

iDE Canada Donor Update

GROW

Summer
2019



iDECanada

idecanada.org



For every human being in *generation possible* there's a person like you who believes it is possible to end poverty.

THE UNITED NATIONS BELIEVES THAT EXTREME
POVERTY COULD BE ERADICATED BY 2030.

KEY WORD: COULD. IT'S POSSIBLE.

BUT IT WON'T HAPPEN IF WE DON'T
DO SOMETHING ABOUT IT.



GENERATION
POSSIBLE
iDE CANADA GALA

SAVE THE DATE
OCTOBER 29 2019

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Summer 2019 Issue

Thank You!

Your issue of Grow magazine has been made possible through a generous donation from KALORA Interiors.

KALORA
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CEO Hello

Stu Taylor



We hope you will be excited by the potential for new generations of supporters and entrepreneurs to transform poverty into prosperity.

Do you see poverty or potential?

That's a good question to ask yourself as you read through this edition of *Grow*, and it's a question we ask ourselves constantly at iDE. We never want to downplay the grinding, dehumanizing reality of poverty. 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 of working with iDE is being inspired by people who think this way: a smallholder farmer in Nicaragua; a community business facilitator in Nepal; or an out-of-the-box philanthropist in southern Manitoba.

The world is rapidly changing. We see young, rural Ghanaians connecting on Facebook and Ethiopian farmers using digital tools to learn new farming techniques. New generations of entrepreneurs and newly connected problem-solvers are rising up in some of the world's poorest communities. Like you, new generations of supporters are increasingly connecting using social media, crowd-funding tools and other emerging innovations in philanthropy.

As you read through this issue, we hope you will be excited by the potential for new generations of supporters and entrepreneurs to transform poverty into prosperity. We are excited by the power of this emerging "*Generation Possible*" to find new solutions for real and lasting change.

We hope you will find it is possible to see both poverty *and* potential.





Ending Extreme Poverty

Our shared vision is to end extreme poverty within one generation. Show your support and join *Generation Possible*.

Generation Possible is a vision for a brighter future. It is about bringing hope to young people prepared to meet the challenges that lie ahead. It is about seeing the possibility for great change within one generation.

Be part of *Generation Possible* through your support.

Here's what's possible when you give: your donation helps small farmers keep working to create sustainable businesses for themselves and their community. Your donation provides the resources that make it possible for them to survive shifting weather patterns and produce enough nutritious food to eat not for one day, but every day. Your donation empowers

local businesses to deliver affordable toilets and water filters to people who need them. This keeps vulnerable men, women and children healthy and safe from diarrheal disease.

Your donation can even help give families access to loans. These loans make it possible to give their businesses the boost they need to make a serious, lasting and sustainable impact on their livelihood.

We Promise You 10:1

We promise to turn every dollar you give into at least \$10 in increased annual income, not handouts, for a family in poverty. The impact of your investment goes well beyond a single year because it creates sustainable business models that improve livelihoods for years to come.



Ending Extreme Poverty

Social Enterprise continues to create new opportunities with lasting impact. Together we are creating a brighter future for hard working people living on less than \$1.25 a day. We are breaking the cycle of extreme poverty.

Micro loans supported by YOU mean that women entrepreneurs can flourish

Arabica coffee beans and coffee growers in Ethiopia.



Photo by Meron Endale



Toilet built by Sama Sama social enterprise, Ghana

SUCCESS

MADE

POSSIBLE

BY YOU!

Safika Abamecha:

Ethiopian Coffee

Photo by
Meron Endale



The Jimma region of Ethiopia is the birthplace of Arabica coffee, a rich African coffee which provides a primary income for more than 100,000 small-scale farmers and their families. Your support of coffee growers like Safiko Abamecha creates sustainable solutions for farmers who live in a region that frequently experiences devastating drought.

Through donor support, Safiko became one of the first coffee farmers in Jimma to adopt drip irrigation on his farm. This allowed him and his family to set a course for a brighter, more secure future.

In addition to receiving iDE's irrigation technology package (pumps, drip kits, storage tanks, pipes and fittings), Safiko also trained through our Good Agricultural Practices program.

Together we have provided the equipment and training for Safiko to introduce water-saving technologies and reap the benefits of effective soil conservation. Safiko is now using drip irrigation on his small plantation, where he grows both coffee and maize. For Safiko and his

family, your support means his coffee production is less vulnerable to drought and that he can maximize his coffee yield for sale to local buyers and exporters.

Together, we have helped smallholder farmers like Safiko increase their income through the provision of irrigation technology packages, access to improved production inputs and profitable markets, and training on improved farming practices. Our focus on integrated climate and resource-smart agriculture in all our activities improves the sustainability of smallholder farmers' livelihoods.

By working directly with farmers to build made-in-Ethiopia solutions, we are succeeding in improving coffee production while conserving local water. Your support has played an important part in bringing rich Arabica coffee from Ethiopia to your cup in a sustainable, farmer-friendly way.



Plant Doctors

You are connecting over 3 million rural Nepali farmers to training, technology, and markets that create the bridge to increased economic, social and climate resilience. Since 1992, you and iDE have been at the forefront in providing sustainable, life-changing programs for farmers and their families.

Our donor-supported Plant Doctors initiative has kick-started enhanced crop production for Nepalese farmers and their families.

Your support of a made-in-Nepal strategy is bringing real solutions to disease and pest control. Introducing the science of plant and soil care to generations of farmers using traditional practices has provided a springboard to new opportunities for Nepali farmers.

Rupa Thapa is a Plant Doctor working in the Lalitpur Municipality in Nepal. She is a local entrepreneur trained to diagnose plant diseases and teach safe strategies to protect at-risk crops. Because rural farmers do not have access to technical agronomists, Plant Doctors like Rupa, now hold local clinics where she plays a vital role in the community.

Unfortunately, many new pests are expanding their reach into Nepal. Plant Doctors, supported by you, are the first line of defence in rooting out these new pests and identifying potential solutions. Plant Doctors can



Rupa Thapa is a Plant Doctor in Lalitpur

prescribe remedies to combat these new threats. Rupa also has the ability to transmit real-time information on threats to other farmers. The sharing of this new information is providing a broad-based approach for keeping local farmers up-to-date on emerging threats and strategies for maintaining crop health.

As a Plant Doctor and clinician, Rupa is at the center of profound change for Nepal’s farmers. Her work, as well as the work of other Plant Doctors, is creating impact today and laying the foundation for a more resilient, responsive and science-based approach to future farming in Nepal.

Your support to train more Plant Doctors like her provides a foundation upon which farmers can build a sustainable and resilient future for themselves, their families and their community.

Meet Carlos Avendaño

Photo by
Stu Taylor

In Nicaragua, we are unlocking the potential of innovators like Carlos by delivering solutions in agriculture. Through your support, farmers are seeing their own efforts rewarded through increased crop yields and by bringing food security and prosperity to families. Together we are changing the lives of people every day.

Carlos 'Charlie' Avendaño is an innovator and a visionary. Twenty-five years ago, Charlie knew he could increase his yields and create a better life for his family through the use of irrigation. However, his attempts to build his own drip irrigation system were neither effective nor sustainable.

Despite his vision of a secure, reliable system to water his crops, Charlie was faced with challenges that his own home-made innovations could not overcome. The technology he required was not available to him and his family.

In 2014, a neighbour invited Charlie to an event put on by iDEal – the irrigation company iDE started with donor seed money to provide drip irrigation services to small- and medium-sized farmers in Nicaragua.

iDEal installed the system and provided some basic training for Charlie. *"The results,"* Charlie says, *"speak for themselves."* Five years later, that original system is still going strong and his fields are producing like never before.

The impact of Charlie's vision-become-reality is seen every day because your support made iDEal drip possible. In Nicaragua, you are bringing custom-made solutions to farmers like Charlie who lacked access to technology necessary to bring their ideas to life. Through your support, small- and medium-sized farms like Charlie's are gaining access to drip irrigation, a major contributor to effective, reliable and sustainable farm practices. Through your support, Charlie and his family face a brighter future.



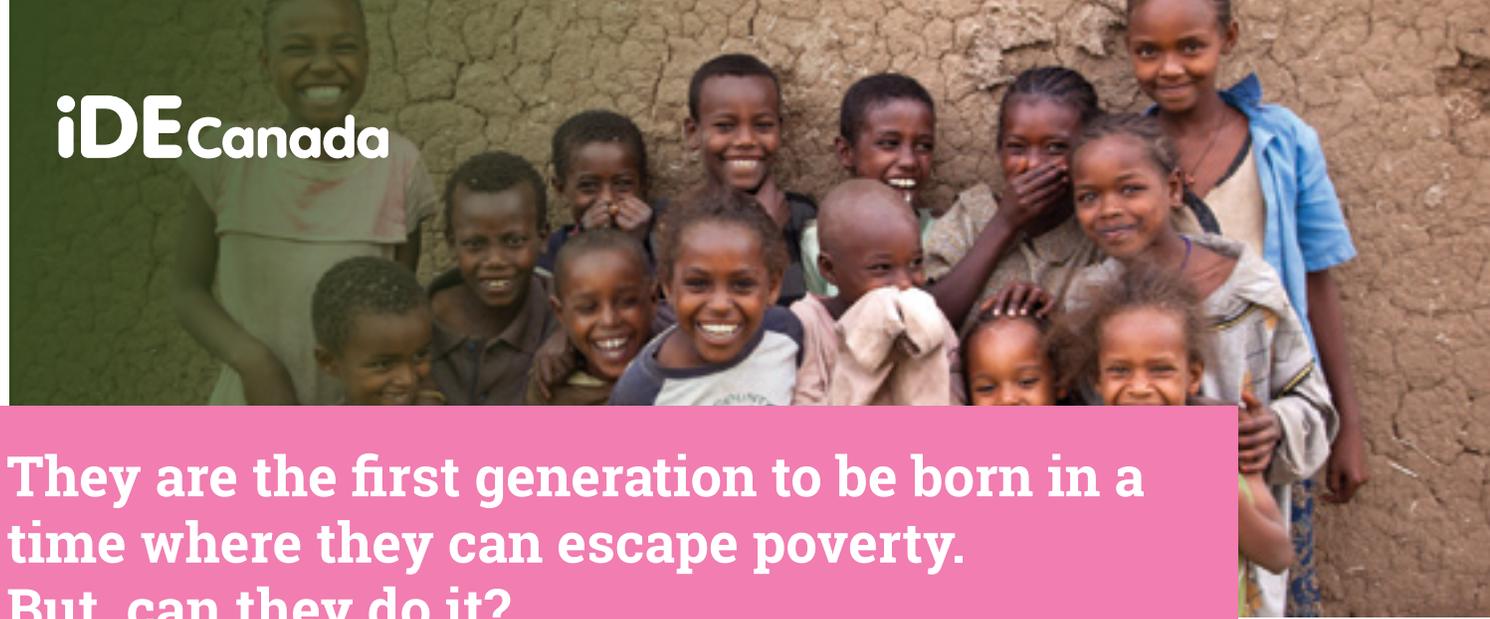
The last word goes to Charlie. *"I couldn't do this work without drip irrigation,"* says Charlie with a smile. *"My neighbours are now also using the system I dreamed of so many years ago."*

Thanks for Making an IMPACT

Donor-supported micro-irrigation allows farmers to increase their productivity, ensuring food security and financial stability.



Photo by Chris Nicoletti



They are the first generation to be born in a time where they can escape poverty. But, can they do it?

For every human being in *Generation Possible*, there's a person like you who believes it's in their power to eliminate poverty.

Through your support, young people will face a future rich in possibilities. A future in which food security, falling infant-mortality rates, gender equity and the ability to earn a living are the new reality.

Through your support, the possibilities for this generation can be a historic moment for us all.



YES, I BELIEVE IN GENERATION POSSIBLE!

Monthly Donation

- \$18 a month** helps 12 families per year
- \$35 a month** helps 24 families per year
- \$55 a month** helps 36 families per year
- \$100 a month** helps 72 families per year
- other amount** \$
- single gift amount** \$

Credit Card

Name or Corporate Name on Card

Credit Card Number Expiration Date

Billing Address City

Province Postal Code Phone Number

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Please make post-dated cheques payable to **iDE Canada**

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Donate at **idecanada.org**

Start my Donation

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Let us know how you'd prefer to stay in touch!

We'll send updates throughout the year to let you know how your gift is helping others.

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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

Together we have supported people living in poverty build a brighter future.

We are closer than ever to making extreme poverty a thing of the past.

ARE YOU READY TO MAKE GENERATION POSSIBLE?

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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