approach, the Rural Entrepreneur Access Project (REAP), is uniquely effective in response to extreme poverty in arid, rural regions — because that is exactly where it has been developed and refined. Enriched by local knowledge and leadership, BOMA's program boasts a return on investment of 3.1, meaning that every \$1 invested in REAP delivers about \$3 in benefits to the communities BOMA serves.

As global upheavals like war, drought, and inflation continue to threaten lives and livelihoods in Africa, BOMA's work will be more vital than ever in 2023. In response, BOMA's goals for the next 12 months are appropriately audacious. We aim to enroll more than 50,000 new participants this year while also scaling up our programs for youth, refugees, and populations impacted by climate change to reach our goal of transforming 3 million lives by 2027. I invite you to join us on this mission to end extreme poverty.

In solidarity,

Sam Owilly
Interim Chief Executive Officer

PROGRAM NEWS

Quarter Four concluded an **unparalleled year of impact** for BOMA, with a record-breaking 38,090 new participants enrolled in 2022. That means more than 228,540 women, men and children reached through these new enrollments in the past 12 months. This marks the highest number of new participants enrolled by BOMA in a single year, and an increase of 77% over the 2021 record of 21,432 new participants enrolled.

BOMA also graduated a record number of participants by the end of Quarter Four. Between programs in Kenya and Uganda, we graduated seven cohorts — consisting of 6,165 participants — launched between 2020 and 2021.

Burkina Faso



BOMA has selected new participants alongside [Caritas Switzerland](#), [APII](#) and [Fondation Hirondeille](#) in a displacement-adapted program serving the Sanmatenga Province of Burkina Faso. This collaborative program is expected to impact a total of 3,000 households (approximately 21,000 beneficiaries), split between internally displaced persons and host community residents.

Cameroon



BOMA is providing technical assistance to [Danish Refugee Council \(DRC\)](#) to implement a refugee-adapted graduation program in Cameroon. The project is projected to reach 2,000 households including refugees from Central African Republic and host communities.

Ethiopia



After Kenya, Ethiopia is quickly becoming BOMA's second largest base of operation. In 2022 we made progress on our in-country registration and hiring local staff in Ethiopia. We have formed a strong partnership with [Swiss Caritas Ethiopia](#) and are jointly going to reach 5,100 households in Southern Ethiopia through REAP and Green REAP.

Uganda



BOMA is adapting and refining REAP to serve refugee and host community participants in West Nile, Uganda alongside [Caritas Switzerland](#) and its local implementing partner, [Afarid](#). This program is underway and is reaching 450 refugee and host community participants with a sustainable- and child-focused REAP model in Yumbe, West Nile, Uganda.

By the end of 2022, BOMA has helped more than 583,230 women and children and dependent family members by establishing 32,260 businesses and more than 5,000 savings groups across the drylands of Africa. We are well on our way to reaching our goal of helping 3 million people graduate from extreme poverty by 2027.





UPDATES FROM BOMA'S PROGRAMS IN KENYA

In Kenya, 2022 was a year of remarkable growth for our team and programs. Through Direct Implementation and Technical Assistance to NGOs and Government partners, including the national and county governments, BOMA's programs now cover more than 12 counties. In Quarter Four we expanded our partnerships with the Government of Kenya (GOK) to embed BOMA's model and the Graduation Approach in the GOK's social protection strategy under the Ministry of Labor and Social Protection, Department of Social Development's Economic Inclusion Program of the larger Kenya Social and Economic Inclusion Project (KSEIP). In this initial phase of KSEIP, we are helping the GOK reach 7,500 households across five counties while also building the capacity of the national and county governments to further scale up Graduation programming to reach 30,000 households in the next five years.

Eighteen months into the Sustainable Entrepreneurship and Economic Development (SEED) for Vulnerable and Marginalized Youth in Northern Kenya project, BOMA is preparing to graduate the first cohort of SEED participants. Enrolled in early 2022, the 1,200 youth in this cohort formed 400 business groups (BGs) who went through a boot camp and enterprise selection process to form their businesses. Aside from a jump grant of KES 30,000, each group received sustained mentorship and coaching to guide them in running their enterprises. During the final months of 2022, BOMA progressed business group formation and jump grant disbursement for another cohort of 1,200 youth in Isiolo and Marsabit.

In collaboration with the USAID Nawiri consortium led by Mercy Corps, BOMA tested a number of nutrition-sensitive design adaptations exploring how factors such as male engagement, cooking demonstrations, and behavior change influence nutrition alongside poverty. The pilots found that men in target households understand the importance of good nutrition practices and collaborate with women to improve their household's nutrition outcomes. Alongside our participation in Nawiri, BOMA is also partnering with Latter-Day Saint Charities (LDS Charities) and SAS-P in late 2021 to incorporate nutrition-sensitive training and interventions in our REAP model, especially for families with children under 5 years of age, to reduce instances of household hunger and malnutrition.

Finally, BOMA celebrated the launch of a new partnership with IKEA Foundation. This \$11.3M project known as Livelihoods and Inclusion for Transformation in Kenya (LIFT), is helping expand our climate adapted model, Green REAP, to three counties, and will reach 15,600 households — more than 93,000 people — over the next three years. Through Green REAP, we are aiming to strengthen participant's adaptation while also contributing to climate change mitigation through intentional support of green enterprises. The program will be implemented in partnership with Smart Regional Consultants, Danish Church Aid, Kenya, and respective county governments and local community organizations. Throughout LIFT, BOMA will partner with researchers from Innovations for Poverty Action to conduct an independent randomized controlled trial to evaluate the effectiveness of BOMA's climate-focused approach for future expansion.

To see more of the latest news from BOMA, visit bomaproject.org/boma-news

RISING ABOVE CIRCUMSTANCES

BOMA's Youth Adapted Program Helps Three Entrepreneurs Build a Brighter Future

Youth in Isiolo county, Kenya face crushing circumstances as they grow into adults. Endemic rates of poverty are amplified by the impacts of climate change. Young men are especially vulnerable to recruitment from terrorist groups like Al Shabab and ISIS due to their proximity to conflict hotspots along Kenya, Ethiopia, Somalia, and Sudan border regions. Adolescent women continue to be held back by patriarchal norms and limited opportunities.

Despite these circumstances, young people — ages 18 to 34 — in Isiolo are rising above thanks to a new program from BOMA which aims to create sustainable youth employment through the establishment of — and engagement of youth in — profitable enterprises.

The 12-month Sustainable Entrepreneurship and Economic Development (SEED) for Vulnerable and Marginalized Youth program involves the same six steps as BOMA's trademark poverty graduation approach — the Rural Entrepreneur Access Project (REAP) — with certain adaptations tailored to the youth participants. Additionally, while the classic REAP model enrolls 100 percent women, SEED is enrolling an equal number of men and women.

Prior to February 2022, Julius Doruko, Mary Aspitar, and Catherine Nanyait of Ngaremara had few opportunities to earn a living — and thus few resources with which to build a future. Respectively, they were relegated to exhausting yet low-income livelihoods like selling firewood, burning charcoal, and doing manual labor.

Julius, Mary, and Catherine were among those in Ngaremara with the fewest opportunities, resources, and supports, and thus were chosen to enroll in SEED. In February 2022, the three were among hundreds who attended a one-week business boot camp complete with lessons on savings, supply and demand, profit and pricing, and more. When the new participants were organized into teams of three, Julius, Mary, and Catherine came together to form Abenyo business group.

Working together, the members of Abenyo developed a business plan for a sewing service.

With their starting grant of \$300, the three saw an opportunity in the lack of local providers from school uniforms. Catherine owned a sewing machine, and had even studied tailoring, but was previously unable to afford fabric and other materials.



"In the past I was sponsored by the catholic mission to study tailoring at their mission center," Catherine said. "I excelled in my course and was gifted the sewing machine as a present to start my business after the training but, unfortunately, I did not have capital to start."

Thanks to their grant from SEED, that all changed.

"We received the money and decided to buy school uniform materials as stock for our business," Mary added. "We are really doing well — our business has already earned \$490."

They did so well, in fact, that the group was able to use a second, smaller grant to open a small kiosk in order to diversify their income. Julius, Mary, and Catherine began to sell milk, vegetables, and other staples and watched their income grow.

Since then, Abenyo Business Group has settled into a manageable structure with the help of their BOMA mentor: Catherine sews uniforms, Mary manages the kiosk, and Julius sources the market to secure stock for both. In the future, they intend to grow their businesses by purchasing a milk dispenser, installing an ATM, and expanding their customer base.

Catherine, Mary and Julius are getting ready to "graduate" from SEED in 2023. It only took 12 months, a little bit of capital and mentoring from BOMA for them to transform their and their families lives and move from impoverished uncertainty to sustainable success. They have built a brighter future for themselves and contributing to the wellbeing of the community. All they needed were the resources and knowledge to get started.

A NEW ERA OF PROXIMATE LEADERSHIP

True to BOMA's founding values of proximate leadership and growing as an Africa Centric organization, we shifted the CEO's office from the US to Kenya at the end of Quarter Four. In December, BOMA's Board of Directors appointed **Sam Owilly** as our Interim Chief Executive Officer. Sam is our third CEO — following the Founder Kathleen Colson, who established and led the organization for over a decade, and her successor John Stephens who was in the role for four years — and our first African CEO based in Africa. In addition to being imminently qualified for the job, having grown through the ranks and served in several key leadership roles at BOMA over the last five years, Sam is intimately familiar with our model, approach, and operation, trusted and admired by staff, partners and donors, and deeply committed to BOMA's mission and vision.



In Nairobi, BOMA completed the refurbishment of a dedicated space for the Graduation Centre for Excellence within our new Nairobi office space this quarter. Additionally, we recruited a new **Director of Training and Capacity Development, Mary Mbuve**, who will lead the development of the training curriculum and training plan to be delivered in the center.

Beyond Kenya, BOMA finalized the recruitment of new Graduation Advisors, Training Officers, and Measurement and Evaluation Officers in both Ethiopia and Burkina Faso as well as Francophone support staff. Further staff additions are expected in Ethiopia in 2023.

This year, BOMA aims to enroll more than 50,000 new entrepreneurs while ambitiously expanding our work to reach 3 million people by 2027 — and we are proud to chase this goal led by a local team.

This quarter, BOMA hired 31 new team members for a total of 428 staff.

Visit bomaproject.org/team-boma for more.

MEET AND GREET

Thank you to all who joined us in Nairobi in early December for a Meet & Greet Cocktail Party hosted by Vice Chair of the BOMA Board, Elsie Mbugua.



From left to right: Rita Okuthe, Bernice Lemedeket, Jean Githinji, Mercy Wanjau, Amb. Dr. Monica Juma and Mercy Wambugu



BOMA Board Vice Chair, Elsie Mbugua and African Wildlife Foundation Kenya Country Director, Nancy Githaiga



Nana Gecaga and Guyo Wako



Award-Winning Photographer, Ami Vitale



Elodie Sampere and Elsie Mbugua



Members of the BOMA team introducing our program to guests.



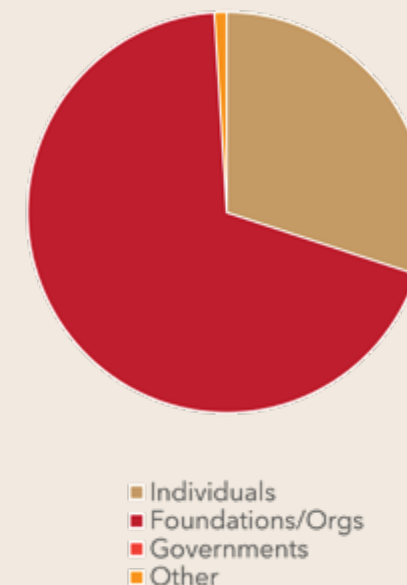
Anna Mecagni and Dorine Genga

2022 CALENDAR YEAR Q4 REVENUES & EXPENSES

For the three months ended December 31, 2022, revenues recognized were \$1.06 million and total expenses were \$4.22 million.

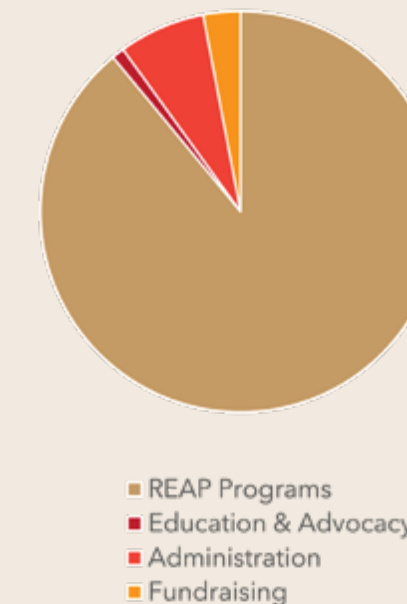
Revenues for the three months ended December 31, 2022

| | | |
|----------------------|--------------------|-------------|
| INDIVIDUAL DONORS | \$318,207 | 30% |
| FOUNDATIONS/ORGS | \$728,485 | 69% |
| GOVERNMENTS | \$0 | 0% |
| OTHER | \$13,097 | 1% |
| Total Revenue | \$1,059,789 | 100% |



Expenses for the three months ended December 31, 2022

| | | |
|-------------------------|--------------------|-------------|
| REAP PROGRAMS | \$3,760,309 | 89% |
| EDUCATION/ADVOCACY | \$29,899 | 1% |
| PROGRAM EXPENSES | \$3,790,208 | 90% |
| ADMINISTRATION | \$300,663 | 7% |
| FUNDRAISING | \$131,571 | 3% |
| Total Expenses | \$4,222,442 | 100% |



NEW FUNDING THIS QUARTER



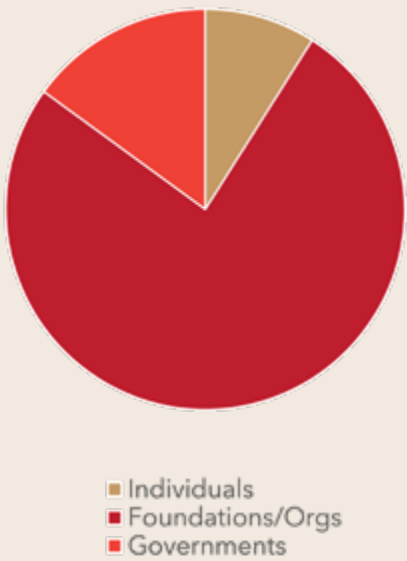
2022 CALENDAR YEAR Q4 PLUS FISCAL YEAR 2022 REVENUES & EXPENSES

As of October 1, 2022 BOMA changed its Fiscal Year to Jan - Dec from Oct – Sep.

For the fifteen months ended December 31, 2022, revenues recognized were \$11.61 million and total expenses were \$13.96 million.

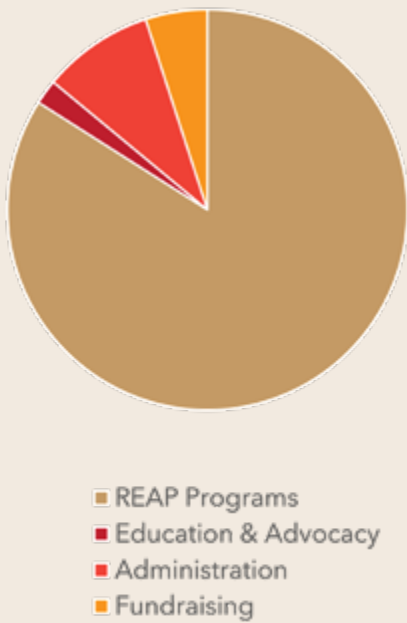
Revenues for the fifteen months ended December 31, 2022

| | | |
|-------------------|--------------|------|
| INDIVIDUAL DONORS | \$1,041,409 | 9% |
| FOUNDATIONS/ORGS | \$8,902,951 | 76% |
| GOVERNMENTS | \$1,687,240 | 15% |
| OTHER | \$(23,374) | - % |
| Total Revenue | \$11,608,226 | 100% |



Expenses for the fifteen months ended December 31, 2022

| | | |
|--------------------|--------------|------|
| REAP PROGRAMS | \$11,822,216 | 84% |
| EDUCATION/ADVOCACY | \$243,813 | 2% |
| PROGRAM EXPENSES | \$12,066,029 | 86% |
| ADMINISTRATION | \$1,242,395 | 9% |
| FUNDRAISING | \$647,233 | 5% |
| Total Expenses | \$13,955,657 | 100% |



BOMA IN THE NEWS



THE KENYAN WALL STREET

Kenyan Non-Profit, BOMA, Awarded \$10.1 Million Grant By IKEA Foundation

IKEA Foundation has awarded BOMA, the Kenya and U.S.-based non-profit, a grant of \$10.1 million to support the organization’s innovative approach to alleviating poverty in regions severely impacted by climate change.

The new initiative, Livelihoods and Inclusion for Transformation in Kenya (LIFT), funded by this grant, will catalyze opportunities for 15,600 people living in extreme poverty. It will focus mainly on women, youth, refugees, and displaced people, supporting them to launch and build 3,650 environmentally friendly enterprises in Samburu and Turkana counties.