



Quarterly Report: Q3

JULY TO SEPTEMBER 2015



Letter from the CEO

There is a person at the heart of everything we do.

That person is a woman. A mother. A mother with a child who is often hungry. There has been a lot in the news about extreme poverty lately, some glowing, some devastating, but it's different when you meet mothers every day who have lost a child to a disease that but for a few pennies, her child would be alive today. That's the devastating reality of mothers who live in extreme poverty.

We work hard to bring those women into the daily practice of our work. But we also work hard to collect confidential data on each woman in our program. It is how we measure impact, how we hold ourselves accountable and how we monitor our progress. And it is how we communicate that progress to our friends and donors.

Below you will find our third quarterly report for 2015. In it you will find BOMA's performance metrics and the milestones we have achieved for this quarter. But there are still powerful stories at the heart of our work, none better than what a woman told me many years ago: "I used to think about who I could ask for something. But now I come running to myself."

With gratitude,

KATHLEEN COLSON, *Founder and CEO*

OUR REACH & IMPACT SINCE JANUARY 2009

9,432
of women enrolled

47,005
of dependent children impacted

56,437> 100,000
women and children to date

2,968
of businesses launched

534
of savings groups established



Program Milestones

Gathering baseline data in the field: Over two weeks in August, trained enumerators traveled to 22 villages across Northern Kenya to gather baseline data on 951 women selected for BOMA’s poverty graduation program. Using laptops with Android apps, they filled out extensive surveys on each new participant, measuring indicators like household income and savings, number of children enrolled in school, and access to medical care. We use this data to measure progress out of poverty two years later, at program exit.



Enumerators scramble to a hilltop to pick up a wireless signal, so they can synch baseline data from their laptops to BOMA’s cloud-based, customized Salesforce relational database.



New BOMA business owner
Kulamo Bullo

LAUNCHED!
951
women through
Jump Grants
and financial
skills training

Jump Grants and Training: In September, 951 new BOMA participants received Jump Grants and financial skills training to start 317 businesses. The youngest grant recipient was 18, while the oldest is 84. The daylong sessions include traditional song and dance, a meal, training on skills like pricing, record-keeping and savings, and the distribution of cash grants to purchase wholesale supplies for the new business.

Profile of a BOMA Participant

Kulamo Bullo has three young children. She earns \$11 per month by tending a small herd of goats. She owns a mosquito net—for which she is thankful—but she doesn’t own a mattress, a blanket, a lantern, a mobile phone, or a flask to serve tea. Almost every day, she worries that her children won’t have enough to eat.

On September 18, Kulamo not only had hope, but happy plans for the future. With 59 other women, she attended a BOMA training session and grant distribution in the village of Kargi in Northern Kenya. By late afternoon, she and her two business partners had purchased supplies to open a kiosk—selling food staples and basic household supplies—in the semi-nomadic settlement where they live.

“I thank God a lot,” says Kulamo. “My oldest child is still in primary school. Now that I have this business from BOMA, I will start saving for secondary school. I will put money aside for that child.”

Raising the bar for graduation: BOMA has revised its graduation criteria—the statistical indicators we use to measure progress out of poverty. Our goal is to establish rigorous and replicable standards of graduation for arid-land women that require broad-based achievement across four mandatory categories:

FOOD SECURITY

- 1 No child going to bed without an evening meal in the last month
- 2 Household members eat two meals a day in the past week

SUSTAINABLE LIVELIHOODS

- 3 Value of business is 25% higher than total seed capital grant
- 4 Participant can access more than one source of income

SHOCK PREPAREDNESS

- 5 Participant is a member of a savings group (with formal constitution and credit and loan protocols), has access to credit, and has a minimum of 8,000 Kenyan shillings in savings

HUMAN CAPITAL INVESTMENT

- 6 All primary school aged girls in the family are attending primary school.

A new BOMA business group is ready to roll after training, with a cash grant to purchase supplies.





Key Performance Indicators

NEW METRICS FOR FIELD STAFF PERFORMANCE

BOMA has introduced a new Mentor Performance Index (MPI). The index includes both quantitative and qualitative scores that allow us to measure the performance of our BOMA Village Mentors, while helping them to understand what we consider to be important in their work. The MPI is conducted every six months by a field officer and includes bonus pay for high-scoring results.



BOMA mentor Ali Turuga at a September 2015 training session. BOMA's new index measures mentor performance, with bonus pay for high scores.

WEEKLY DASHBOARD REPORTS

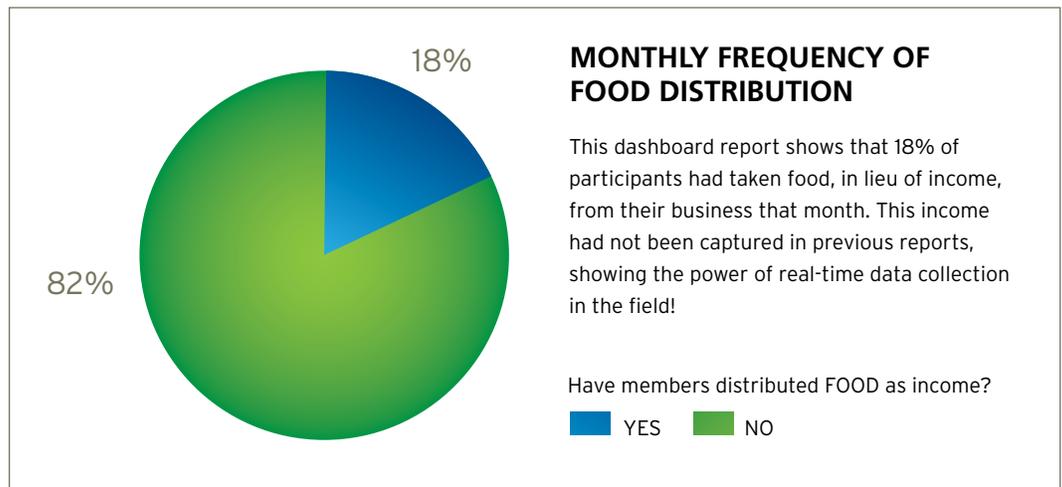
Using data uploaded to Salesforce by Mentors in the field, the BOMA M&E team can now generate weekly dashboard reports on a wide range of indicators. Field officers have also been taught how to run their own reports, so they can log into Salesforce and check on business and savings group performance daily.

DIGGING INTO THE RCT DATA

The results from our Randomized Controlled Trial showed a surprising decrease in expenditures on food at the one-year mark of running a BOMA business. This could mean that part of a BOMA participant's profit is taken from the business in the form of food or household goods. To better understand this dynamic, we started gathering data—from every BOMA business in the two-year mentoring period—regarding goods, food and money that BOMA participants take from the business each month.

Key Factors: Mentor Performance Index

- > # of visits to business and savings groups
- > Average participant savings per month
- > Communication & cooperation
- > Quality of training sessions
- > Quality of data
- > Full use of tools (care of tablets, daily data synch)





Fundraising and Finances



Lydia Orre, BOMA business owner, selling goods at her stall in Ilaut Market.

90%

of 2015 budgeted expenses has been contracted or pledged

2015 Operating budget is \$1.527 million

Revenues through September 30, 2015: \$636,771

GOVERNMENT	\$426,198
INDIVIDUALS	\$79,356
FOUNDATIONS/ORGS	\$131,217

Expenses through September 30, 2015: \$1,022,080

		(Percentage of total expenses)
REAP	\$685,179	67%
WOMEN AS CATALYSTS FOR CHANGE	\$156,883	16%
EDUCATION AND ADVOCACY	\$32,593	3%
Total Program Expenses:	\$874,655	86%
ADMINISTRATION	\$52,232	5%
FUNDRAISING	\$95,193	9%

NEW OPPORTUNITIES

5DayDeal Charity Partner 2015: BOMA was selected as one of four organizations to be 5DayDeal's charity partner of the year. 5DayDeal's recent challenge raised more than \$220,000 to be distributed to the four organizations.

Salesforce Foundation's Force for Change Grant Challenge: BOMA has been selected as one of seven finalists for the 2015 Force for Change challenge grant. Entries are scored in three review areas: technology innovation, likelihood of successful project completion, and accelerated social impact. The challenge received 135 proposals from organizations around the world.

Funding Leadership and Opportunities for Women: BOMA has partnered with Trickle Up to apply for the Dutch Ministry of Foreign Affairs' Funding Leadership and Opportunities for Women (FLOW) grant. The program is focused on improving the position of women and girls in developing countries by funding programs that combat violence against women, promote women's economic participation and self-reliance, and participation by women in politics and public administration.



BOMA won second place in the 2015 SEEP Photo Contest with this image of BOMA business owners unloading supplies at a market, taken by humanitarian photographer David duChemin.



Building Capacity



BOMA Mentors share best practices at the annual five-day workshop. BOMA has 30 full-time mentors working in 26 communities across Northern Kenya.

BOMA Mentor Workshop: In July, BOMA Mentors gathered in Archer's Post for the annual five-day training workshop—a time to share best practices, learn new skills, provide feedback to field officers and meet with other Mentors in their region to share location-specific updates. During the workshop, Mentors learned a new application, geo-mapping, with the tablets they use to collect data in the field. Geo-mapping allows Mentors to track the specific location of each business and savings group they work with.

New Training Methods: Training is an integral part of BOMA's work with women living in extreme poverty. Our new training manager, Christine Muuthia, comes with a wealth of experience in the training of community groups. Since most of our participants are non-literate and use memorization to transact and keep business records, Christine has been incorporating new training methods that help our participants retain a higher percentage of information and skills, including illustrations, drama and songs, stories and fables, case studies and scenarios.



Heather Katcher

New M & E Manager: Heather Katcher comes to BOMA with 12 years of experience in research, monitoring and evaluation in Africa and the United States. Most recently, Heather worked with Helen Keller International (HKI) as the Regional Monitoring and Evaluation Officer, where she oversaw data collection for HKI's Vitamin A supplementation program in Africa and provided technical support for research studies testing new technologies and maternal and child health interventions. Prior to joining HKI, Heather worked for six years in the United States designing and implementing clinical nutrition research studies on the effects of diet on cardiovascular disease risk, weight loss and polycystic ovary syndrome. Heather holds a Ph.D. in Nutrition from Pennsylvania State University and is a licensed Registered Dietitian.



Regional manager Meshack Omarre (left) at the Mentor Workshop.

Promoted to Regional Manager: Longtime field officer Meshack Omarre has been promoted to regional manager. He is based in the Marsabit field office, where he supervises the field officers and office staff. Meshack has a certificate in public relations and a diploma in human resources, both from the University of Nairobi. He is pursuing his degree in business administration from Kenya Methodist University.

Professional Development: In July, ten senior staff participated in a customized Supervisory Skills Development training conducted by the Kenya Institute of Management. The training, designed to enhance their ability to be effective managers, covered such topics as communication, decision-making and conflict resolution. In September, Jectone Oyugi, BOMA's Finance and Human Resource Manager, attended a two-day training in Nairobi, offered by Prime Excel Ltd., on NGO financial management and compliance with donor grant requirements.

Travel and Vistors

Becca Wammack (David Weekley Family Foundation) spent a weekend visiting BOMA businesses and savings groups in Nemaray and Ngurunit, August 7-8. She traveled with REAP program director Kura Omar and met with field officer Sabdio Doti and regional manager Meshack Omarre.

Jayson Morris (Peery Foundation) arrived in Marsabit on September 18 and spent three days traveling through the field. He attended a grant distribution and financial skills training in Kargi and met with BOMA businesses and savings groups in Kargi, Korr and Ngurunit. Jayson earned the nickname "Adventure Donor" after the traveling team got lost in Ilaut, encountered a sandstorm, and got stuck in a dry riverbed.

Kathleen Colson (BOMA founder and CEO) was one of three grantees invited to make a presentation at the Segal Family Foundation board meeting in New York City on September 25. The SFF portfolio comprises more than 180 organizations working across 20 countries in Sub-Saharan Africa.



Top, Becca Wammack (back row, green shirt) of the David Weekley Family Foundation.



Bottom, Jayson Morris of Peery Foundation (far right) attended a training session and helped dig the Land Cruiser out of a dry riverbed.