



GROW

iDE Canada Donor Update | Fall 2018

“

After messing around in this field for decades, what I've come away with is that the most practical, effective way to end poverty is to create new markets that are scalable and allow people who are poor to be the major players.

- Paul Polak, founder, iDE

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Women's economic groups are giving the poorest of the poor opportunities to show leadership and build businesses of their own.



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cover photo Ephrem Abebe / iDE

CEO HELLO

Stu Taylor



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With your help, iDE is helping small-scale producers in developing countries to develop that edge—paying attention to the market and bringing the right products with the right quality at the right time.

Fall is a time of abundance in Canada. In this climate, we need to squeeze a lot of growing into the months between May and October and this is the time we enjoy the fruits of that labour. As I walk through local markets, bursting with fresh produce, I often think of roadside stalls and open markets in many of the places where iDE works. Farmers sit with a mixture of hope, anxiety and pride as they wait to see how many customers will take home the harvest they have worked so hard to bring in. Quality, specialty items and value-added products help to ensure farmers finish the day with an empty stall and a full purse.

Thanks to you, iDE is helping small-scale producers in developing countries sharpen that edge—paying attention to the market and bringing the right products with the right quality at the right time. In this issue, you can read about farmers in Ethiopia trying new crops, using improved seeds and better water management to make sure they are bringing their best to market.

We are particularly excited about the potential for women to prosper through these initiatives. Women bear a heavy load in rural villages: caring for children, hauling water, cooking meals and often tending a garden. By making those gardens more productive with better practices and inputs, and reducing their labour through improved technologies, women gain a new source of income, which allows them to invest in improvements to their families' lives. Better access to water reduces their daily labour; a proper toilet reduces the time they care for sick children; money in their pockets often means more choice and respect in their communities. Read on for inspiring stories of women prospering as a result of your support.

We are also excited by the efforts of our supporters in Canada to raise money and awareness for this work. We could not do this without a dynamic team of volunteers and supporters, pulling together around a common vision of harnessing the power of business to make real and lasting change in peoples' lives.

Thank you for joining with us to grow a bountiful harvest for all!

IGNITING CHANGE

Gala 2018

Please Join Us

iDE Canada Annual Gala
Tuesday, October 30, 2018

RBC Convention Centre Winnipeg

East Concourse, First Floor 6:00 p.m. Reception
375 York Avenue 7:00 p.m. Dinner
Winnipeg, Manitoba 7:45 p.m. Remarks

35 years | 30 million people

For 35 years, with the generous support of our donors, iDE Canada has been helping poor communities around the world increase their incomes. Please join us as we celebrate the entrepreneurs who embrace opportunity and the donors who ignite change. Across three continents, iDE teams have helped 30 million people and they're not slowing down.

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SPEAKER SPONSOR



iDE Canada

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Winnipeg, Manitoba R3B 0A3
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www.idecanada.org
info@idecanada.org

**Deepak
Dhoj Khadka**

GUEST SPEAKER

As country director in Bangladesh, Deepak Khadka leads one of iDE's largest and most innovative portfolios. Working in this densely populated country, he has expanded our work in agriculture and sanitation, reaching the poorest communities with the solutions they need to thrive. Hardwired to help, Deepak co-founded a non-profit organization in his home country Nepal, where economic growth has been slow. Through this organization, Deepak ignites change in isolated communities by supporting and believing in the power of entrepreneurs.



Sponsorship Options

Gold sponsors

INVESTMENT: \$5,000
IMPACT: 276 families

- 2 tables (16 tickets), *optional*
- Prominent recognition in printed program, slideshow and newsletter
- Name recognition during opening remarks
- 2 passes to VIP reception with guest speaker

Silver sponsors

INVESTMENT: \$2,500
IMPACT: 138 families

- 1 table (8 tickets), *optional*
- Recognition in printed program and slideshow

Buy a ticket

INVESTMENT: \$175
IMPACT: 10 families

TO SPONSOR A TABLE OR RESERVE TICKETS,
PLEASE CALL **204 786 1490** OR VISIT **IDECANADA.ORG**

celebrating

35

YEARS

INTERVIEW WITH iDE FOUNDER, ART DeFEHR

Art DeFehr flips through photos on his iPad—photos of time he spent in Somalia while working with the UN as high commissioner for refugees in the early 80s. He pauses and recalls a time in the camps when the military were forcibly recruiting refugees to fight their ongoing war.

“They’d come into the camps with guns and put young men on trucks. They didn’t want to go. I was in the camps one time when I saw one of these trucks so I went and stood in front of it. The military was around with their guns. I said, ‘You’re not taking them.’ We had a standoff. I made them unload. Maybe they came back later. Some people thought I was crazy but I made my point.”

Making his point has sometimes come at a cost.

“Somali government officials were not always on my side,” he says, while explaining the intricacies of navigating local politics and getting iDE’s first project approved.

But compassion, big picture thinking and the courage to stand in the line of fire—literal and figurative—have been hallmarks of Art’s ongoing humanitarian efforts for the last four decades. He shows unwavering support for ideas that have potential to shift the status quo. In Somalia, he welcomed new friend Paul Polak and former student Gerry Dyck to explore economic opportunities for refugees living in the camps. At the time, the idea of using business principles to help the poor was radical; some considered it immoral to ask those with little or no money to invest in business.

But their unlikely venture of selling donkey carts to entrepreneurial refugees was a success and began a shift in the development world—a shift away from handouts toward a model that listened to the communities that needed help and embraced them as smart, capable creators. While this first project in Somalia set the stage for what would become formally known as International Development Enterprises (iDE), the groundwork and philosophy behind it started decades before.



Art DeFehr, Somalia, 1982

Early Lessons: The Road to Somalia

In the 60s while studying at a college in the US, Art marched in support of civil rights alongside Martin Luther King Jr. and protested against the Vietnam War. After graduation, he wanted to become a diplomat and had a job lined up. But his activism put him on the FBI's radar. They created a file on him and shared it with the Canadian government.

"I had an FBI record at age 21. I thought, well, I'm not going to let you guys run my life, so I went to business school. That's how I got into business. It was not my career choice," Art says.

Art joined Palliser Furniture, his family's business, where he remains president today.

The business, Art says, gave him the financial independence to pursue humanitarian work. After spending five years learning the ins and outs at Palliser, he was hired by the Mennonite Central

Committee to work in Bangladesh, leading a massive agricultural redevelopment project after the civil war.

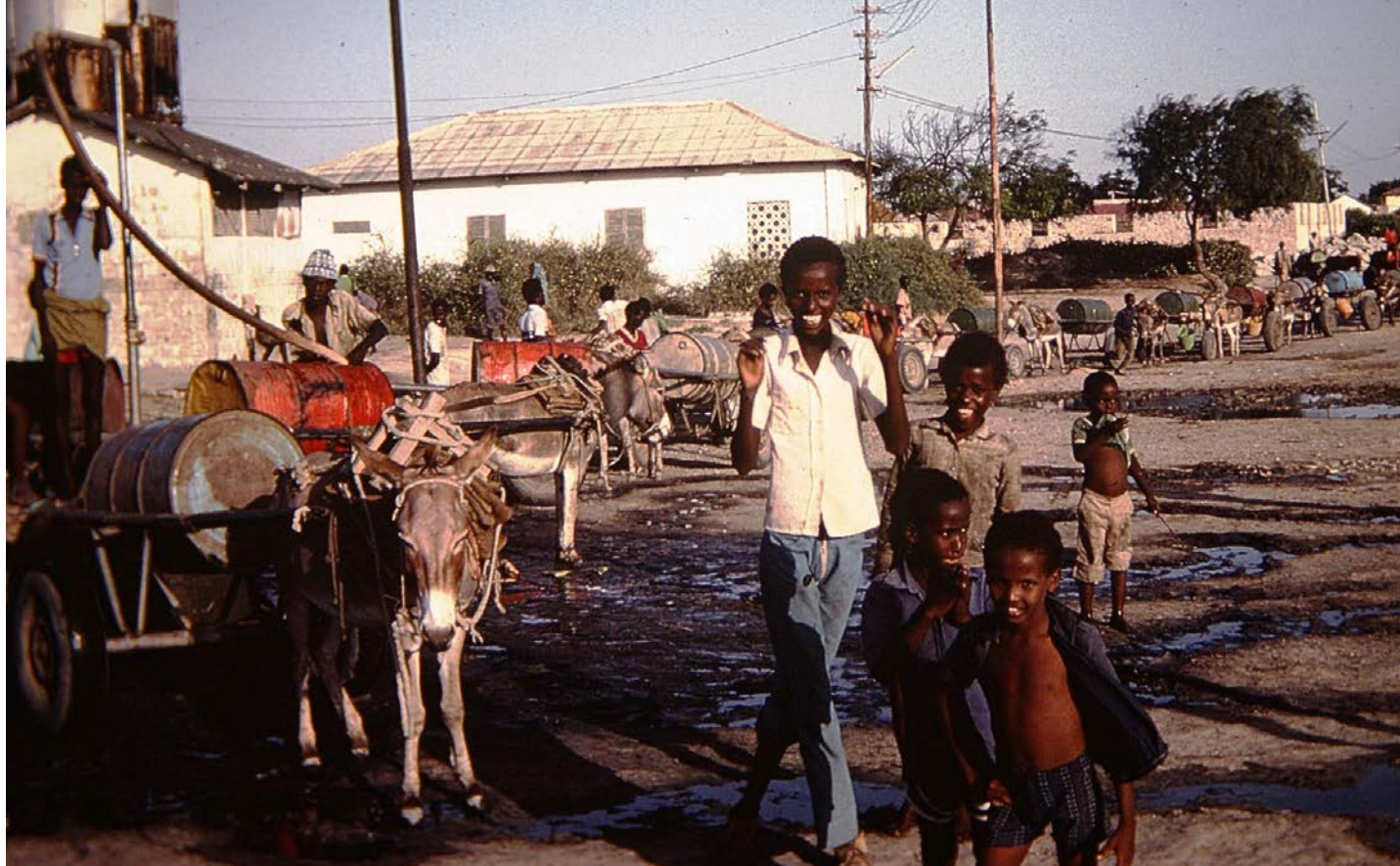
Art, a Harvard Business School graduate with a research background, wanted to take a different approach

to development. "I didn't have an agricultural background but I could ask questions. I knew we had to go to the farmer, ask them what they needed and introduce things slowly," he says. "Development at the time introduced too many things too quickly. Farmers would stand back and say, 'Okay, you do it.' Once the agency left, the project would collapse."

Art and his team started with select interventions that farmers could manage and build out. His goal quickly morphed into crop diversification, which put him at odds with a government that

only wanted to grow more rice. Bangladesh, healing from a war, was also experiencing famine. With some research, Art quickly figured out that more rice wasn't going to solve that. So he and his team set out to

“
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produce other crops, which were harder to grow but would balance the Bangladeshi diet.

As punishment, the government sent them to one of the harshest parts of the country. Art welcomed the challenge and knew the level of desperation felt by those living there meant people would be responsive to change. Together with his team, they helped farmers test different crops.

"If they took care of the crops, the supplies would keep coming and they could keep the harvest. We had tremendous results. They were open to experiments on their fields. So those were early lessons for me," Art says.

From Bangladesh, Art continued his humanitarian work in Cambodia, arriving at the end of the Khmer Rouge period. He was charged with giving supplies to the one million refugees trapped at the Cambodian border. They wanted to return home but had no means to survive.

For his part, Art created and distributed aid packages. Agricultural inputs, such as rice, were part of the packages and made it possible for people to return to their villages and start over. Art knew not everyone needed the same things but he

also knew it was a good way to develop an ad hoc market. "People are smart. Once they crossed the border, they started to trade. The idea was, let people decide for themselves."

A Guy Called Paul

While Art was working in Bangladesh and later Cambodia, Paul Polak was a psychiatrist working in Denver with homeless veterans and those with extreme mental illness, many of whom were very poor. A trip to Bangladesh inspired Paul to start working with those living on less than \$1 a day. He wanted to create income opportunities for poor populations by getting them to embrace entrepreneurship.

Though their paths had yet to cross, Art considers their lives and careers a parallel development. Separate yet together. Both were successful in business and were financially independent, Art in the furniture business and Paul with his psychiatry practice, real estate and other ventures. Both valued listening to those they were trying to help. And both valued solutions that worked with the local culture.

They were eventually introduced by a mutual friend. "He would tell Paul, 'you should meet a guy called Art.' And he would tell me, 'you should meet a guy

called Paul.' So one time, we were going skiing in Colorado. I called him and said, 'I don't know who you are Paul but we're supposed to meet. Do you like to ski?'"

Paul did indeed like to ski and so began a lifelong friendship and Vail, Colorado became a favourite place to meet and work through issues. Not long after their first meeting, when Art was appointed UN high commissioner for refugees in Somalia, it was a natural place for them to reconnect. Paul wanted to explore ways for refugees to earn an income and Art had always supported bold ideas. Together with Gerry Dyck, they laid the groundwork for a new model of development and officially formed iDE.

Fast Forward: 35 Years Later

As of 2018, iDE's mission to help poor communities increase their incomes and livelihood opportunities is embraced by eleven country programs across three continents, working largely in two portfolios: agriculture and sanitation. Since 1983, entrepreneurs and businesses supported by iDE have served over 30 million people. The pillars of the organization remain the same as those established in Somalia thirty-five years ago: start by listening; design solutions based on cultural context; use business principles and focus on the whole market system, not just creating a product; and measure results.

Art has earned accolades for his business acumen and humanitarian and philanthropic work, including numerous honorary degrees, the Order of Manitoba and Officer of the Order of Canada. Collectively, his travels have taken him around the world over 200 times. He has lived, worked and visited more than 130 countries and has no intention of slowing down. Of an upcoming (he insists, minor) surgery, he says, "The doctors have to work around my schedule."

This past winter, he spent time in iDE countries—Ethiopia, Nepal, Bangladesh and Cambodia—taking stock of where the organization has been and where it's headed. Reflecting on the last thirty-five years, Art says, "I didn't think of iDE as something that would grow big. I was only supporting what they (Paul and Gerry) did. I've always supported people who have ideas. What it becomes or how big it is, is less relevant than how good you are."

It was a simple but breakthrough idea. Assume people are smart and know what will work. Let people use their skills. iDE works best when solutions are anchored in the history of people and their problems and when new ideas keep the program evolving and resilient over time."

photos courtesy of Art DeFehr (opposite page) modified donkey carts were used to transport people and goods in Somalia; (top to bottom) building a hut in a Somali refugee camp; Somalis waiting for water in camp; Leona DeFehr, Art's wife, in Bangladesh riding on top of a bus. From the beginning, Leona has actively taken part in iDE, contributing to the first conceptual meetings in Vail and helping with the first project in Somalia; Cambodians waiting to get supplies and return to their villages.



ETHIOPIA: FOCUS ON INCLUSION

WOMEN'S ECONOMIC GROUPS BOOST AGRICULTURE and SAVINGS





In homes around the world, women are the keystone. The health of the family—physically and financially—is strengthened when women are empowered to gain knowledge, make decisions and become leaders.

In Ethiopia, through the Resilient Economy and Livelihoods (REAL) project, iDE is focused on helping women who are considered the poorest of the poor. These women often have no farm land or enough food to feed their families; they struggle to send their children to school.

As part of the REAL project, iDE established women's economic groups. Members are given financial and leadership opportunities they might not otherwise receive. The goal is to create greater social, economic and political empowerment.

How it works

Economic groups include about 50 women; to start, each participant is given three goats or sheep and ten chickens. Most care for and fatten their livestock and then sell to markets. The chickens are a much needed source of nutrition for their families; eggs are consumed or sold for additional income.

Within each group, there are four roles: leader, secretary, cashier and member. The leadership role rotates, which gives everyone the opportunity to represent themselves and their group within the community and to learn valuable communication skills.

The group also learns how to manage finances, a first for many. They set a savings target with some going toward a formal account and some being set aside as insurance in case a member of the group loses her livestock. Their savings are deposited in a local microfinance institution, giving them access to credit at a reasonable interest rate. Previously, with no income or assets, credit was prohibitively expensive. To get a small loan, informal credit channels offered rates between 50% and 100%, for a one- to

photo by Ephrem Abebe / iDE

two-month term. For women wanting to start a small business, the risk was too great.

Now that women have income sources and assets, they can explore new opportunities. Once financial obligations to the group have been met (savings and insurance), each woman decides for herself what to do with her income. Some buy new goats or sheep. Some buy goods, such as butter or bananas, and resell them for a profit. Some invest in their children's education or purchase food for their household.

Of note, the choices they make with the income they earn are made independently from their husbands. For many, generating income, building confidence and learning more about gender roles and rights has led to greater participation in household decision making.

This is a welcome shift in a country where inequalities find women working an average of 18 hours per day while men work 11. Although women's work underpins the country's economy and society, it is largely unpaid labour. Until now, women often did not have control over household income yet they were responsible for feeding their family, paying for their children's education and caring for sick family members.

For all participants, women's economic groups are a chance to get together, save, grow their incomes and renegotiate their roles in the home. Women in the groups embrace entrepreneurship in a variety of ways. When barriers are removed and they are given access to opportunities, they take advantage of a multitude of ways to earn income.



photos by Ephrem Abebe / iDE



Meselech Sunta (pictured above) is the head of her household and has nine children. Before joining the women's economic group, she had no assets.

"Life was very challenging before the project. My children were not able to go to school. To feed the family, I would work seasonally as a day labourer. I didn't have a stable income source. I thank REAL for changing my life," says Meselech.

Through her women's economic group, Meselech was given three sheep and ten chickens. With her assets, she was able to access a loan to start a small business. She now cultivates forage plants and sells them to generate additional income.



REAL: Sanitation and agriculture

Women's economic groups are just one component of the REAL project. iDE is also working to improve farming practices and to build a market for sanitation. The snapshot below gives an overview of accomplishments to date.

Snapshot: Your donation at work

goal	achieved to date
train 40 farm business advisors (Farm business advisors support farmers located in remote areas.)	40
provide 22,000 farmers with agricultural advisory services	4,600
train 36 toilet sales agents	36
train 8 toilet manufacturers	8
sell 5,000 toilets	1,700

UPDATES



Mt. Lehman Winery Fundraiser

Thank you to our friends from Abbotsford, British Columbia for attending a fundraiser in support of Sama Sama, iDE's sanitation start up in Ghana, West Africa. This special event, held at the beautiful Mt. Lehman Winery, was hosted by **Vern and Charleen Siemens** and **Fred and Sharon Thiessen**.

This was the second event held at Mt. Lehman. In total, guests have raised over \$250,000 in donations and pledges. We are grateful for their support of Sama Sama, the sanitation business that will provide income opportunities for Ghanaians and a life-saving product for their customers.

This event was also an opportunity to connect with long-time donor and Abbotsford resident **David Froese**. Collectively, his donations have helped 150,000 people, almost equivalent to the population of Abbotsford. We presented David with a Lifetime of Giving award.



photo courtesy of Water.org

World Water Week: iDE takes the stage

Held in Stockholm, Sweden, World Water Week is an opportunity to share new ideas that address the most pressing water-related challenges of today. This year, **Yi Wei, iDE director of water, sanitation and hygiene** shared the stage with World Bank and Water.org to present Smart(er) systems for water and sanitation: subsidies, financing, and markets.

The discussion focused on the need to use different types of financing—ranging from traditional development funds to investments from the private sector—to deliver water, sanitation and hygiene services at scale sustainably.

Yi was on the ground in Cambodia when iDE first tested a market-based approach to improving sanitation. She was instrumental in growing this program into a global portfolio of six countries. With your support, in the last eight years, over **six million** individuals have benefitted from iDE's work in sanitation.

LINDSAY SMITH

FROM DONOR TO DIRECTOR OF PHILANTHROPY



In 2015, Lindsay Smith was given the chance to fight for poverty. She put on her gloves, stepped into the ring and has been duking it out ever since.

Introduced to iDE Canada by a friend who was participating in a fundraiser called The Clean Fight, Lindsay Smith couldn't resist.

"I was enthralled by the possibility that I would get three months to train and become a sanctioned amateur boxer. I would actually be in a bout and raise money for a great cause at the same time," Lindsay says.

The Clean Fight required all boxers to raise \$5,000 for a specific project. In 2015, funds went toward building a sanitation business in Tien Phuoc, Vietnam. To fulfill her goal, Lindsay began approaching friends and family for donations and telling the iDE story.

"That's when things started to resonate for me. I realized how unique and how very impactful this type of development was," Lindsay says. "It wasn't giving away toilets for free but rather helping to support an entire sanitation market."

Several months after The Clean Fight, when iDE was looking for someone to fill a fundraising position,

Lindsay answered the call. "I felt that it was the right place to marry my education and what I was passionate about in terms of market-based solutions and compassion in the not-for-profit world."

Lindsay holds an Executive MBA from Royal Roads University. After completing her degree in Global Political Economics, she completed a seven-month internship in Niger where she saw firsthand the power of clean water and sanitation to save lives. Before joining iDE Canada, Lindsay worked for Siloam Mission in volunteer services and community engagement; Siloam provides services to Winnipeg's homeless population. Now, as iDE Canada's director of philanthropy, it's her mission to connect donors with the cause they feel most passionate about.

"I love giving people the opportunity to fulfill their giving dreams. A lot of times they don't know how it's going to turn out. They have no idea how it's going to change them. It's usually in ways they never imagined."

To connect with Lindsay, please say hello at the upcoming gala in October, call 204 786 1490 or email lsmith@idecanada.org.

“
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(l-r) Lindsay in Ghana, West Africa for the product launch of Sama Sama toilets; Lindsay (left) in her first and only bout; Lindsay in Niger.

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.

Thirty-five years 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, we have helped 30 million people so far.



There are many ways to support iDE Canada, whether it's passing along this newsletter to a friend, hosting an event to raise awareness or making a donation.

ways to give

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