

iDE Canada Supporter Update

GROW

Spring
2023

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iDE

A note to you from **Our CEO**



Bringing people and ideas together from around the world to help 25,000 female entrepreneurs thrive – that's what your support made possible!

Back in February, I traveled to Zambia. I joined iDE teams from Ghana, Ethiopia and Zambia as they came together to learn, inspire and support one another to create opportunities for African women to prosper in agriculture. **Meetings you made possible**, thanks to your support for the Her Time to Grow project.

One memorable day, we travelled to Chipembi, a village 62 kilometers away. The journey took three and a half hours due to flooded roads from heavy rains. **This is a perfect example of a barrier that entrepreneurs face - how do you sell what you've grown when you physically can't get to the market?** This is where iDE-trained Farm Business Advisors can help. You can read more about Farm Business Advisors on page 6 of this issue of GROW.

I want to express my heartfelt gratitude for your support. It can be hard to connect to programs that are so far away, but your donations are making a real difference in the lives of people around the world. **We took a moment to sit down and write notes of thanks to you.** I've included one from Menen Abate from the iDE Ethiopia office - I hope you'll take a moment to read it:

Name- Menen Abate
Office - iDE Ethiopia

Thank you for your support,
as a result of it, many rural
women who had previously been
cut off from the market system
would be able to use their full
potential, which had been
suppressed by many barriers,
to better their lives and the
lives of others around them.

Thank you!!

Menen Abate

Thank you for your support, as a result of it, many rural women who had previously been cut off from the market system would be able to use their full potential, which had been suppressed by many barriers, to better their lives and the lives of others around them. Thank you!!

I also wanted to highlight the incredible impact that you are making through your support for the Paul Polak Innovation Fund. **You provided the funds needed to support the creation of a community-led childcare centre in Nepal - an idea that is being adopted by Her Time to Grow teams in Africa.** Your generosity and faith in entrepreneurs are creating a positive ripple effect around the world.

If everyone who receives this newsletter was as generous as you and donated \$67, together we could support another \$20,000 Fail Fast grant through the Paul Polak Innovation Fund. **Would you consider contributing \$67?**

Of course, I understand if now isn't the right time to donate - that's totally okay. **You've done so much good already, and I hope you will take a moment to read all about it in the spring issue of GROW.** You'll also find information on how to access our 2022 Annual Report, which has even more stories of the work you make possible. We're happy to mail you printed copy if you prefer - just reach out to info@idecanada.org or 204-786-1490.

Thank you for powering entrepreneurs to end poverty!

In gratitude,

Stu Taylor CEO, iDE Canada

P.S. You made it possible for people and ideas from around the world to come together as we work towards generating \$30M in new income for women in agriculture as part of the Her Time to Grow project - thank you! Read updates on Her Time to Grow and more in our latest issue of GROW.

iDE Powering entrepreneurs to end poverty.



Above, a flooded road on our journey to Chipembi. Below, iDE staff writing notes of thanks to YOU!



Cycles of Change

Riding a bike is about balance, and for P.L. and Kristen Meindertsma, their upcoming journey will be about finding balance in extraordinary circumstances.

P.L. was turning 50 and feeling lost. “I was searching for meaning. I found myself questioning that there must be more to life than this,” said P.L., who chose to abbreviate his name to P.L. when his family moved to Canada from the Netherlands in the early ‘80s.

After a period of introspection, P.L. arrived at a new plan to find purpose in life, and it is a doozy: Five epic bike rides spanning five continents over the course of the next five years. While Kristen witnessed her husband reaching inward for inspiration, for her, being a part of what they titled **Cycle 5 to Survive** is about reaching out, a continuation of her commitment as an educator. Taking on challenges together is a big part of who they are together and as a family. When they married in 2000, their honeymoon was competing together in the Penticton Ironman Triathlon. The couple’s two children, Maijken and Marijke, are also multi-sport athletes.

First up in the series of five rides begins June 17 in Banff, Alberta and finishes at Antelope, New Mexico at the Mexico/US border. This 4,300 km route includes more than 45,000 metres of elevation gains, equal to summiting Mount Everest from sea level five times.

The couple selected iDE Canada as a perfect match for Cycle 5 To Survive, the goal being to create “cycles of opportunity for the less fortunate through sports, education, or business.”



5

Rides

5

Continents

5

Years

5

Charities

\$500,000

for each charity

In addition to iDE, the Meindertsmas have chosen to cycle for **Opportunity International**, **LCC International University**, **Himalayan Life** and **Hope for Korah**.

Find out more about the endeavour and pledge your support at cycle5tosurvive.com.

You can also follow along with the couple on **Instagram** and **YouTube**.



cycle5tosurvive.com



[@cycle5tosurvive](https://www.youtube.com/@cycle5tosurvive)

Thanks to you... Polak Fund Stirs the Pot

Want to know what’s percolating with the Paul Polak Innovation Fund? The fund provides grants to test and implement our locally-led solutions, including two grants already awarded this year.



The first reflects an evolution of an existing partnership between iDE and Denver, Colorado’s Queen City Collective Coffee. Together, they’re creating a more equitable supply chain that respects coffee farmers, enabling them to build a sustainable and profitable future for their farms and families. This expansion, Blockchain Coffee Beans, lets consumers follow the journey of where their coffee is picked and by who, tracing its path as it transforms from cherries to beans.

The second grant funds Fecal Sludge Management solutions in Nepal. With this grant, research is underway to determine the use and status of toilets in rural Nepal households, the conditions of pits



and pit-emptying processes, as well as options to maintain them going forward. This grant aligns with the United Nations’ goal to ensure the availability and sustainable management of water and sanitation for all.

With your help, funding available through the Paul Polak Innovation Fund results in products and ideas that directly benefit children and families around the world who live in poverty.

Growing Together

Ired Chuumbwe, 46, is focused on growth, not only for herself and the five children she’s raising as a single mother, but also for her community.

As a Farm Business Advisor, or FBA, she works with more than 200 farmers, providing women with training in Conservation Agriculture, post-harvest management, and food processing and preservation. These community leaders bring improved products and practices to rural areas, offering farmers the opportunity to grow and sell more. Her advice is also a directive to other women. “Whatever opportunity comes along, grasp it with your two hands so that when [iDE] is gone, you can continue to grow,” said Ired.

iDE provides Ired with the training and support to build her business skills and make connections in the business environment. In February of this year, iDE staff came together with the Her Time to Grow country teams in Zambia for a week of meetings for sharing and strategizing, arriving at a plan to create or connect existing women’s groups with an FBA for support.

Because of you, Her Time to Grow is creating opportunities for at least 25,000 women across Ethiopia, Ghana, and Zambia over the next four years. This includes innovations that improve women’s access to finance, information and technology. By powering our entrepreneur partners, we expect this project to generate at least \$30 million in new income for women in agriculture.



Spark Grant Lights the Way

Every parent knows that caring for young children doesn’t leave you with time that is truly your own. In the case of mothers who are pursuing entrepreneurship, time can be the difference between just getting by and creating a better future.

In 2021, a Paul Polak Innovation Fund Spark Grant was awarded for the development of a community-led child care centre in Nepal to support mothers tending to their businesses, providing them with the reassurance that their children are being cared for in a safe and nurturing environment.

One of the roles you help iDE play is carrying the success of initiatives from one part of the globe to another. When Innovation Accelerator meetings were taking place in Zambia, the success of the Nepal child care centre was brought forward as an idea that could potentially benefit women in the Her Time to Grow project, as women across Ethiopia, Ghana, and Zambia noted a lack of safe and affordable child care as a barrier.

Bringing an idea from one place to another doesn’t mean creating a carbon copy of it. Adjustments allow for ideas to adapt to the unique needs of each



country and community, aligned with iDE’s Human-Centred Design approach.

Bringing child care to help the women of Her Time to Grow also means looking for generous donors to help make it happen. The Nepal project was made possible by the Paul Polak Innovation Fund. Small increments add up - whether it is time in a mother’s day, or a donation of only \$67 to the fund.

If everyone on our mailing list contributed \$67, it would equal the amount of a Fail Fast grant. You can help power another great idea like a community-led childcare centre, an idea that can have a positive ripple effect around the world.

Head to idecanada.org/polakfund for a simple and easy way to make a donation.

iDE Powering
entrepreneurs
to end poverty.

GROW NEWSLETTER

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The 2022 Annual Report is
available to view on our website.

Contact info@idecanada.org or
204-786-1490 if you would like a
printed copy mailed to you.



FORTY
— YEARS OF —
CHANGE
NOT CHARITY

ESTD



1982

Save the Date
Celebrating 40 Years!
iDE Canada Gala

October 17, 2023 Winnipeg, MB
RBC Convention Centre York Ballroom



Your support reaches to all corners of the world.