

# GROW

iDE Canada Donor Update | Fall 2017



iDECanada

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I believe the first step in finding a solution to just about any problem is to find ways to unleash market forces to solve it.

- Paul Polak, founder, iDE



# CONTENTS



INTRODUCING  
OUR NEW  
PROJECT IN  
ETHIOPIA

7



GALA INVITATION / 4



2016 ANNUAL REPORT  
HIGHLIGHTS / 5



SANITATION  
BUSINESS UPDATE / 9

CEO HELLO / 3

WELCOME NEW  
BOARD CHAIR / 3

DONOR SUPPORT / 6

DID YOU KNOW? / 8

**KALORA**  
*weaving fashion and service*

All print and distribution costs for this newsletter are generously donated by Kalora Interiors.

# CEO HELLO

Stu Taylor



“

Through Grow, we want you to share in the struggles and successes of entrepreneurs around the world.

Welcome to Grow, our new donor update! We chose *grow* as it captures so much of what iDE's community of friends, supporters and clients want to accomplish. We want to help farmers grow crops and to help entrepreneurs grow their businesses. We want to reach more people living in poverty with the products and services that will improve their health and increase their incomes. We also want to grow our community of friends and supporters.

In this issue, we provide an update on Sama Sama, our toilet and hygiene business in northern Ghana. This project has ambitious and achievable goals and is just starting to build momentum. We'll keep you updated so you can track our successes and challenges. We also introduce you to an exciting new project underway in Ethiopia. Undertaken with significant financial support from the European Union, we are focusing on the Wolayta Zone, an area that needs our support in overcoming cycles of poverty that result from crop failure and health issues related to poor sanitation. We want to help the people of Wolayta build a foundation for prosperity.

Ultimately, through Grow we want you to share in the struggles and successes of entrepreneurs around the world who are using their ingenuity and determination to bring sanitation, clean water and productive farming to rural families in some of the world's poorest communities. Your support is key to their growth. I hope the photos and stories in these updates help you to see the results of your generosity. Thank you for being a part of this exciting work.

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# WELCOME NEW BOARD CHAIR

Len Penner



Len Penner has four decades of experience in business and agriculture. While working for Cargill Limited, he held a variety of roles, including president from 2005 to 2013. He spent his career ensuring farmers around the world had the tools they needed to prosper. Len wants to ensure smallholder farmers in poor, rural communities are given these same opportunities.

Introduced to the organization by a friend, Len was inspired by iDE's commitment to solving poverty through business. He has been a long-time supporter and joined the board of directors in 2015. We welcome him into his expanded role as our new board chair.





Please join us for the  
**iDE Canada Annual Gala**

**Wednesday, November 1, 2017**  
**RBC Convention Centre Winnipeg**

6:00PM Reception  
7:00PM Dinner  
7:45PM Remarks

**Buy a Table**

Gold Sponsor – \$5,000

IMPACT: 354 families

- 2 tables (16 tickets) – *optional*
- Prominent recognition in printed program and slideshow
- Name recognition at the dinner

Silver Sponsor – \$2,500

IMPACT: 182 families

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

**Buy a Ticket** – \$175

IMPACT: 13 families

**Edward Mabaya**

Guest Speaker

Growing up on a small farm in rural Zimbabwe, Ed saw his family move out of poverty because they had access to quality seed—seed that meant the difference between surviving and thriving. Motivated by his childhood experiences, Ed is dedicated to improving the lives of African farmers through improved access to modern agricultural inputs and lucrative markets. A star academic, he earned his PhD from Cornell University where he is now a senior research associate in the Dyson School. In 2007, Ed was a Tutu Leadership Fellow at the African Leadership Institute at Oxford University. He is the current president of the African Association of Agricultural Economists.



To sponsor a table or reserve tickets,  
call 204-786-1490 or register  
and pay online at [idecanada.org/gala17](http://idecanada.org/gala17)



# Entrepreneurs are everywhere

future business owner

2016 annual report

2016 ANNUAL  
REPORT NOW  
ONLINE!

iDECanada

## Annual report highlights

overall 2016

# 280,000

people helped in six countries: Nicaragua, Ghana, Ethiopia, Cambodia, Nepal and Vietnam (select details below)

## 22,000

people in Ethiopia, Ghana and Cambodia benefitting from improved income and food security

## 2,500

people in northern Ghana benefitting from a new toilet in the household

## 250,000

people in Nepal benefitting from a new toilet in the household

## 1,500

farmers in Nicaragua benefitting from new irrigation equipment

## Donors are the force behind everything we do. Your generosity touches people around the world.

# DONOR SUPPORT



## Mt. Lehman Winery Fundraiser

Thank you to our supporters 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**.

Seventy guests raised over \$140,000 in donations and pledges for Sama Sama, a business that will provide income opportunities and a life-saving product for years to come.

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### Interested in hosting your own fundraising event?

Events come in all shapes and sizes. If you have an idea, we're here to help in any way we can.

Please call us at 204 786 1490 or email [info@idecanada.org](mailto:info@idecanada.org).





## REAL and lasting change in Ethiopia new project

We are excited to introduce Resilient Economy and Livelihoods (REAL), a new project we are leading in the Wolayta Zone in Ethiopia. We have two main goals: to help smallholder farmers develop more profitable businesses and to improve sanitation in the region.

### The challenge

Communities in Wolayta experience repeated cycles of crop failure and hunger, which threatens livelihoods and leads to poor nutrition. Most years, 50% of the rural population face temporary food shortages; this increases to 90% in years of extreme drought. Many conditions work against smallholder farmers achieving success: outdated technology, poor quality seeds and limited knowledge of the market and the true value of their crops.

Compounding these challenges, less than 30% of the population has access to proper toilet facilities. As a result, communities— young children in particular—are malnourished and suffer from diarrheal-related disease.

### Our opportunity

To escape the cycle of poverty and dependency on aid, Wolayta farmers need access to modern technology, improved seeds and knowledge of the markets. They also need opportunities to invest in their health by purchasing toilets designed for their needs and environment.

**To achieve success, many initiatives work in concert. Here are a few select parts of our strategy.**

**Farm business advisors** | Farm business advisors provide training, guide farmers on best practices and sell improved quality seeds and other agricultural inputs. Forty new advisors will be trained.







**Irrigation** | iDE has developed innovative technologies that offer smallholder farmers access to affordable irrigation. Farmers will use this technology to grow crops in the dry season when prices are at their peak. Our goal is to reach 2,000 farmers.

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**Together we are changing the narrative of Ethiopia from one of hunger and poverty to one of nourishment and prosperity. Please join us in creating real and lasting change for 125,000 people.**

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**Sanitation** | There is strong demand for affordable toilets in rural areas. iDE has already completed primary market research, product design and market testing in Wolayta. Working with eight local businesses, our goal is to sell 5,000 toilets.

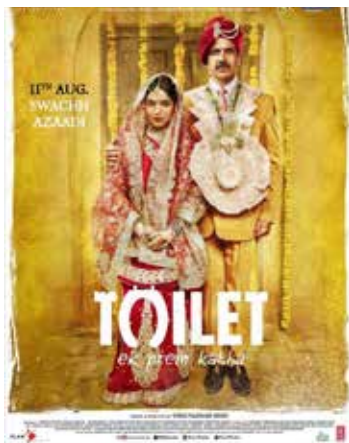
**We're just getting started with this life-changing work! Stay tuned for details as the project gains momentum.**

## DID YOU KNOW?

### India's top grossing film is about toilets!

One of India's top grossing films in 2017 is about a man who desperately wants to marry the woman he loves. She wants a toilet but he believes it is wrong to have one in the home.

She leaves him on the first day of their marriage and will return only when there is a toilet.



He goes on a mission to change the deeply-held beliefs in his community and convince his neighbours, family and friends to install toilets in their homes!

### Feminist International Assistance Policy

In July 2017, the Government of Canada announced their Feminist International Assistance Policy. The policy outlines six action areas including gender equality and the empowerment of women and girls. By 2021–2022, the policy ensures at least 95% of Canada's bilateral international development assistance investments will either target or integrate gender equality and the empowerment of women and girls.



Gender equity is already a focus for iDE around the globe and we look forward to new opportunities to empower women and girls as this new policy becomes reality.

# SANITATION SAVES LIVES

UPDATE ON SAMA SAMA | IDE'S TOILET AND HYGIENE BUSINESS IN NORTHERN GHANA

Launched in 2016, Sama Sama is the first sanitation business that builds, sells and delivers toilets in northern Ghana. Working with local manufacturers, banks and salespeople, we create and supply a desirable and affordable product while door-to-door salespeople generate awareness and demand.

More than 85% of rural Ghanaians lack adequate sanitation, which leads to serious illness, stunted growth in children, safety risks and indignity. **Each year, more than 19,000 Ghanaians die from diarrheal-related complications, including over 5,000 children.** For adults, illness often means time away from the workforce, lost income and medical expenses.

Through Sama Sama, our goal is to improve sanitation for 300,000 northern Ghanaians, reducing death and illness. In three years, local businesses will generate an estimated \$36 million in total revenue through toilet sales.



scale | total number of individuals benefitting from a new toilet

goal by 2019

**300,000**  
**3,887**

scale to date





Salwah Dandawa Alhassan, iDE Ghana field staff, en route to Gbanglua community, Karaga District

Sama Sama is dedicated to improving sanitation in Ghana's three northern regions. This often involves travel to remote communities not accessible by road. We work in some of the most challenging markets in the world, which makes life interesting for staff in our country programs.

Salwah Dandawa Alhassan, pictured above, carries out our toilet count and customer satisfaction surveys. Before we sell toilets to communities, we need to understand what, if any, toilet facilities already exist and the community's interest in our product. If there is interest, we need to make sure we can safely transport materials.

For most of 2016, Sama Sama was in its start-up phase and is now preparing for growth. We are expanding and anticipate doing business in 50 districts by 2019. Dedicated iDE Ghana staff like Salwah are making this happen.



Sama Sama customer Yakubu Rematu sits with iDE Ghana staff as she completes a customer satisfaction survey.

Yakubu's family of five purchased a toilet four months ago. As a result, she no longer has to walk for miles to use public restroom facilities. This is just one way owning a toilet can have a huge impact on a family's health, well-being and sense of dignity.

# ABOUT

iDE Canada is a non-profit organization dedicated to alleviating poverty in eleven countries around the world. We invest in local entrepreneurship, building businesses with a focus on two main sectors: agriculture and sanitation. These businesses produce desirable and affordable products that customers can purchase.

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. Since 1982, in partnership with iDE country programs around the world, we have helped 27 million people.



**HELP US GROW**

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

- cheque | Please make cheque payable to iDE Canada. Our mailing address is 9 Higgins Avenue, Winnipeg, Manitoba, R3B 0A3.
- online | [idecanada.org/donate](https://idecanada.org/donate)
- phone | 204 786 1490

iDE Canada  
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[idecanada.org](https://idecanada.org)

**If you have feedback or suggestions for future issues, we would love to hear from you. Please** email or give us a call: [info@idecanada.org](mailto:info@idecanada.org) or 204 786 1490.

**iDE**Canada