

iDE Canada Donor Update

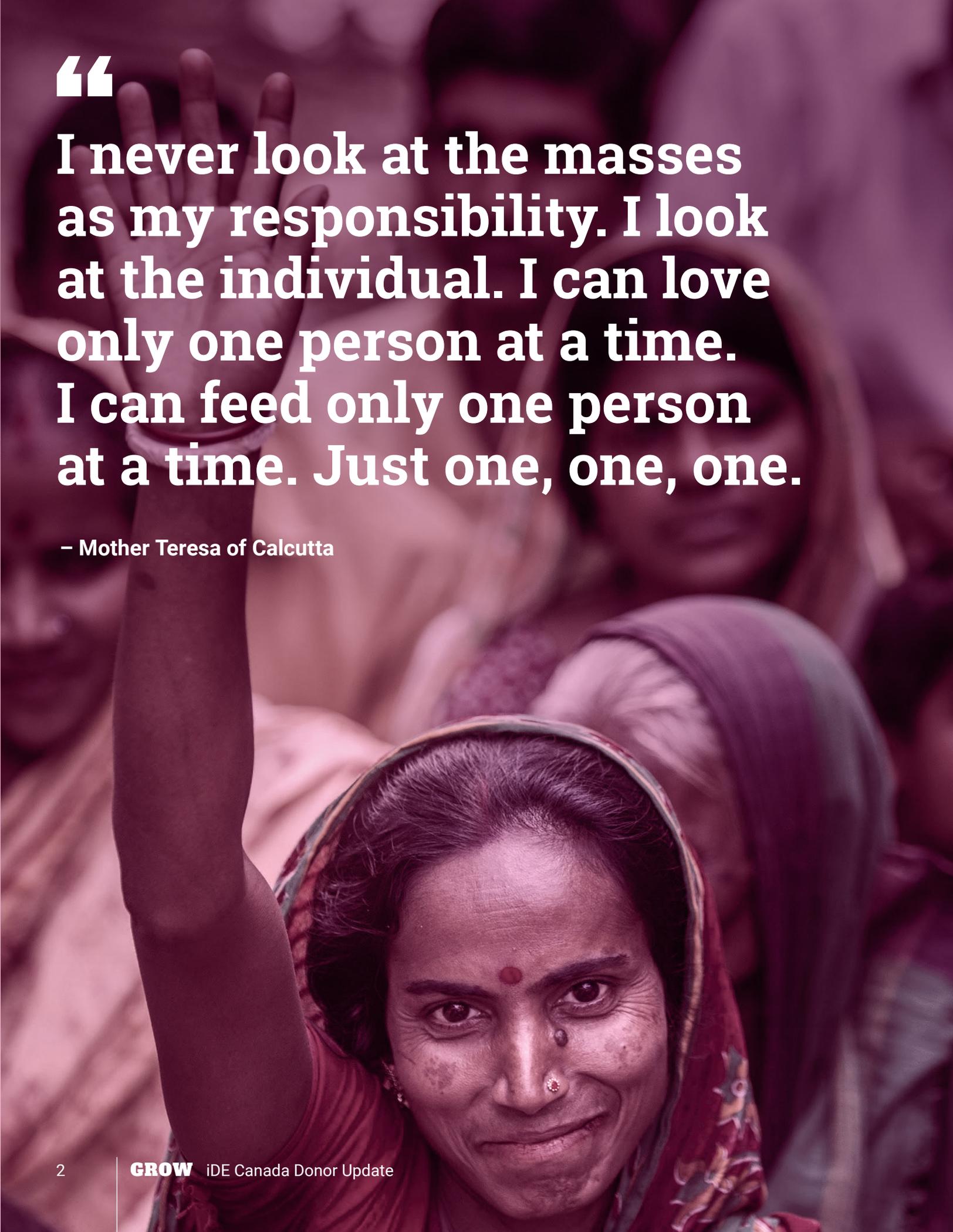
# GROW

Summer  
2020



**iDE**Canada

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

A woman in a red sari with a gold border is the central focus, her right hand raised high in a gesture of participation or prayer. She has a bindi on her forehead and a nose ring. The background is a blurred crowd of people, all under a monochromatic purple and pink color scheme.

“

**I never look at the masses  
as my responsibility. I look  
at the individual. I can love  
only one person at a time.  
I can feed only one person  
at a time. Just one, one, one.**

– Mother Teresa of Calcutta

# CEO Hello

## Stu Taylor



With your support, we've already spent years building networks of local entrepreneurs and communications that are proving essential today.

When we sent out our last newsletter in early February, we had no idea how dramatically our world would change over the following three months. Uncertainty remains a watchword, and we still have little sense of what the next quarter will bring. For all of us, the Covid-19 pandemic has required fast action, flexibility and resilience.

As a supporter and friend of iDE, you know that our mission is to create new opportunities for people whose daily lives have always been about uncertainty and risk: poor rains, market failures, political unrest and other factors beyond their control. Coronavirus is an additional, major crisis on top of their existing vulnerability. Your support is helping us to protect and provide for those who are least able to manage this threat to lives and livelihoods in the following ways:

Acting quickly to protect our teams on the ground and our clients by ensuring that staff have appropriate protective equipment, cancelling group events and maintaining physical distancing. I've been so impressed with the creativity and dedication of iDE country teams to continue providing services safely and effectively in the midst of this crisis.

Pivoting a number of our programs to focus on addressing immediate public health priorities. For example, our toilet team in Ghana has temporarily refocused their efforts to establish public handwashing stations and communicate critical public health information via radio, brochures and word of mouth.

Finally, we are focusing on food production and marketing to avoid a looming hunger crisis. The lockdowns and economic effects of the pandemic are having a devastating impact on smallholder farmers and rural families who already live hand-to-mouth. The UN World Food Programme estimates that over a quarter billion people could face acute hunger by the end of the year – nearly double the current number.

Thankfully, our teams are used to finding workarounds to challenges in the market. With your support, we've spent years building networks of local entrepreneurs and communications that are proving essential today. Thanks to these innovations, we have a head start on helping farmers find safe, alternative means to access markets and continue their production even in the midst of the pandemic. Thank you for making that possible.

In this issue, you'll read about some of these measures. The situation is evolving rapidly, but with your support we continue to innovate, adapt and work with farmers, entrepreneurs and communities to help them make it through this crisis able to grow and prosper on their own terms.

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Summer 2020 Issue

Thank You!

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

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by Antonio Fiorino

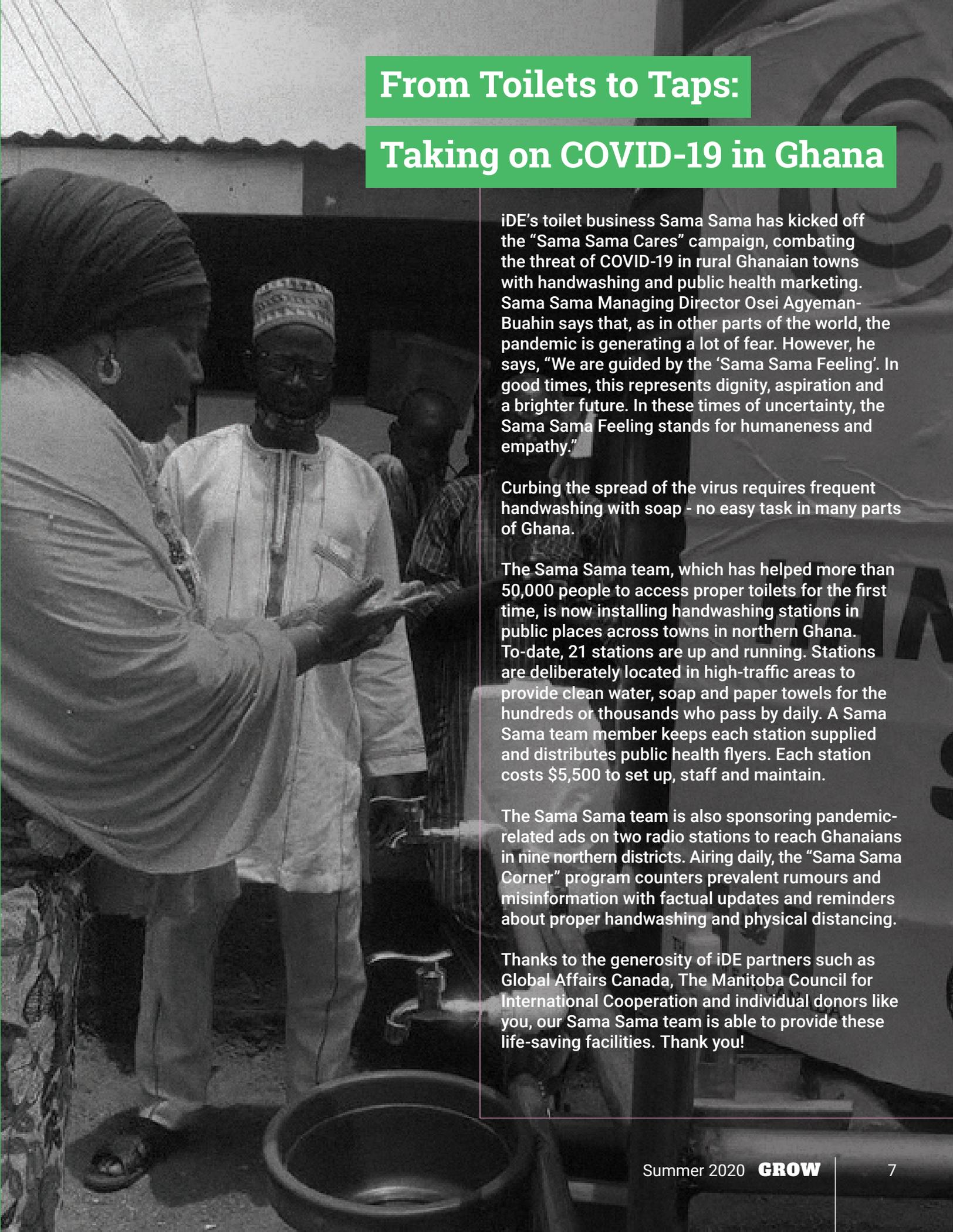


**SUCCESS**

**MADE**

**POSSIBLE**

**BY YOU!**



## From Toilets to Taps:

## Taking on COVID-19 in Ghana

iDE's toilet business Sama Sama has kicked off the "Sama Sama Cares" campaign, combating the threat of COVID-19 in rural Ghanaian towns with handwashing and public health marketing. Sama Sama Managing Director Osei Agyeman-Buahin says that, as in other parts of the world, the pandemic is generating a lot of fear. However, he says, "We are guided by the 'Sama Sama Feeling'. In good times, this represents dignity, aspiration and a brighter future. In these times of uncertainty, the Sama Sama Feeling stands for humaneness and empathy."

Curbing the spread of the virus requires frequent handwashing with soap - no easy task in many parts of Ghana.

The Sama Sama team, which has helped more than 50,000 people to access proper toilets for the first time, is now installing handwashing stations in public places across towns in northern Ghana. To-date, 21 stations are up and running. Stations are deliberately located in high-traffic areas to provide clean water, soap and paper towels for the hundreds or thousands who pass by daily. A Sama Sama team member keeps each station supplied and distributes public health flyers. Each station costs \$5,500 to set up, staff and maintain.

The Sama Sama team is also sponsoring pandemic-related ads on two radio stations to reach Ghanaians in nine northern districts. Airing daily, the "Sama Sama Corner" program counters prevalent rumours and misinformation with factual updates and reminders about proper handwashing and physical distancing.

Thanks to the generosity of iDE partners such as Global Affairs Canada, The Manitoba Council for International Cooperation and individual donors like you, our Sama Sama team is able to provide these life-saving facilities. Thank you!

# A Letter from Lockdown: Kathmandu, Nepal

**Corey O'Hara**  
iDE Nepal Country Director



My name is Corey O'Hara, and I am iDE's Country Director in Nepal. I am writing to you from lockdown in my Kathmandu home to give you an idea of how the COVID-19 pandemic is affecting farmers in Nepal and what we can do about it.

Here in Nepal, we work with small farmers because they make up about 80% of the rural population, and most of the country is engaged in agriculture of one kind or another. Globally, there are about half a billion small farmers, who, despite feeding about half the planet, are some of the poorest and most disadvantaged people in the world.

Nepal's geography is challenging. Most of the country is high hills. Farmers who live far from a market center may have to walk many hours to get to a road so that they can meet with a trader to sell their produce. So, a lot of our work here in Nepal is bridging that last mile. That means reaching them with the basic things that are necessary for productive farming, like agricultural supplies, high quality seeds and irrigation equipment. It also means getting their produce to market so that they can make some profit off of what they grow.

Right now, COVID-19 is disrupting agricultural supply chains across the country. As a result, farmers haven't put their seeds in the ground on time. They're missing their most important growing season. Farmers also haven't been able to harvest their produce or sell it in markets. They have been missing out on income opportunities and are quickly finding themselves unable to feed their own families and their neighbours.



## Protecting Farmers in a Pandemic

For years, with the support of our donors, we've established and nurtured local entrepreneurs to serve small farmers across that "last mile" with extension advice, supplies and marketing services. For example, you may have read about our "Plant Doctors" – local agents that we have trained to provide farmers with advice and supplies to detect and treat crop diseases. Now, those entrepreneurs are a lifeline for farmers. Using protective equipment and appropriate physical distancing, they are helping to safely re-establish supply lines in a way that will minimize the spread of COVID-19 around Nepal.



Social distancing in a Kathmandu market  
Photo by Corey O'Hara

We stay in touch with our entrepreneur partners on the front lines using texting, Facebook and Zoom calls. They in turn provide essential services to more than 50,000 farmers.

We're also working with radio and television to get the word out about how farmers can respond to some of the threats that they're facing at the moment. In remote rural areas, farmers are also benefiting from weather stations that we've set up in local market towns. For the first time, they actually have a real local weather forecast.

## A New Pest in The Midst of the Plague

At the same time that we're struggling to cope with the effects of COVID-19 lockdowns, we're facing a major problem with an invasive pest that's come to Nepal for the first time: the fall armyworm, which is potentially devastating for corn crops. Because farmers don't have access to safe, organic pest management solutions, they have no real way to respond to this new problem. I'm proud that our team is co-ordinating the national response to this pest, even under these difficult circumstances. Through our networks, we're able to communicate timely information on simple measures to combat the pest.



# Beyond Lockdown

Once the lockdown ends, we want to make sure that farmers aren't putting themselves or others at risk of contracting COVID-19. This means making sure that people have the information they need to recognize the disease and to prevent its transmission. Basic things like handwashing and physical distancing are not easy or common concepts for people in rural Nepal. That's why we're really trying to get the word out nationally through our networks and communications.

In the midst of all of the suffering and uncertainty that this pandemic has created for all of us, know that your support is making a difference to farmers and communities in Nepal. You have helped us build the networks and services that now are proving essential to sustain their lives and livelihoods.

We are in this for the long haul. In the weeks and months to come, you can continue to make a difference. Stay tuned for opportunities to join online discussions and updates on iDE's work in Nepal and elsewhere. Invite your friends. And, as you are able, continue to support vulnerable farmers with your donations. They need it now more than ever.

From myself and the Nepal team, thank you. Your support and encouragement keeps us going through life in lockdown.



Corey O'Hara  
iDE Nepal Country Director

iDE Photo by  
Bimala Colavito



iDE Photo by  
Corey O'Hara



# Deepa Poudel:

## Plant Doctor

Like many farmers in Nepal, Deepa had a small plot of land where she grew vegetables, mostly for her family. Through iDE, she learned about small investments that made her farm more productive and profitable. She signed up for training to become a Community Business Facilitator, so that she could help farmers in her community to profit from what she had learned. Within two years, she was making US\$500 on commission from sales of useful tools like drip irrigation kits, and she had earned the trust of her fellow farmers by providing useful advice and technical know-how.



Two years later, Deepa trained with iDE to become a government-certified Plant Doctor. In this new role, she leads “plant clinics” where she prescribes products and techniques that address farmers’ crop disease and pest issues without harming their families’ health. She now earns about US\$1,100 per year. Each of the 750 farmers Deepa serves – most of them women – makes about US\$450 in extra income as a result of the help she provides.

iDE Photo by  
Bimala Colavito

Deepa is playing a critical role to address the invasive Fall Armyworm, which arrived in 2019 and is devastating corn crops. She is part of a network that stays in touch through text messages and Facebook, receiving and providing important information to rural communities to control the Fall Armyworm and also to prevent the spread of Covid-19. Although the current lockdown has prevented her from holding plant clinics, Deepa still provides services to local farmers—sitting outside the local agricultural supply shop for 2-3 hours in the afternoon so that farmers can come and get her advice.

Your support for Plant Doctors like Deepa is helping small farmers in Nepal to keep their farms going during the pandemic.

# Annual Report

## Generation Possible

2019 ANNUAL REPORT

iDE Canada

## Report

## Highlights

In 2019, Canadian funders, donors and sponsors invested in business solutions that helped

# 95,000

people in eleven countries.

## Return on Investment

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

Every \$1 donated led to \$17 in new income for poor, rural families.

In 2019, our donors raised over one million dollars to help entrepreneurs in developing countries.

Thank you!



# Empowerment is

# Everyone's Business

by Wally Kroeker

iDE photo by  
Chris Nicoletti



iDE photo by Val Labi

## How might a simple flush toilet elevate the status of women in Ghana?

We set out to answer that question with a “deep dive” into the experience of customers, salespeople and managers of our Sama Sama toilet business. The toilet delivers hygiene and convenience, but the business of sanitation is offering women new opportunities.

A woman in Ghana is among the busiest on the planet. Her day begins in the wee hours of the morning. While others sleep, she is already fetching water and firewood. “I wake up at 3:30 a.m. so I can prepare my son’s dinner for him,” says one

mother. “It makes me so happy to know that he will have something nice to eat when he gets home from school.”

So, what does “empowerment” mean to a woman in northern Ghana?

**The women we asked told us it means to be motivated, self-sufficient, and hard working in order to meet your needs and dreams. It means that you are informed to make good decisions. And it means having access to opportunities and the ability to give something back.**



Money may be an initial motive for women to seek employment with Sama Sama, but women work for more than just a stable salary. Sama Sama uniquely offers flexibility, mentorship and learning opportunities. Senior managers – like Country Director Valerie Labi – model strong female leadership and ensure that women have opportunities to advance.

Women face challenges such as pressure from husbands to fulfil traditional family duties. We heard husbands say, “Don’t give my wife any ideas or I will have to go and find another one.” These are sensitive and personal challenges that require trust and wise counsel to work through.

Women on the Sama Sama team enjoy “mentorship from within” as female leaders and managers not only help solve problems but are also “sisters” or “aunties” with whom employees feel safe and comfortable and can share professional and personal successes and challenges.

Val Labi, iDE’s Ghana country director.  
iDE photo by Chris Nicoletti

Sama Sama has started a group for female employees and salespeople to support each other in the workplace, share information and inspiration.

Sama Sama is also challenging male employees to recognize and address their biases, which keep women from achieving their full potential. Male employees are recognizing that, if half the workforce is limited by gender, the business will never achieve its full potential.

For the women and men of Sama Sama, empowerment is everyone’s business.



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.

iDE photo by  
Ranak Martin

# Help entrepreneurs grow

Make a donation today.

Envelope Enclosed.



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