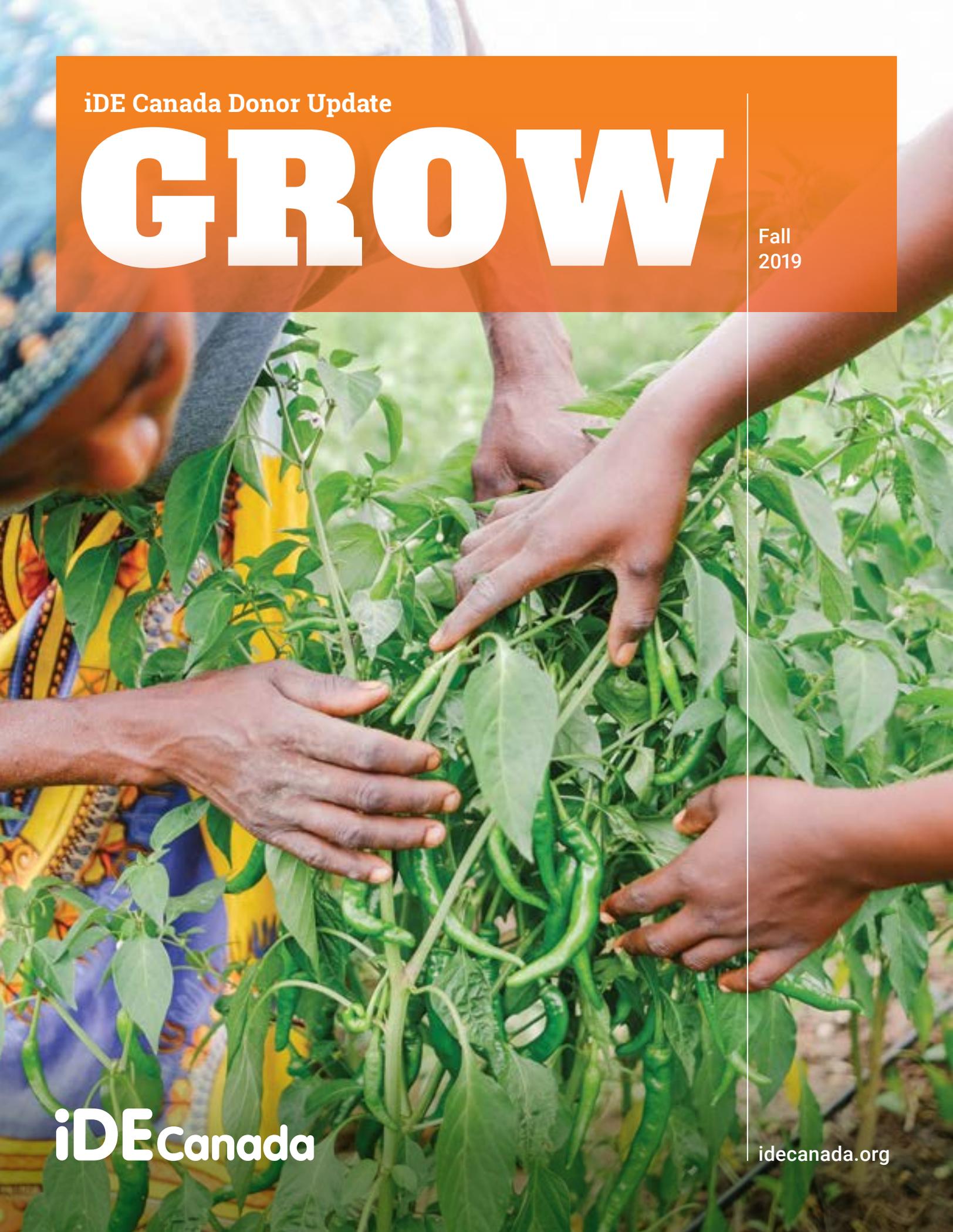


iDE Canada Donor Update

GROW

Fall
2019



iDECanada

idecanada.org

“

We shall not defeat any of the infectious diseases that plague the developing world until we have also won the battle for safe drinking water, sanitation and basic health care.

**– Kofi Annan,
UN Secretary General
(1997–2006)**

Sama Sama
sanitation project prototype
in Tamale, Ghana.



CEO Hello

Stu Taylor



We like to view the world through the lens of opportunity. Where things are broken, there is an opportunity for creative solutions to make a real and lasting difference.

One of the joys and privileges of my job is the opportunity to visit iDE field operations and see the impact of your support first-hand. I always come back from these trips inspired and eager to share stories with our supporters and friends here in Canada.

In August, I had the opportunity to visit the iDE team in Ghana. Your support, amplified by funding from the Government of Canada, is providing more and more rural Ghanaian families with a safe and affordable toilet through “Sama Sama” – the toilet business that iDE has set up. In addition to the toilets, Sama Sama’s Ebenezer Atsugah was showcasing the prototype de-sludging truck he designed with financial support from Canada. This small truck promises a giant leap forward in sewage management for homes not served by municipal systems.

While in Ghana, I also met young leaders like engineering student Melanie Holland - whose story you can read in this issue – and Suraya Ibrahim – manager of iDE’s Sunsong chili farm, connecting small farmers with improved farming technologies and new commercial opportunities. As a father with three daughters, I’m excited to see young professionals and entrepreneurs – particularly women - bringing new energy, hope and ideas to create the opportunities their parents may not have had to prosper on their own terms. Our 2019 Manitoba Gala will celebrate the potential of this “Generation Possible”.

Finally, as this edition was going to print, we received the news that iDE’s founder, visionary and contrarian Paul Polak had passed away. You can read a short tribute in this newsletter, written by his friend and iDE founding board member Gerry Dyck. As someone who benefited personally from Paul’s encouragement, challenge and mentorship, I will miss Paul, but hope you will join me in continuing the work he started – taking on hard problems and finding the possible.



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Fall 2019 Issue

Thank You!

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2018 Annual Report Highlights



Mosammot Tahura, entrepreneur in Bangladesh, where iDE is creating inclusive market opportunities, particularly for women.

**SUCCESS
MADE
POSSIBLE
BY YOU!**

Sanitation Business and Research

Engineering student
Melanie Holland



“What you do makes a difference, and you have to decide what kind of difference you want to make.” – Jane Goodall

It's said that each generation stands on the shoulders of those who came before them. So for future generations to grow up in a world less hungry and impoverished means it's up to today's generation to help make it possible.

As more voices are heard calling for higher education, gender equity and increased leadership roles for women, few people may be more representative of today's 'Generation Possible' than Melanie Holland. As part of her Masters program, the 23-year-old engineering student from University of Colorado Boulder recently completed a two-month practicum with iDE in Ghana to acquire her certificate in Engineering for Developing Communities. The experience, she says, has affected her profoundly.

What drew you to iDE Ghana?

This practicum with iDE appealed to me because it involved projects in both sanitation and agriculture. Sanitation is widely recognized as having one of the most positive, transformative impacts in low-income countries, because access to improved sanitation facilities increases overall wellness and quality of life.

iDE Ghana is making great strides in this sector with Sama Sama, a social enterprise that provides pour-flush latrines to low-income households. I feel very fortunate that I was able to work with Sama Sama's founder, Val Labi, who has so many insights and strategies for increasing the impact of sanitation infrastructure in Northern Ghana.



The agriculture component of this practicum was also extremely appealing to me. Korsung, another iDE social enterprise project, provides technical expertise, overhead expenses and market access to participating farmers in order to improve the quantity, quality and diversity of their crops.

Agriculture has the powerful potential for alleviating poverty, and in rural Ghana agriculture is often the primary source of income for households. When agricultural production is improved in these

communities then there will be a corresponding increase in food security and wellness, and a boost to the local economy. It was enormously exciting to see the beginning stages of the Korsung project come to fruition during my time in Ghana.

What kind of research were you doing with Sama Sama and Korsung?

Sama Sama has been selling toilets since 2016 and is now preparing for the aggregation and treatment of fecal waste. As part of my practicum, I assisted in the preparation of fecal sludge removal and transportation to the wastewater treatment plant in Tamale. I worked with Ebenezer Atsugah, the Chief Operating Officer of



Sama Sama for iDE Ghana, who designed and oversaw the fabrication of the fecal sludge truck. My part was to create a Risk and Mitigation register, training materials for operational employees, and process flow diagrams for associated operations.

With Korsung, I helped write funding proposals and participated in planning for the first harvest. As an independent study, I started a small-scale mushroom farm at the iDE office to identify the potential shortcomings and benefits of mushroom production in Northern Ghana. Mushrooms are a high-value and nutritious crop that can be grown with little water, so they're ideal for the arid climate of Northern Ghana where access to water in the dry season is extremely limited. The pilot mushroom farm was a success; now more data must be collected to quantify potential risk and determine how to scale mushroom farms for local communities and families.

Is your generation's involvement in non-profits important?

There's enough room for people from all generations and ages to get involved with non-profits. In any decision-making environment you need a variety of perspectives to develop truly effective and lasting solutions for difficult issues. Millennials, like all previous and future generations, provide a perspective that is unique to them. As just one example, there's room for younger generations to play a pivotal role in identifying and expanding the use of more cost-effective and sustainable web-based virtual development tools and practices.

Ebenezer Atsugah (left) + Osei Agyeman-Buahin, Managing Director for Sama Sama



What role can non-profits play in gender equity?

In Ghana specifically, women do not have equal access to career opportunities and are often excluded from roles that are not traditionally female. In the agricultural sector, female farmers often lack the same resources – such as finances, farm inputs, and market access – as male farmers. Gender inequality is seen in specific agricultural practices, such as the production of shea butter from shea nuts. Harvesting and processing of shea nuts is considered solely women's work, and often involves long hours, heavy labour and harsh working conditions. Women and young girls carry heavy loads of shea nuts extremely long distances, and roast the nuts over wood-burning fires in hot and arid conditions. This practice is strongly rooted in tradition, and not many people question why it's only women who work with this crop.

Social and economic progress stagnates when women are prevented or discouraged from reaching their potential. Discrimination and exploitation makes it difficult – sometimes impossible – for women to raise themselves and their families out of poverty.

Women must have equal access and opportunity, not only because it would augment the local economy and increase overall wellness, but because it's a basic human right.

There's no silver-bullet solution to gender inequality, but engaging and supporting women in traditionally male-dominated agriculture fields is a step in the right direction.

How important is it to see women in leadership roles?

Along the same lines, female leadership is vital to the success of any women's empowerment endeavor. Female leadership, especially in spaces that are typically male-dominated, provides that voice for the under-represented and inspires young women to get involved in decision-making.

iDE Ghana is certainly unique in that there is strong female leadership and an emphasis on empowering women in the workplace and in local Ghanaian communities.

What are your biggest takeaways from your iDE experience?

This was my first time traveling to Africa and I'm extremely grateful that I was able to complete this practicum with iDE Ghana because the experience has erased many of my misconceptions. In two months, I learned not only about engineering applications in agriculture and sanitation but also something about the hopes and resilience of Ghanaian people, communities and governments. It was inspiring to work with so many dedicated and passionate people working tirelessly to improve their communities.

Traveling to Ghana, interacting with people, hearing their life experiences, and seeing firsthand many of their daily trials and triumphs have all given me an invaluable context to global development. Both my career outlook and my personal perspective have changed drastically because of this experience.



Market in Tamale, Ghana.

iDE Photo
by Alice Lee



New Solutions for Small Farmers

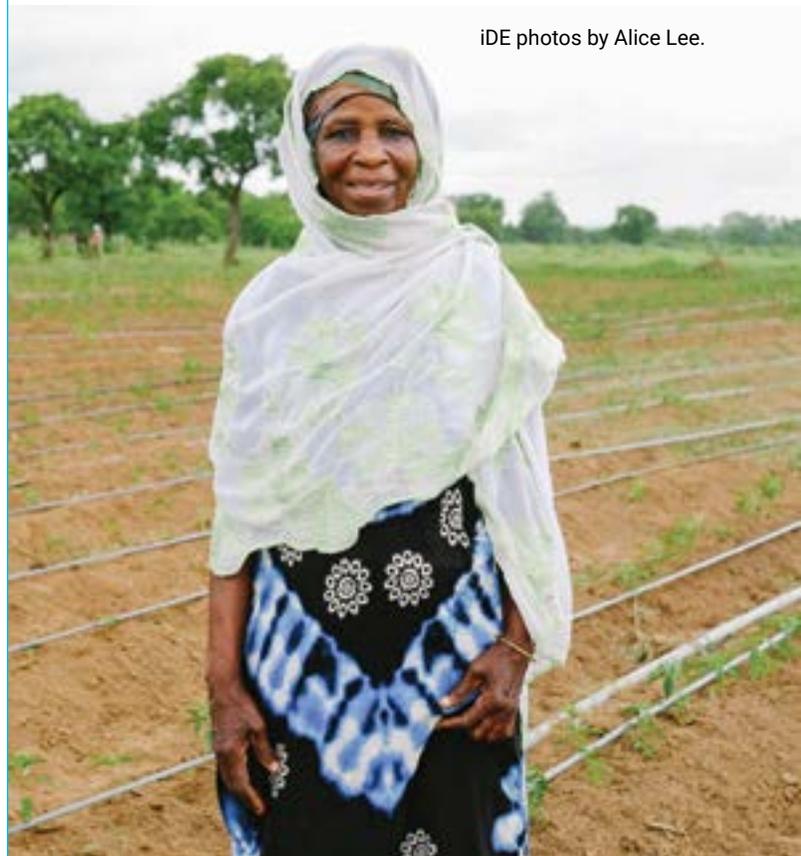
“At first, I had my doubts, but now that we see the harvest, we are excited!”

Fati Adam, a grandmother and small farmer in the community of Sunsong, in Ghana’s Northern Region, is describing her experience growing chili peppers through a new iDE venture. We are standing in a 10-acre field, full of knee-high chili plants laden with red and green finger-like peppers. The sky is overcast and threatens rain. It is hot and humid, but not oppressively so; a gentle breeze ruffles the leaves and the light scarf that Ms. Adam has draped over her head.

Ms. Adam is one of 21 farmers (10 women and 11 men) growing chilis at the Sunsong Farm. She normally grows corn, soy beans and yam, but prices are low and one dry stretch during the growing season can mean suffering for the whole family. At the Sunsong Farm, each row of chilis stands next to a line of drip irrigation tubing. The farm is next to a sizeable reservoir, but without irrigation equipment, most farmers have not benefited from this resource. The drip irrigation saves time and labour as it delivers the water directly to each plant. Most importantly, the irrigation system allows farmers to grow chilies during the dry season and to survive dry spells during the rainy season.

Suraya Ibrahim, the iDE farm manager, is responsible for supporting the 21 farmers to grow chilis, and coordinating sales to commercial buyers. Like many women, she is managing more than just the farm, carrying her young baby on her back as she greets farmers and stops to discuss concerns and answer questions. Donor support has helped to get the farm off the ground, particularly supporting staff like Suraya to organize farmers and manage all the challenges of a new operation. However, the model is for each farm to quickly become self-sufficient. Profits from the chili sales are shared by farmers and the farm, helping to pay for the farm manager, inputs, transport and other operating costs.

Farmers seem happy with the arrangement, as long as it is transparent and fair. Ms. Adam says that, like most farmers, she struggles to get enough cash together to pay for seedlings, fertilizer and other inputs. When she heard that the farm would provide these things up front, and that she would pay the costs at harvest, she was delighted. Traditional microfinance institutions often shy away from agricultural production, due to the risks. By providing irrigation and technical support, and forming a group of farmers who learn from each other, Sunsong has more control over the production process and so can cover the input costs up front, confident that profit-sharing from the harvest will pay the bills.



iDE photos by Alice Lee.

When I ask Ms. Adam what she plans to do with the earnings from her first season of chili production, she doesn’t hesitate. “I will pay the school fees for my grandchildren,” she says confidently.

Your support makes it possible for iDE to develop new ways for small farmers in rural Ghana to be successful and self-sufficient, and to accelerate the development of more farms like Sunsong that bring income, dignity and empowerment to farmers like Fati Adam.



Arishetu Wahabu says that until she saw the drip irrigation system at Sunsong Farm, she had no idea that it was even possible to grow peppers in the dry season.

“We had no idea about this technology,” she says, “but when I heard about it, I thought, ‘this is something new, so why not try?’” Arishetu is one of 21 people growing chili peppers on this 10-hectare farm organized by iDE to connect small farmers with commercial buyers.

Over the past three months that she has been farming at Sunsong, Arishetu says she has learned a lot. “The farm manager provides training and advice,” she notes, “I had never used fertilizer for pepe (hot peppers) before.” Traditionally, farmers would simply broadcast pepe seeds on a tilled field.

Fati Adam with farmers in Sunsong.



iDE has helped the farmers to organize a small nursery and transplant seedlings into rows of hilled soil for better drainage and weed control. It is more work, but farmers are seeing the benefit in their harvest.

On the first harvest day, Arishetu collected 105kg of peppers from her plot, enough to earn about \$20. However, as she looks at the chili-laden plants around her, she is already anticipating the next harvest day in a couple of weeks’ time, when she expects a much larger haul.

Thanks to your support, iDE is able to develop ventures like the Sunsong farm, which translate farmers’ efforts into productivity and profit, giving them, their families and their community new opportunities for improved livelihoods and self-reliance.

Drip irrigation system.



Annual Report

Igniting Change

SINCE 1983

2018 ANNUAL REPORT

iDE Canada

celebrating

35
VIETNAM

Highlights

This past year, we celebrated 35 years of iDE supporters “igniting change” in some of the world’s poorest communities.

In 2018, Canadian funders, donors and sponsors invested in business solutions that helped **62,176** people in eleven countries.

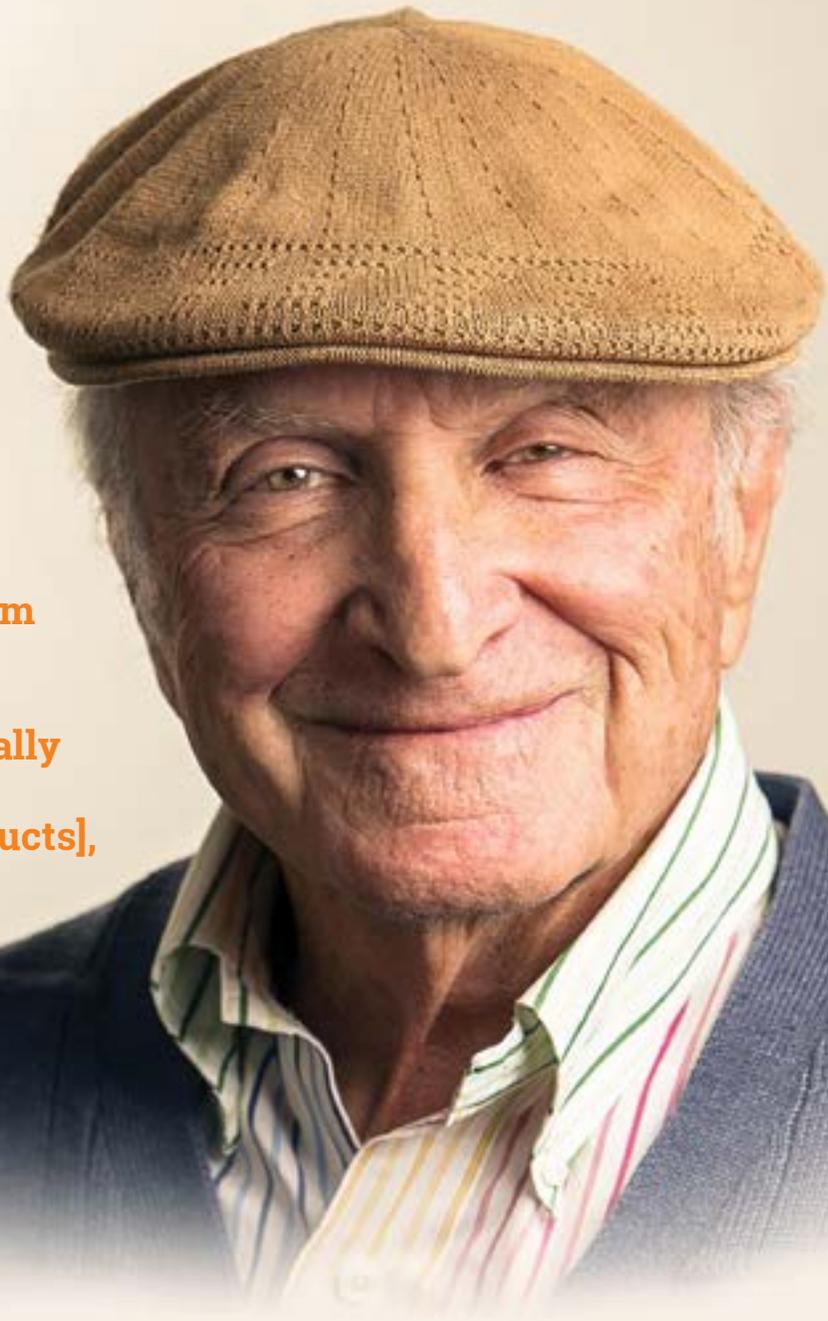
10:1 Return on investment measures the impact donors make with each dollar invested in iDE. Across all programs, we commit to a minimum average return of **\$10** in annual income generated or saved by a person in poverty for every dollar received by iDE.

In 2018, we exceeded our commitment. We achieved a return of **20:1** across all agriculture and water, sanitation and hygiene programs.

2018 Revenue

Donations	\$1,331,792
Institutional Grants	\$2,523,214
Program Services	\$9,463
Interest and Other	\$10,494
Total	\$3,874,963

We adhere to the rules and regulations of the Canada Revenue Agency and are in accordance with Canadian accounting standards for non-profit organizations



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**

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**

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.

Over three decades 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 partnership with iDE programs around the world—and with the crucial support of our donors —we have helped 30 million people so far.

Help entrepreneurs grow

Please donate today using the envelope inside this issue.

Want to receive an e-version of our newsletter instead?

Let us know at info@idecanada.org or 204 786 1490.

If you have feedback on this issue or suggestions for future issues, we would love to hear from you.



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