

GROW

iDE Canada Donor Update | SPRING 2019



“

I believe that if you
show people the
problems and you show
them the solutions they
will be moved to act.

- Bill Gates, entrepreneur,
philanthropist, iDE donor through the
The Bill & Melinda Gates Foundation

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KALORA
weaving fashion and service

Kalora Interiors generously donates all print and distribution costs for this update.

CEO HELLO

Stu Taylor



“

The \$1.3 million raised in Canada this past year translates into over \$13 million in new income for poor families in developing countries. This is life-changing and lasting impact, thanks to you.

Thank you. These two words sum up my message to you.

Two years ago, we launched our revamped newsletter under the banner Grow. Since then, you have helped us do just that. We have seen tremendous growth in the number of people reached through iDE's programs, in the businesses we work with and in the generosity of our visionary supporters.

Thanks to you, in Ethiopia almost 6,000 farmers now have access to better seed, agricultural advice and markets for what they produce, giving them new opportunities to build a brighter future for their children. In Ghana, over 26,000 people (and counting) now have a clean, safe toilet at their home.

Thank you for growing businesses that provide much-needed products and services. In Ghana, we have now trained 46 local businesses (including our first woman concrete manufacturer) to deliver and install the Sama Sama toilet. In Nicaragua, we welcomed a new CEO to lead iDEal Tecnologías' charge to provide affordable drip irrigation to farmers.

Thank you for growing your support; 2018 was our best year yet for fundraising, with over \$1.3 million raised from individuals and private foundations. Under the blazing Abbotsford sun, our amazing community of supporters in BC held another very successful wine tasting event in support of the Ghana sanitation program. We celebrated our 35th anniversary at the Manitoba Gala themed Igniting Change, featuring an inspiring address from our Bangladesh country director Deepak Khadka. We also love it when our supporters see the impact of their generosity first-hand. In this issue, you can read about the third and fourth generation of Kuhl family supporters visiting iDE projects in Cambodia.

We measure the return on your investment by calculating the additional income poor families earn for every dollar donated to iDE. Conservatively, the \$1.3 million raised in Canada this past year translates into over \$13 million in new income for poor families in developing countries. This is life-changing and lasting impact, thanks to you.

Thank you.

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SUCCESS

MADE

POSSIBLE

BY YOU!

Meet Adam Adamu Azumpagaama

Sama Sama's First Woman Toilet Business Owner

Because of you, women are earning an income in the male-dominated sanitation industry

Adam Adamu Azumpagaama joined the ranks of Sama Sama toilet business owners in October of 2018. She is the first woman to do so.

As an owner, she is fully invested in her business. It's real money—all of her savings—and carries real risk. While she's determined to make it a success, her motivation isn't entirely financial.

"Of course I want additional income but I also wanted to be part of this business. It's masculine and I wanted to prove to the men that I could do more than them," Adam says.

In a male-dominated culture and work environment, customers' reactions to finding out Adam is in charge of their build have ranged from surprise to wariness.

"There was one male customer in town who was not happy that I would be installing the toilet. But after I finished, he was so pleased with the quality that he ordered another toilet for a family member and insisted I install it," Adam says.

Adam doesn't spend a lot of time worrying about how customers perceive her. She's got bigger goals, like expanding her business and setting an example for her daughter, Rida, after whom Adam's business is named: Rida Enterprises.

"I hope by watching me that she (Rida) will be empowered, satisfied and confident in herself. I hope that she will be hardworking," Adam says.

As part of her business, Adam manages 10 staff and oversees toilet construction. She also manages installations, which are often challenging.

For Adam, the most difficult part is making the



photo by Tiffany Koberstein / IDE

“

I did this to prove to females that we can take care of ourselves. We don't have to depend on men to provide.

concrete rings for the pit, getting the mix just right and transporting them. Rings are heavy and require three people to lift. En route, there's always a chance they will break, depending on how far they are going and what the roads are like along the way. But Adam is determined.

"I did this to prove to females that we can take care of ourselves. We don't have to depend on men to provide. We can play a part. We can do anything we want—carpentry, be a business owner or anything else."

Adam has already inspired three other women to start their own toilet businesses.

Sama Sama is a sanitation business that builds, sells and delivers toilets in northern Ghana. Toilet business owners work with local trades to coordinate the construction and installation of all toilets, ensuring a smooth process for customers from start to finish. More than 85% of rural Ghanaians lack adequate sanitation.

The Government of Canada provides funding for this Project.

THANKS TO YOU, FARMERS IN ETHIOPIA ARE GROWING IN NEW WAYS



I-r Enaso Erasho and Adanech Balcha
photo by Ephrem Abebe / iDE



With your support, farm families in Wolayta, Ethiopia can access the products and services they need to improve their crops and agricultural practices. Improvements mean more food on the table and more money in farmers' pockets as they sell their crop surplus in the markets. These are just a few of the many farm families you are helping with your generous donations.

Enaso Erasho and Adanech Balcha

Enaso Erasho and Adanech Balcha are married and have four children. Like many farmers in Wolayta they had limited access to quality seed and fertilizer, which resulted in poor crops and food shortages.

With your support, Enaso was given access to improved seed. This small change doubled his yield. Enaso has also learned proper land management techniques, how to market his crop and how to store it.

Proper storage means he can sell his crop when prices are favourable rather than selling it just to ensure it doesn't spoil. Enaso's storage shed (shown left) is used as an example for other farmers who may want to build their own and is also used by others in his community.

Because of the support you have made available, Enaso has become a mentor to others, teaching 50 farmers from the surrounding community so far. Mentoring is a great way of sharing information and inspiration. As a local farmer, well known in his community, he leads by example.

Adanech also contributes to the farm's bottom line. She participates in a women's economic group, which teaches leadership skills, how to generate income and how to save.

With Enaso and Adanech's increased incomes, they are investing in their children's education and have plans to expand their farm.



photo by Ephrem Abebe / iDE

Because of you, Seta has diversified his crops. If there is a drought or pest infestation, he's in a better position to still put food on his family's table and money in his pocket.

Seta Lachore

Seta Lachore lives with his wife Abebech and their five children.

Seta used to buy seeds with money he secured from local money lenders. He used his land as collateral and received a 100 percent interest rate. With no savings, he had no choice.

iDE connected him with a microfinance institution and he has since purchased improved seed and gets a more reasonable interest rate. With the support you have made available through your generous gifts, he learned to diversify his crops, which means more variety in his family's diet and he is less dependent on a single crop to generate income.

Seta's wife Abebech is also making improvements to their farm. She is a member of a women's economic group, which offered training in climate-smart agriculture, how to make compost and finances. Abebech took a loan from the group to start her own small-trade business. She was also the recipient of ten chickens and three sheep. The chickens are a much-needed source of nutrition for the family and eggs can be consumed at home or sold for additional income.

Because of you, Seta and Abebech are using their increased incomes to make improvements to their farm and home.

Because of you, Kafelech is learning different ways to earn an income and save money. All of this is helping her build confidence and has given her a bigger say in household decision making.



Kafelech Dawit

Kafelech Dawit is a farmer and small-scale trader. She lives with her husband and their six children.

Many women in rural Ethiopia work the least productive land, farthest from water, with little say in what they can grow or control over the income generated. Despite limited resources, they are responsible for all the housework, including gathering water and firewood, cooking and childcare.

Because of your generous support, Kafelech joined a women's economic group. They meet monthly to learn leadership skills, how to save and how to generate income through activities like small-scale trade and agriculture.

Since working with the group, Kafelech has started buying products, such as butter, at the local market and then resells these at other locations where the prices are higher. She uses the profit to buy chickens, sheep or goats, key assets for poor, rural households. Because of her new skills, made possible with your generosity, Kafelech says her husband now involves her more in making decisions for their household. This increases her confidence and gives her more freedom.

THE KUHL FAMILY, A HISTORY OF GIVING

In December, the Kuhl family visited Cambodia, eager to learn more about the country's history and culture. As long-time iDE supporters and owners of a large-scale potato farm in Winkler, Manitoba, they were interested in meeting farm families working with iDE Cambodia. Their trip also fulfilled a desire for a deeper connection to iDE, an organization their family has supported for three generations.



(l-r) Marlon, Keira (11), Leala, Brooke (15) and Nolan (14); photo courtesy Leala Kuhl

Phnom Penh - For the Kuhl family, Cambodia quickly unfolded as a land of contrasts.

A Rolls-Royce dealership beside a shack. Chaotic traffic that revealed its own set of rules. Enjoying the temples at Angkor Wat and visiting a genocide museum, dedicated to those killed by the Khmer Rouge regime. Meeting people who had lost family members at the hands of that regime and being inspired by the optimism of those same people.

"History and context were really important to us," says Marlon. "Throughout this trip, we wanted to understand the past and how that shaped the situation today."

The family quickly immersed themselves, visiting the Tuol Sleng Genocide Museum. Now a memorial and education centre, the site was once a prison used for torture by the Khmer Rouge, which ruled Cambodia from 1975 to 1979.

While the figure is often disputed, an estimated 1.7 million people died from starvation, execution or overwork.

“It’s hard to find a family that wasn’t affected by the genocide,” says Marlon. “We heard so many stories from people we met. But we were struck by how optimistic and forward thinking everyone is. They don’t dwell on the past. They grab hold of a small opportunity and can make a big impact for their families.”

Some of these families included farmers working with iDE Cambodia to improve their operations. The Kuhl family toured five farms that are learning how to use higher-quality seed, how to create budgets and business plans, proper food handling techniques, safe use of fertilizers as well as marketing.

“The farmers we met were very welcoming, very humble,” says Leala. “They want to show you their progress and they’re proud of what they’ve achieved.”

Marlon adds, “With all of the improvements, it’s possible for them to pay back their loans on the first crop. As a farmer, it’s mind blowing that they could get their investment back so quickly.”

The Kuhls also toured Hydrologic, an iDE-owned business that makes household water filters and operates as a completely self-sufficient social enterprise.

“As a donor, it’s exciting to see this business no

longer needs donor support. Hydrologic is very compassionate towards its employees. They could automate some things but this would cost someone their job,” says Leala.

Compassion for hardworking farmers experiencing poverty is what led John Kuhl, Marlon’s grandfather, to support iDE Canada over three decades ago. He continues his support today.

“
The farmers we met
were very welcoming.
They want to show
you their progress and
they’re proud of what
they’ve achieved.”

“My grandfather started donating to iDE in the early 80s when the organization was just finding its way,” Marlon says. “We continue to support the organizations that were important to him and we understand why he is so passionate about iDE and the difference it makes.”

Throughout their travels, the Kuhls hoped to inspire their children and each had a favourite moment or place: something that inspired them or made them think about topics ranging from injustice to farming practices in Canada.

“Our kids see our business and our lifestyle. We don’t want them to think life is all about making money. It’s about finding ways to give back. I learned that from my grandfather and my father,” Marlon says.

For the Kuhls, their trip fulfilled a desire for a deeper connection to iDE, a not-for profit their family has supported for three generations. They left with a better understanding of Cambodia, as a place with a complicated past, filled with people determined to write their own future.



A Cambodian farmer makes her way to the market with mangoes.



All photos courtesy Leala Kuhl

Top: The Kuhl family toured five farms working with iDE to improve their operations.

Bottom: Examples of rural Cambodian housing. "When farmers increase their incomes, we noticed one of the first things they invest in is improved housing." - Marlon Kuhl



YOU HELPED RAISE A RECORD-SETTING \$308,000

Thank you to everyone who attended our annual fundraising gala on October 30, 2018 at the RBC Winnipeg Convention Centre. Almost 400 donors, sponsors and friends attended and raised a record-setting \$308,000. With your generous support, 17,000 more families can create income and livelihood opportunities.

Highlights of the evening included keynote speaker, Deepak Dhoj Khadka, country director for iDE Bangladesh, who shared the incredible impact your support is having in that country. With its large and innovative portfolios in agriculture and sanitation, iDE is reaching the poorest communities with the solutions they need to thrive. In fact, one in ten Bangladeshi citizens has been helped by iDE in some way. We are grateful for your support and commitment to helping entrepreneurs in developing countries. Your donations make this work possible.



Art DeFehr and Gerry Dyck,
iDE founders and board members



Stu Taylor, CEO, iDE Canada and
event emcee



Deepak Dhoj Khadka, keynote speaker,
country director, iDE Bangladesh



We are grateful to our guests for their
commitment to ending poverty in developing
countries.



Lindsay Smith, iDE Canada,
director of philanthropy



Stu Taylor, Deepak Dhoj Khadka,
Lizz Ellis, chief operating officer, iDE
Global, Denver



Shirley Martens, iDE Canada board member, Marnie Strath, Bob Friesen, Paul Martens



Bill Fast, iDE Canada board member, Margaret Fast



Brandi Chartier, Tyler Clegg, volunteers



Anne Friesen, Roger Friesen, former employee, Deepak Dhoj Khadka



Fadel Alshawwa, Tanya Regehr, Alyssa Schatz, volunteers



Len Penner, iDE Canada board chair

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iDE Canada Gala 2019

We hope to see you on October 29, 2019 at the RBC Convention Centre.



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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.



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