



**iDECanada**  
Powering  
entrepreneurs  
to end poverty.

2020 ANNUAL REPORT



**iDE**Canada

Powering  
entrepreneurs  
to end poverty.

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. Nearly 40 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.

**In 2020, Canadian funders, donors and sponsors invested in business solutions that helped 25,000 people in ten countries.**

**In partnership with iDE programs around the world, we have helped over 35 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.





**Powering  
entrepreneurs  
on 3 continents.**

**Thank you for creating real and  
lasting change around the world!**

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.

**13:1**

**THIS PAST YEAR, IDE TEAMS  
GENERATED **\$13** IN NEW INCOME FOR  
CLIENTS **PER DOLLAR** SPENT ACROSS  
ALL PROGRAMS.**

In recent years, iDE Canada has leveraged donations 2:1 with government grants. Thus, your donated dollar becomes three dollars. And, by powering entrepreneurs, those three dollars generate \$39 in new income for those who need it most. That's nearly \$40 of impact for each dollar you donated. Thank you!

You may have noticed that our return on investment dropped this year, due to the impact of the COVID-19 pandemic on activities in the field. However, iDE's local teams worked hard to ensure that local communities still received the support they needed and that we continued to generate more than \$10 in new income for every dollar we spent on our programs.



## HONDURAS

iDE has enabled Honduran coffee farmers to profit-share with a Denver roaster using blockchain technology that gives consumers information on where their coffee comes from.

## NICARAGUA

Your past support has helped to launch a business specializing in low-pressure drip irrigation for smallholder farmers. In 2020, iDEal Tecnologías helped small farmers earn over CAD 1,000,000 while generating its first positive cash flow from sales.

Thanks to your support for iDE's sanitation program in Ghana, the iDE team was able to quickly respond to COVID-19 by providing factual information via radio ads and setting up public handwashing stations at 65 centres to help protect thousands of Ghanaians.

## GHANA

Your support enabled local entrepreneurs to provide agricultural advice and access to low-cost irrigation technologies and other tools, sustaining smallholder farmers - particularly women - through the challenges of COVID-19 and conflict in 2020.

## ETHIOPIA

Farm Business Advisors - local entrepreneurs providing agricultural advice, products and services - have been a lifeline for farmers. Your support allowed iDE to safely train and support these entrepreneurs.

## ZAMBIA

## BANGLADESH

A women's empowerment project has reached 560 women, providing greater opportunities in the local labour market helping to generate over CAD 500,000.

## NEPAL

Your support has enabled iDE to train and deploy "Plant Doctors" - local entrepreneurs who diagnose and treat pest infestations. Partnering with Virginia Tech, iDE has been able to get critical and timely information to farmers via text message, averting further disaster during the pandemic.

## CAMBODIA

Your support connects farmers to new market opportunities, with a big impact on their income. In 2020, iDE enabled smallholders to earn an average of CAD 1,500 in new income.

## VIETNAM

You are supporting innovation with a purpose. In 2020, iDE's team in Vietnam explored new opportunities for people to earn an income while combating a massive and growing environmental crisis by transforming plastic waste into usable products.

## MOZAMBIQUE

Adapting to the challenges of COVID-19, iDE held 11 trade and technology fairs to help restore smallholder farmers' livelihoods following devastating cyclones.





# Stu Taylor, CEO

## What a year.

**As we look back on 2020, we do so with immense gratitude for you - our supporters and partners - who saw iDE Canada and our clients through an incredibly challenging year.** The COVID-19 pandemic

upended lives and economies across the globe. As is so often the case, those already on the margins due to poverty and social exclusion have been hardest hit. Thank you for standing with those who need it most.

"Pandemic" was not the only 'P'-word that defined 2020. The murder of George Floyd in the U.S. sparked a broader reckoning with Power and Privilege. Here in Canada, that has further intensified conversations around reconciliation and the legacy of colonialism. "Decolonizing development" has also become a call to action for international charities, as we strive to be part of local solutions rather than simply reinforcing injustices that continue to keep people in poverty.

This is a conversation that iDE takes very seriously, and we know you do as well. For nearly 40 years, you have invested in local entrepreneurs, providing

training, technology and financial support that enable local problem-solvers to use their creativity, drive and business savvy to deliver real and lasting change. Those entrepreneurs know their own communities and the services and solutions they truly need and value.

We take a business approach to ending poverty not just because it works, but also because it is the right thing to do - putting the voice and choice of our partners and customers at the centre. Our new tagline - "Powering entrepreneurs to end poverty" - celebrates that approach.

As you read this report, please take a moment to reflect on the difference your support has made - powering entrepreneurs to survive and even thrive through challenging times. Thank you for continuing to provide that power to changemakers around the world, enabling people to Prosper on their own terms.

# Len Penner, BOARD CHAIR

**Power is essential to agriculture. Last century, we saw the revolution of horsepower, as machines took on more and more of the work traditionally done by animals and farmers themselves.**

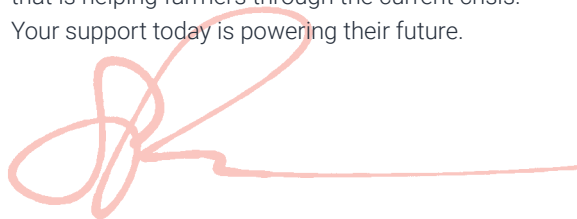
More recently, we've seen a revolution in data. Knowledge is power, and farmers now have more of it at their fingertips than ever before.

From donkey carts in Somalia and treadle pumps in Bangladesh in our first decade, to solar pumps and smartphone applications in our fourth, we have made it our mission to power a revolution for farmers in some of the world's most challenging markets. In my career, I have seen the impact of new technologies and solutions on agriculture here in Canada. In visits to iDE projects, I have also seen the incredible impact of new solutions designed with and for small farmers.

The Covid-19 pandemic has highlighted the importance of powering production with local support and solutions. Many farmers made it through this year thanks to local entrepreneurs, delivering timely inputs and information, powered by your support. I have been so impressed by the dedication and

determination of our local teams, working long hours to respond to each new challenge that came their way. And I've been moved by the continued generosity of our supporters through this difficult time.

Thank you for powering entrepreneurs to transform smallholder agriculture, even in the midst of a global pandemic. Your past support built resilience that is helping farmers through the current crisis. Your support today is powering their future.



## iDE Canada Board Members:

**Len Penner**, board chair

**Ted Paetkau**, vice chair

**Ken Friesen**, finance chair

**Shirley Martens**, fundraising chair

**Gerry Dyck**, program chair

**Art DeFehr**

**Frank DeFehr**

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**Michelle Redekopp**

## COVID-19 RESPONSE

**Your support is powering entrepreneurs through incredibly difficult times. Despite almost 40 years of experience in some of the world's most challenging markets, 2020 tested iDE - and the clients we serve - like never before.**

**iDE field teams had to rapidly adapt to changing public health restrictions and protocols.** At times, we had to temporarily suspend operations to keep staff and communities safe. The entrepreneurs with whom we work have had to constantly adjust and find a way to continue providing essential services through lockdowns and slow downs.

**Thank you for not giving up on the people we serve. You recognized the need to be resilient in the face of a rapidly changing, dynamic environment. Because of you, we were able to adapt to the new reality instead of shutting down.** And thanks to our strong, local leadership, we did not have to close a single program due to international travel restrictions or repatriations of foreign managers.

**Your support made it possible for our sanitation team in Ghana to quickly pivot and set up handwashing stations in public centres. You enabled our Cambodia team to repurpose the Yey Komru hygiene campaign, urging families to guard against infection. And the Mozambique team was able to forge ahead with trade fairs for 18,000 farmers recovering from earlier cyclones.**

While we see the light at the end of the tunnel in Canada, thanks to the rapid distribution and administration of vaccines, our teams and partners in other countries face a much longer road to recovery. Thank you for continuing to power entrepreneurs through a pandemic and toward a future of greater prosperity and security for themselves, their families and their communities.



YOUR SUPPORT POWERING  
ENTREPRENEURS IN NEPAL

**83,000**

farmers reached per week  
with technical information

**408**

plant doctors  
received digital messages

**28**

districts in Nepal





## Powering entrepreneurs during a pandemic

### Digitizing the last mile

COVID-19 hit farmers in Nepal while they were also battling another threat: the infestation of their crops by an insect called the fall armyworm. Timely pest and disease updates can save a harvest, but many farmers live in remote areas with poor internet access, limiting their access to information. With your support, along with funding from the Manitoba Government and other partners, iDE has been training “plant doctors” - local entrepreneurs who provide farmers with information on pest control and market prices for fruits and vegetables. When lockdown restrictions prevented them from visiting other farmers to spread the news, iDE worked with the plant doctors to use SMS text messaging and reach an estimated 9,425 farmers with critical and timely information, allowing them to prevent crop failure and sell their produce at a profit.

## POWERING GENDER EQUITY AND SOCIAL INCLUSION

Power imbalances and harmful social norms prevent people from going about their lives freely, or taking full and equal advantage of opportunity. Less inclusive markets and businesses further reinforce social and economic inequities, creating a vicious cycle of exclusion and poverty. Your support makes it possible for iDE to design and deliver innovative and inclusive solutions, which benefit all people. Our new gender equality and social inclusion policy commits us to supporting inadequately represented groups that face discrimination or are unable to access products and services, simply because of who they are, hindering their ability to prosper.

Photo by Shah Mamunul Ahad / iDE 2020



### 2020 HIGHLIGHTS

**WOMEN ACCESS LABOUR MARKET IN BANGLADESH** In Bangladesh, the Women's Economic Empowerment through Strengthening Market Systems project has reached 560 women, providing greater opportunities for women in the local labour market. Funded by the Swedish International Development Cooperation Agency, the project increased the number of women entrepreneurs, helping generate more than \$470,000 through diversified sales channels.

**PROJECT IN MOZAMBIQUE GOES ABOVE AND BEYOND** Despite the pandemic, iDE Mozambique's Women's Empowerment in Agriculture program reached more than 15,000 people last year, triple the original target. The program—part of a package of resilience interventions— provides women farmers with agricultural support, financial services and training on gender equality.

**ETHIOPIA PROJECT ADDRESSES IRREGULAR MIGRATION** Illegal out-migration from Ethiopia creates disruption and increased vulnerability, including for the women who remain behind or become prey for smugglers and traffickers. Your support has made it possible for iDE Ethiopia to work with women from vulnerable communities to improve crop and livestock productivity and reduce risk by diversifying crops and protecting local natural resources. Over time, building prosperity and opportunity in these communities is the key to reducing irregular migration.

### YOUR SUPPORT POWERING ENTREPRENEURS IN ZAMBIA

**64**

**Female Farm Business  
Advisors**

**184**

**Husband-Wife Jointly  
Managed FBA Enterprises**

**\$519**

**average annual income per  
farm business advisor**



Powering  
entrepreneurs  
to spark women  
in business.

## Womens' role model trusted by local farmers

In years past, farmers in Inutu Musiyalela's community had to travel 25 miles to buy tools and seeds, and make the trip again to sell what they had grown. This was both expensive and time consuming. Sensing an opportunity—and willing to disrupt traditional gender roles—Musiyaleta developed a business plan with help from iDE, which provides training and support to make women more adept at managing agribusinesses. As an experienced Farm Business Advisor and crop aggregator, serving about 3,000 farmers, she now sells their crops in bulk, allowing farmers to continue working their fields rather than travel. Having created a strong market link, Musiyalela has earned more than \$844 in profit in each of the last three harvesting seasons.



## POWERING BETTER HEALTH AND DIGNITY FOR ALL

Every day, approximately 1,400 children under the age of 5 die from diarrhoea, which they contract because they lack access to clean water, adequate toilet facilities, and hand hygiene. These basics are not only critical for good health but also strong local economies and communities. Friends and supporters of iDE know that markets are a powerful means to deliver real and lasting solutions that are affordable and relevant to the people we serve. Your support allows us to use human-centered design principles to understand the needs and aspirations of our customers and develop solutions that work for them. Solving this daunting public health challenge also requires building networks of local businesses and entrepreneurs, creating demand, and offering financing and subsidies that ensure everyone can access the services they need.

Photo by Shah Mamunul Ahad / iDE 2020



### 2020 HIGHLIGHTS

**WORLD'S FIRST IMPACT BOND FOR SANITATION** iDE has launched the world's first Development Impact Bond for sanitation. This is an innovative way for governments to pay for outcomes that are in the public interest - in this case, improved public health through the widespread use of improved toilets across rural communities in Cambodia. Our financing partner - the Stone Family Foundation - pays iDE's sanitation team to work with local toilet businesses. As communities reach 100% coverage, USAID pays the Foundation for targets achieved, allowing the work to continue until we have finished the job.

**DEEP DIVE IN ETHIOPIA** Your support has helped the iDE Ethiopia team to develop recognized expertise in human-centered design and sanitation markets. To guide a new initiative called Healthy Villages, the team conducted research to understand barriers young people face to start and sustain businesses within the sanitation market over the long term.

**NEW PARTNERSHIPS GIVE A CRAP** In 2020, iDE was delighted to secure partnerships with two socially-conscious and irreverent Australian companies. Toilet paper company Who Gives A Crap and Thankyou, a socially-conscious company offering personal and baby-care product lines, have both committed funds to iDE's sanitation marketing efforts worldwide.

### YOUR SUPPORT POWERING ENTREPRENEURS IN GHANA

**6,630**  
toilets delivered

**63,000**  
people with access to an  
improved toilet

**67**  
public handwashing  
stations in operation



**Powering  
entrepreneurs  
to improve  
sanitation.**

## **Sanitation and hygiene matter now more than ever**

How many times a day did you wash your hands in 2020? Hand hygiene was one significant focus of efforts to contain the spread of COVID-19. As the pandemic hit Ghana, iDE's Sama Sama sanitation team realized that very few people had access to any means of washing their hands in public areas. Thanks to your support and emergency funding from the Government of Canada and the Manitoba Council for International Cooperation, the team was able to respond quickly, setting up over 60 handwashing stations in various centres in northern Ghana. Along with soap and water, the stations served as focal points for communicating factual information to counter the spread of rumours and misinformation. The team also ran a series of fact-based radio spots to ensure that people had the information they needed to protect themselves and others.

Despite a temporary pause in toilet sales, the team was able to safely restart promoting and selling Sama Sama toilets. While already an urgent issue due to the pandemic of childhood deaths due to diarrhoea, having a toilet at home became even more essential during lockdown.

In December, Global Affairs Canada extended support for the sanitation program for another two years, allowing the team to develop and deliver new services to collect and safely dispose of fecal waste in rural areas.

# Thank You for Powering Entrepreneurs! \$2,500 +

## Foundations

Bill & Margaret Fast Family Foundation  
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Reimer Express Foundation Inc  
The Pindoff Family Charitable Foundation  
The Sawatzky Specialties Foundation

WE HONOUR OUR DONORS' WISHES TO  
REMAIN ANONYMOUS AND WOULD LIKE TO  
THANK ALL OUR SUPPORTERS WHO ARE  
NOT LISTED PUBLICLY

## Individual Donors

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Frank & Agnes DeFehr  
Fred & Sharon Thiessen  
Garry & Tamara Roehr  
Gary & Gwen Steiman - long time  
supporters of iDE  
Gerry & Barb Price  
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Ian & Terri Mankey  
Jacob Goertzen  
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Terrence & Bronwen Enns  
Vern & Charleen Siemens  
Vince & Stacey Boschman



# 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.**

## Businesses & Corporations

A & P Plumbing & Heating Ltd.  
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WG Kastes Inc.

## Government Partners

**SUPPORT FROM OUR GOVERNMENT PARTNERS  
LEVERAGES THE GENEROSITY OF CANADIANS AND  
AMPLIFIES THE IMPACT WE CAN MAKE TOGETHER.**



Financial support from the Government of Canada,  
provided through Global Affairs Canada.



Financial support from the Government of  
Manitoba, provided through the Manitoba Council  
for International Cooperation

iDE Canada's registered charity number is 11889 3130 RR0001

# Thank You for Opening Your Heart!

**On October 27 2020, iDE Canada supporters demonstrated that a global pandemic could not stifle their generosity and commitment to the iDE mission.**

While we were unable to hold an in-person event, more than 400 people joined us for an online program, featuring iDE Ghana's Valerie Labi. Guests received a "Gala-in-a-box" delivered to their homes, and several people shared photos of their beautiful home place settings and decorations for the event.

We were so grateful and encouraged to see our community come together to raise nearly \$350,000 - the highest ever for an iDE gala. With government matching funds and the impact of iDE's program, this translates into \$17.5M in new income for those who need it most.



# Thank you to all our sponsors and partners!

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## FLOWER SPONSOR



## ADDITIONAL CONTRIBUTORS

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# Financials 2020

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](http://www.idecanada.org).

## Revenue

Donations	\$1,045,246
Institutional grants	\$1,124,327
Interest & other	\$67,389
<b>TOTAL</b>	<b>\$2,236,962</b>

## Expenses

International projects	\$1,799,518
Administration & fundraising	\$252,917
<b>TOTAL</b>	<b>\$2,052,435</b>



iDE Canada's registered charity number is 11889 3130 RR0001

# iDE Canada receives 2020 Impact and Innovation Award

**In early February, we were delighted to be named as winners of the 2020 Lewis Perinbaum Impact and Innovation Award, presented by the Canadian Centre for International Cooperation (now Cooperation Canada) and World University Service Canada.**

The award recognized iDE's Ghana sanitation program, which has worked with local businesses to market and sell improved toilets in areas where as little as 10% of the population had access to a safe facility. With support from Global Affairs Canada, the Manitoba Council for International Cooperation and Canadian donors, the project is transforming rural Ghanaians' access to sanitation services in a real and lasting way.

At the ceremony in Ottawa with Canada's International Development Minister Karina Gould, iDE Canada's Stu Taylor and Tiffany Koberstein accepted the award on behalf of the iDE Ghana team and the donors who have made this project possible, including a group of generous supporters in British Columbia. "This project is new, it's innovative and it's doing something different where traditional approaches have failed," said Stu in his acceptance speech. "At the root, this is about saving the lives of children who are dying for the lack of a very simple facility."



**CANADA'S MINISTER FOR INTERNATIONAL DEVELOPMENT KARINA GOULD WITH AWARD WINNERS JIM CORNELIUS (INDIVIDUAL AWARD) AND IDE CANADA STAFF STU TAYLOR AND TIFFANY KOBERSTEIN**



“This change inspired me to share the knowledge and experience I got with other farmers in my community and I will help them to start cultivating improved varieties and vegetables with irrigation during the dry season.

**Beletu Bacha**

Kimbibit, Ethiopia

**iDECanada**

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

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**THANK YOU.**