

Generation Possible

2019 ANNUAL REPORT

iDECanada



Generation Possible

iDE Canada creates income and livelihood opportunities in developing countries around the world. We invest in local entrepreneurship, building businesses with a focus on agriculture and sanitation. With access to the right products, services and advice, farmers can transform their small farms into small businesses. With access to research and development, sanitation business owners can produce the life-saving products their customers want and can afford. Thirty-seven years ago, we recognized that those experiencing poverty were some of the savviest customers in the world, willing to invest in products and services that provide real benefits to their health and income.

95,000



In 2019 Canadian funders, donors and sponsors invested in business solutions that helped **95,000** people in **ten** countries.

In partnership with iDE programs around the world, we have helped over **34 million** people so far.



Mission

- | iDE creates income and livelihood opportunities for poor, rural households.

Values

- | Poor women and men have the right to a secure livelihood.
- | Markets are the most powerful force for significant, widespread and lasting impact on rural prosperity.
- | The rural poor are customers, producers and entrepreneurs.
- | We listen to and learn from the people we work with.
- | We value innovation and entrepreneurship.
- | We are results-oriented, aiming for significant impacts for large numbers of people.
- | We strive for economic, social and environmental equity and sustainability.

All iDE 1,187,420

Africa 239,450

Ethiopia	75,430
Ghana	17,340
Mozambique	77,865
Zambia	68,815

Americas 8,260

Honduras	7,500
Nicaragua	760

Asia 939,710

Bangladesh	603,705
Cambodia	301,955
Nepal	21,885
Vietnam	12,165

Impact by Country



Office Locations

Global headquarters,
Denver, Colorado, USA

Canadian headquarters,
Winnipeg, Manitoba, CAN

European headquarters,
London, UK

In 2019, iDE's global program reached nearly 1.2 million people. Canadian donors made an impact on 95,000 of these individuals last year.

10:1

iDE's ROI Commitment

Return on investment measures the impact donors make with each dollar invested in iDE. Across all programs, we commit to a minimum average return of \$10 in annual income generated or saved by a person in poverty for every dollar received by iDE.

In 2019, we exceeded our commitment.

17:1

iDE's ROI Results

Across all agriculture and water, sanitation and hygiene programs.



Stu Taylor, CEO

The past few months of upheaval have brought much conversation about our “new normal” – how our lives have changed in the present and what changes might last into the future.

Your support for iDE is really about creating a New Normal. Together, we strive for real and lasting change. The entrepreneurs, families and communities with whom we work are creating their New Normal with your support. That is the vision of “Generation Possible”. It is a reality in which the world’s poorest people have new income to educate their children, get medical help when they need it, and invest in their farms, homes and new ventures. Where they are able to hold their heads high in dignity. And where they have the voice and choice to prosper on their own terms.

We are adapting quickly to the new normal of living and working in a pandemic. But we also remember daily that, for the people with whom we work,

uncertainty and risk are not a “new” normal. They are just normal. Many of the innovations you have made possible with your support are even more essential now than they were last year. As you read about the progress we made together in 2019, know that those successes are having an even greater impact today in the new normal of a pandemic.

Finally, I want to dedicate this annual report to iDE’s founder Paul Polak. Paul was anything but normal and, right up to his death in October 2019, challenged the status quo with his quick and quirky humour and razor-sharp insight. I hope that we never lose his drive to question any form of received wisdom, ask the right questions, listen to the customer and not take ourselves too seriously to humbly approach any new challenge we take on.

Together – donors, staff, entrepreneurs and families – let us continue Paul’s quest to create a radically better New Normal for all.

Len Penner, Board Chair

If you are like me, you see your support for iDE as an investment in the future.

We hear small farmers talk about their hopes and dreams for their children and imagine a better tomorrow. At our “Generation Possible” gala last year, I was inspired by the stories of families – particularly women and girls – who have new opportunities to prosper on their own terms, thanks to your support.

The Covid-19 pandemic has brought uncertainty and anxiety about the future for many people. That includes the entrepreneurs, families and communities we work with. iDE works in places that have very little capacity to handle a public health crisis. We are also concerned about the immediate impact of lockdowns in developing countries on small farmers’ ability to plant, harvest and sell their crops.

But there are some important bright spots that give me hope for the future:

First, I believe strongly in small farmers’ determination and perseverance to adapt in the face of hardship.

Second, our teams are able to quickly adapt their activities to respond to new challenges. A great example is the “Sama Sama” toilet team in Ghana quickly setting up public handwashing stations to help slow the spread of Covid-19 in rural towns.

Finally, your support has enabled iDE to develop essential services that are now a lifeline for small farmers cut off by lockdowns. This crisis has underlined the importance of better digital information, local farm advisors and marketing groups to name a few of the innovations you have made possible.

This is your annual report. I invite you to celebrate a great year of investment in human potential and, as you are able, to continue your investment in the future, through iDE and “Generation Possible.”



iDE Canada Board Members:

Len Penner, board chair
Ted Paetkau, vice chair
Ken Friesen, secretary/treasurer
Shirley Martens, fundraising chair
Gerry Dyck, program chair
Art DeFehr
Frank DeFehr
Bill Fast
Ron Enns
Norm Fiske
Michelle Redekopp
Fred Thiessen



Help importers and distributors get affordable equipment, seed and inputs to small farmers.

Research improved farming techniques to combat pests like the devastating Fall Army Worm.

Work with banks to develop crop insurance and loans that can be offered through collection centres.

Connect buyers to collection centres so farmers get better prices.

Train local entrepreneurs as farm business advisors, who offer technical advice, equipment, seed and other inputs.

Establish farmer-run collection centres that aggregate farmers' produce to sell to traders, and offer credit and crop insurance.

How Your Support is Generating New Possibilities for Small Farmers

Support to iDE creates and strengthens services that enable farmers like Phulmati to prosper on their own terms. Here's how...

Phulmati Rana farms a small plot of land in the western part of Nepal. Earning less than a dollar a day, she was struggling to survive and provide for her family.

Through the local farm business advisor, she learned new farming techniques, and purchased improved seed, along with plastic tunnels to protect her crops from pests.

Through the collection centre, she now sells her tomatoes, cauliflower, cabbage and chilis, earning about \$600 in new income.

For the very first time, she is able to buy crop insurance for her tomatoes, protecting her against weather and pest risks.

With her new income, she invested in new seeds and fertilizer for her farm. She has paid for her children's education, and is able to buy necessary groceries and medicine for her family.

Over the past three years, thanks to your support, iDE has generated new possibilities for more than 685,000 farmers like Phulmati across our global program.



The Path to Possible

Josephine Mensah is one of a new generation of women leaders



Josephine has always been a saleswoman, having hawked fish door-to-door as a youngster in her hometown Tamale, northern Ghana.

After completing secondary school, she helped her mother run a food stall at a local primary school in order to raise funds to go to university.

She jumped at the opportunity to work for iDE's toilet business Sama Sama, as it offered better pay, allowing her to save more quickly.

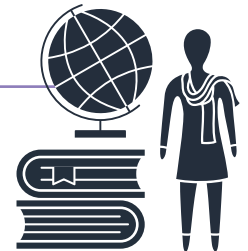
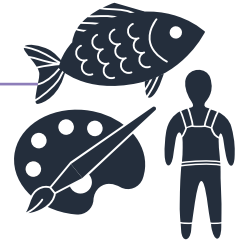
Josephine was Sama Sama's best-performing sales agent last year. She was ecstatic when she was promoted to sales executive and moved to a new sales territory in the centre of the country.

She plans to aggressively drive sales as soon as she settles in her new town, and plans to register for an evening/weekend marketing degree program at the local university.

Josephine has great ambitions for the future. In five years, she expects to be among the leaders of Sama Sama.

The Government of Canada provides funding for this project. Additional funding is provided by the Manitoba Council for International Cooperation and individual donors like YOU.

“**The secret of my success is learning from my mother's informal training in business, customer service and sales. My motto is: “one customer can destroy your business if you don't treat them right!”**



Re-generation Possible

For Dorcas Apugi, employment offers more than just income

Dorcas Apugi is a Sama Sama sales agent living in Bolgatanga, in Ghana's Upper East Region. She is from a family of twelve with nine siblings, and is one of the family's three income earners.

Dorcas has seen more than financial benefits from her work with Sama Sama. Whereas before she was soft-spoken and shy, she says, "My confidence has increased since I started working with Sama Sama. I can speak to anybody at all without fear, including even the president of the country." She is outspoken and independent now and can interact with all manner of customers.

She has also gained a sense of duty, despite some discouragement from friends who initially thought the money she would make from selling toilets wouldn't be nearly enough to justify her efforts. *"These same friends who were mocking me about my job with Sama Sama are now trying very hard to join!"*

Dorcas dreams of growing into a Sama Sama Sales Manager role and says, *"I am so excited working with Sama Sama. Even without higher educational qualifications, households accord us respect because we work with a sanitation organization. With the skills I obtained from the field, I will be a very good Sales Manager."*

Through opportunity, mentorship and community, your support provides new possibilities for women in business.



One Million Toilets and Counting!

When iDE first told people we were going to sell toilets rather than give them away, they said we were crazy, that it couldn't be done. But you've helped us to demonstrate the possible a million times over.

In 2019, we celebrated the milestone of one million toilets sold through our sanitation marketing efforts worldwide. That is more than five million people who now have a clean, safe and dignified place to relieve themselves, thanks to your support. And because we work through local businesses selling locally-designed toilets, these facilities remain in use for the long term.

In Cambodia, you've contributed to success on a national scale. Over the past decade, we have seen the proportion of households with a toilet increase dramatically from 29% in 2011 to over 70% today. Cambodia is on track to eliminate open defecation by 2030! Your support allows us to continue innovating and pushing to finish the job.

Your support is helping us to bring this life-saving approach to new frontiers in Africa. Thanks to you, we have been able to create a toilet business from scratch in northern Ghana, where only 10% of households had a toilet. So far, we have seen over 60,000 people gain access to their first toilet.

The success you have made possible represents real and lasting change:

- Diarrheal disease kills over 2,000 children every day. Toilets are changing that. In Cambodia, a recent study by Georgetown University found a significant decrease in childhood diarrhea as a result of iDE's toilet marketing efforts.
- For women and girls, in addition to caring for ill family members, it is also about dignity and safety. You can imagine parents' relief when their girls no longer have to walk out to a field at night because there is no toilet at their home.

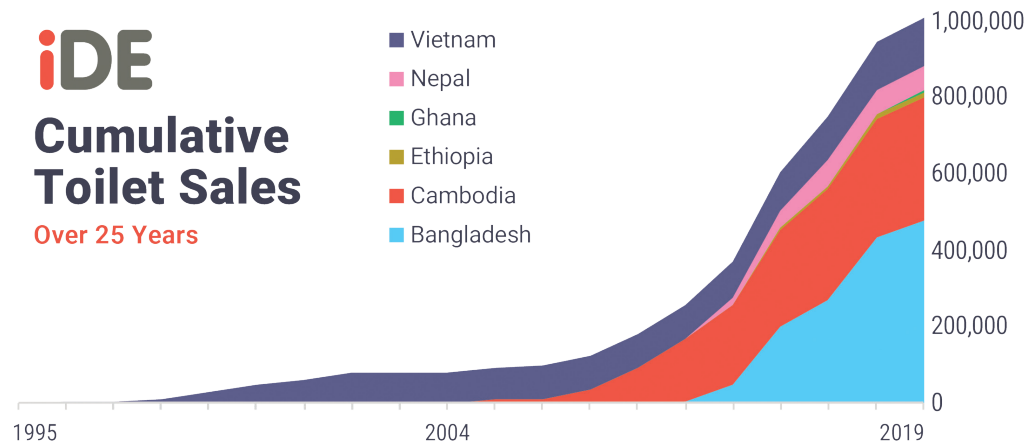
Thank you for your commitment to seeing all people prosper on their own terms – in particular, the women and girls so often carrying an unequal burden in societies around the world.



iDE

Cumulative Toilet Sales

Over 25 Years



YOU make this possible! \$2,500 +

Foundations

Bill & Margaret Fast Family Foundation
Buller Foundation
Concord Projects Foundation
DeFehr Foundation Inc
Ken and Helen Penner Foundation Inc
Lawless Family Foundation
Mazur Family Foundation
Price Family Foundation Inc.
The Pindoff Family Charitable Foundation
The Sawatzky Specialties Foundation

Funders

Canada 



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Mark & Bonnie Loewen
Mark Epp
Richard & Suzanne Froese
Rick & Ingrid Koss
Ron & Irene Enns
Shirley & Paul Martens
Stuart Taylor & Kira Rowat
Ted Paetkau
Vince Boschman

Businesses & Corporations

A & P Plumbing & Heating Ltd.

Aon Reed Stenhouse Ltd

Air Maker Mechanical

CIBC Wood Gundy

Crosstown Civic Credit Union

Cushman Wakefield Winnipeg

DeFehr Furniture Ltd.

EQ3 Furniture

Fort Group

G3 Canada Limited

Galsworthy Holdings Ltd

Hughes Development Corporation

Kalora Interiors International Inc.

Mat Master

MLT Aikins LLP

Nejmark Architect

Oakwood Roofing & Sheet Metal Co Ltd

Southern Manitoba Potato Co. Ltd.

Southern Potato Co.

Této Design Incorporated

WG Kastes Inc.

Winter's Plumbing & Heating

YOUR GIFT IS A LIVING LEGACY.

As a donor, your generosity is reflected in our shared belief that entrepreneurs are everywhere. Your impact on the lives of individuals, families and communities over the last 37 years is an enduring legacy.

All that we have achieved, and all that we hope to achieve, is built on the strength, support and generosity of donors like you.

On behalf of a truly grateful iDE Canada team, please accept our deepest expression of gratitude.

iDE Canada's registered charity number is 11889 3130 RR0001

Manitoba Gala

Generation Possible

On October 29 2019, 385 friends, donors and board members attended iDE Canada's annual gala. Together, we raised over \$300,000. As part of the festivities, guests learned about our projects in Ethiopia, experienced an Ethiopian Coffee Ceremony provided by a local business, and heard inspiring speeches from iDE Ethiopia country director, Andrea Hernandez Tobar, joined by CEO Stu Taylor.



“

In 1982, I joined Paul Polak in Somalia with the – then crazy – idea that we could use business to offer new opportunities to people in refugee camps. Within a few days of our arrival in Somalia, Paul was nosing around local markets trying to understand the perspectives of the refugees there. He quickly learned that there was, in fact, thriving trade where others only saw aid.

Paul's conversations with refugees led us to an unconventional solution: producing and selling donkey carts that met the high demand for transportation in the refugee camps. Entrepreneurial refugees purchased 500 carts and earned a million dollars providing much-needed transport in the camps. Intuition, research and using enterprise to help disadvantaged people earn their way out of poverty were the hallmarks of Paul's work.

Paul Polak was not only a bottomless source of ideas and inspiration; he was also known for his quirky and irreverent sense of humour, and his willingness to “speak truth to power.” Paul relished challenging the status quo with the wisdom of humble farmers, respecting them as teachers and customers. That spirit lives on in the work he started.

– **Gerry Dyck** Friend and co-founder of iDE

Paul Polak
(1934 – 2019)



Financials 2019

We adhere to the rules and regulations of the Canada Revenue Agency and are in accordance with Canadian accounting standards for non-profit organizations. Our audited financial statements can be viewed at www.idecanada.org.

Revenue	
Donations	\$1,001,778
Institutional grants	\$2,264,273
Program services	\$625
Interest & other	\$16,511
TOTAL	\$3,283,187

Expenses	
International projects	\$3,084,045
Administration & fundraising	\$425,500
TOTAL	\$3,509,545



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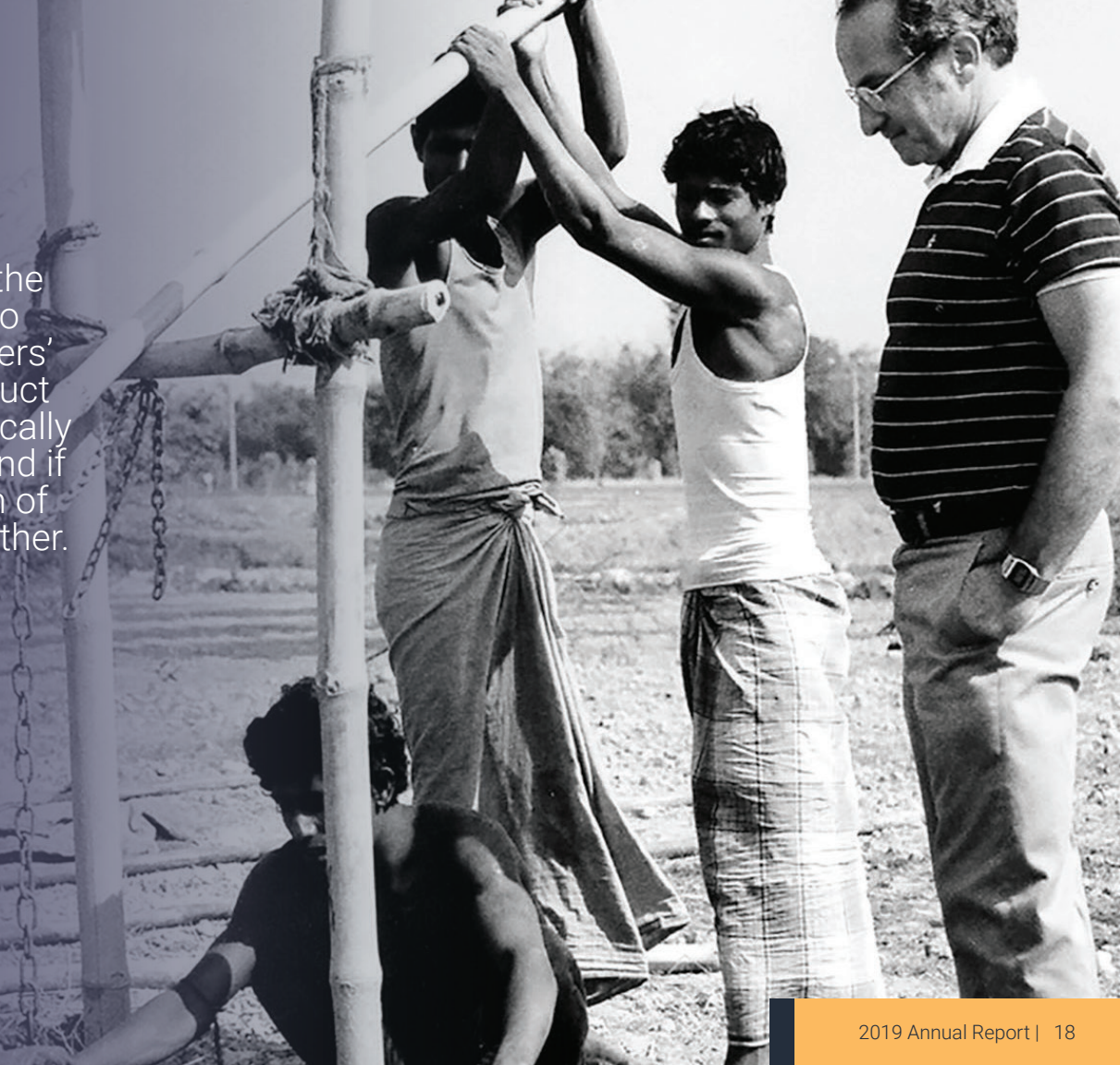
If you don't understand the problem you've set out to solve from your customers' perspective; if your product or service won't dramatically increase their income; and if you can't sell 100 million of [your products], don't bother.

Paul Polak

(1934 – 2019)

Market-based development pioneer,
iDE founder and past CEO

iDECanada





iDECanada




TO OUR PARTNERS IN CREATING
BUSINESS OPPORTUNITIES FOR THE
WORLD'S POOREST COMMUNITIES,

THANK YOU.

**To donate or find
out more please
contact us:**

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