




iDE


To donate or find out
more please contact us:

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Thank You.



Her Time to **Grow**

2022 ANNUAL REPORT

iDE Powering
entrepreneurs
to end poverty.



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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.**

International Development Enterprises (iDE) is a global team of over 1,200 changemakers across four continents, coming from diverse backgrounds within international development and the private sector. What we all have in common is the belief that one entrepreneur can change their community and millions can change the world.

We are driven to end poverty but we don't do handouts of supplies or cash. Instead, we believe that everyone has the ability to increase their livelihoods and build long-term resilience. They may just need training or connections to suppliers and customers. This is what we mean when we say you are "powering entrepreneurs to end poverty."

iDE Canada works with iDE's global team to connect Canadian partners and supporters to impact.

ONE ENTREPRENEUR CAN CHANGE THEIR COMMUNITY AND MILLIONS CAN CHANGE THE WORLD.

Beletu Bacha is a role model for her children, and also for other women in her community in rural Ethiopia. As a single mother, she struggled in past growing seasons to generate enough income to sustain her family for the year, and could not afford school fees for her children.

After joining a Women's Economic Group, Beletu received training and gained access to improved inputs and technologies. In addition to improving her wheat yields with better seeds and inputs, she started growing kale and other vegetables that fetch good prices in the market. She now has a more consistent income that she can reinvest in her business and household.

With a small opportunity, entrepreneurs like Beletu are able to transform not only their own situation, but also create new opportunities for others in their communities.

This change inspired me to share the knowledge and experience I got with other farmers in my community.

Beletu Bacha
Kimbibit, Ethiopia



REAL AND LASTING CHANGE IS POSSIBLE WHEN WE...

START WITH PEOPLE

Your support for iDE's teams of talented local professionals ensures that we deeply understand the situation in each place where we work.

DESIGN TO CONTEXT

Your support for iDE's Human Centered Design approach allows us to design solutions with and not just for the people we serve.

POWER ENTREPRENEURS

Your partnership with local problem solvers and business people means long-lasting solutions that don't require ongoing support.

MEASURE RESULTS

We take results seriously. Rigorous measurement gives us new insights to keep improving and confidence in the impact of your support.

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.

2022 ROI

12:1

Where We Work

NEARLY 400,000 CLIENTS REACHED IN 2022

HONDURAS

7,078 NEW CLIENTS

INNOVATIONS

- Blockchain-enabled coffee supply chain

NICARAGUA

1,262 NEW CLIENTS

INNOVATIONS

- The iDEal Adaptor: Connecting smallholders to the passion fruit supply chain

BANGLADESH

283,224 NEW CLIENTS

INNOVATIONS

- Eco-ring (recycled) toilets
- Menstrual health solutions in schools
- Beyond the Loom: upcycling waste plastic into yarn
- Fighting toilet pit erosion with vetiver grass

NEPAL

18,379 NEW CLIENTS

INNOVATIONS

- De-liming local piped water systems
- Vermicomposting as a business
- Community-led childcare centres
- Piloting soil carbon credits
- Digital marketing of integrated pest management produce
- From snail infestation to business opportunity
- Piloting rural septic service as a business

CAMBODIA

52,476 NEW CLIENTS

INNOVATIONS

- Canopy Composites: turning plastic waste into roofing tiles
- Modular mushroom production units
- Powering markets for rural solid waste management
- Storage and disposal of menstrual health & hygiene products

VIETNAM

INNOVATIONS

- Plastic with Purpose: recycling low-grade plastic with transparency, equity and profit

GHANA

4,086 NEW CLIENTS

INNOVATIONS

- Women's rainwater harvesting solutions
- Recycling waste plastic into toilets

ETHIOPIA

3,567 NEW CLIENTS

INNOVATIONS

- Marketing menstrual health solutions in rural communities

ZAMBIA

8,054 NEW CLIENTS

INNOVATIONS

- Solar submersible pump for smallholders
- Plant doctors for rural Zambia

MOZAMBIQUE

20,690 NEW CLIENTS

INNOVATIONS

- Unlocking the potential of neem
- Digital platform for farmer trade & tech fairs
- Designing for resilience in coastal communities
- Farmer access to finance accelerator



Greetings

FROM THE BOARD CHAIR AND CEO

"It's her time to grow!"

The rural communities, entrepreneurs and farmers with whom we work have been saying this for years. While life in rural villages is hard for everyone, women in particular bear the brunt of that hardship. Carrying water, carrying children, carrying the weight of responsibility for so many demanding tasks, many women are just barely carrying themselves through the day.

And yet, your support is lightening that load.

With innovative technologies, better services and access to information, women are breaking through the "grass ceiling" of rural poverty. We see women joining savings groups to pool their resources and share ideas. We see entrepreneurial women connecting those groups to seed suppliers, training on improved production techniques and new markets for what they can grow.

We see women stepping into non-traditional roles, like Ghanaian toilet entrepreneur Adam Adamu, who entered the concrete business and helped our Sama Sama brand reach the milestone of 10,000 toilet sales this past year, transforming the health and dignity of families across northern Ghana... and doing it in style, in her burkha and heels.

With your support, and in partnership with Global Affairs Canada, we launched the Her Time to Grow project in 2022, creating new opportunities for women through agriculture in Ethiopia, Ghana and Zambia.

Thanks to your support, and in partnership with the Fund for Innovation and Transformation, women producing vegetables using integrated pest management in Nepal found that they could sell more, targeting health conscious, middle class customers with low/no-pesticide produce.

There is still a long road to inclusive and equitable opportunities for all, and women in particular face significant social and economic challenges around the world. But by powering women entrepreneurs, you are partners in that journey.

As you read this brief report, take a moment to reflect, not only on the road ahead, but also how far we have already come.

Thank you for your support over the past year. Thanks to you, it is truly "her time to grow".

Len Penner,
Board Chair

Stu Taylor,
CEO



REMEMBERING NORM FISKE

In June 2022, we said a final farewell to Norm Fiske, who passed away at the age of 87. Norm was a long-serving and active iDE director, chairing the finance committees of both the Canada and Global boards. He visited many iDE projects over the years, engaging all with his genuine curiosity and compassion. We will miss his gentle spirit, quick laugh and keen eye on our books. We will remember Norm with gratitude for his leadership and service.

iDE Canada Board Members:

Len Penner, board chair

Ted Paetkau, vice chair

Shirley Martens, fundraising chair

Gerry Dyck, founder and program chair

Ken Friesen, audit and finance chair

Art DeFehr, founder

Frank DeFehr, director

Ron Enns, director*

Bill Fast, director

Norm Fisk, director*

Lindsay Poggemiller-Smith, director**

Michelle Redekopp, director

* retired in 2022

** joined in 2022



INVENTING A BETTER **Mush-Room**



Canadian donor support for the Paul Polak Innovation Fund, launched in 2021, allows iDE teams to develop early-stage solutions with the potential to create big impact. Some of those innovations are bearing fruit... or in this case, spawning fungus!

Straw mushrooms are a popular item in Cambodia and a market opportunity for farmers on small plots of land. However, traditional cultivation methods are unreliable and energy intensive. Poorly-ventilated mushroom houses are prone to contamination, which can quickly wipe out a whole crop. Farmers use inefficient steam boilers to sterilise beds, burning through large amounts of firewood.

With support from the Paul Polak Innovation Fund, a small team from iDE Cambodia has been developing a modular mushroom grow box, with controlled ventilation and humidity control. The unit uses off-the-shelf materials for easy assembly and cleaning. Early results have been promising, but the path to market requires a lot of iteration, working very closely with users to test and modify the design. This is the essence of iDE's Human Centered Design approach - ensuring that users guide the journey.

The mushroom grow kit is just one example of innovation that you make possible with your support for the Paul Polak Innovation Fund. As with the mushroom project, each innovation develops in deep conversation with users, focusing on their preferences and priorities.

Thank you for powering innovators to enable people to thrive on their own terms!

Ti Pagya: WE APPRECIATE YOU!

2022 was a year of celebrating breakthroughs in improved sanitation for people living in northern Ghana. Breakthroughs made possible by your partnership, along with support from the Government of Canada.

iDE created the Sama Sama brand to promote improved sanitation and help local businesses sell safe, durable toilets, designed for rural households. Boosting the business of sanitation is succeeding where traditional public health efforts have failed in ending the epidemic of diarrheal disease, which continues to be a major cause of illness and death - particularly among young children.

In March 2022, the iDE Ghana team celebrated the milestone of 10,000 toilet sales. By the end of the year, the Sama Sama brand had sold over 13,000 toilets, dramatically improving health and dignity for over 100,000 people.

Sama Sama's "Shitmaster" service took off in 2022. Shitmaster truck operators safely empty and dispose of the waste from rural toilets, protecting families and communities from contamination.

With your support, the team also made progress in piloting the use of black soldier fly larvae to turn toilet waste into safe compost and chicken feed.

And we are seeing many women stepping into non-traditional roles in sanitation sales, finance and manufacturing. Over 400 women have found employment in the sanitation market thanks to your support for the Sama Sama brand.

In the local language of Dagbani, the iDE Ghana team says "Ti Pagya"... We appreciate YOU!





Thank You for making growth possible!

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

PLATINUM \$10,000+

Andrew & Kristin Bracewell

Art & Leona DeFehr

Bill & Margaret Fast Family

Buller Foundation

Concord Projects

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David Froese

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Oakville Community Foundation)

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IDE 2022 EVENTS

A Generous Helping

In our aim to create new opportunities for 25,000 women in agriculture across Ethiopia, Ghana and Zambia we achieved

\$326,700 RAISED **\$7.8M** CONTRIBUTION **10:1** MATCH

In August, supporters from BC's Lower Mainland gathered at Mount Lehman Winery in Abbotsford to sample amazing wines, delight in the culinary creations of renowned Chef John-Carlo Felicella and his Culinary Team... and raise over \$325,000 for iDE's Her Time to Grow project.

Launched in 2022, Her Time to Grow aims to create new opportunities for 25,000 women in agriculture, across Ethiopia, Ghana and Zambia. Global Affairs Canada is matching donors' contributions 10:1, up to \$7.8M.

A huge thank you to our generous supporters in BC, particularly organizers Fred & Sharon Thiessen and Vern & Charleen Siemens of Mount Lehman Winery.



On November 9, over 275 supporters gathered at the RBC Convention Centre in Winnipeg to celebrate and power women entrepreneurs in agriculture. Guests enjoyed an informal cocktail style event, with stations featuring iDE's work in Ethiopia, Ghana and Zambia.

Thank you to our guests, donors and sponsors, who helped to make this event possible, and are part of a community of support that has been powering entrepreneurs to end poverty for the past 40 years.

45
SPONSORS

278
GUESTS

\$260,732
RAISED

iDE 2022 Financials

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		Expenses	
Donations	\$ 1,358,306	International projects	\$ 3,159,550
Institutional grants	\$ 2,418,251	Administration & fundraising	\$ 377,862
Interest & other	\$ 81,980		
TOTAL	\$ 3,858,537	TOTAL	\$ 3,537,412

iDE Canada's registered charity number is 11889 3130 RR0001

