

A close-up photograph of a person's hands holding a large bundle of green wheat stalks. The person is wearing a yellow and black striped shirt. The wheat is vibrant green and appears to be in the early stages of ripening. The background shows more wheat stalks in a field.

# GROW

iDE Canada Donor Update | Winter 2018



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Helping poor  
people make more  
money is the single  
most important  
thing anyone can  
do to end poverty.

- Paul Polak, founder, iDE

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cover photo by Rachel Rose / iDE / 2017

**KALORA**  
*weaving fashion and service*

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# CEO HELLO

Stu Taylor



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**Through irrigation pumps, toilets and water filters, iDE technologies and businesses have served over 30 million men, women and children with life-changing products and services.**

New Year celebrations, birthdays and anniversaries are times to reflect on the past and look ahead to the future. This year, iDE Canada turns 35. Together, we have a lot to celebrate and a lot to look forward to. Thirty-five years ago an offbeat visionary and a young entrepreneur from southern Ontario connected with a globe-trotting businessman from Winnipeg to create iDE's first project: building and selling donkey carts for enterprising refugees in a Somali camp.

Although using business principles to solve poverty is no longer radical, in 1982, our founders—**Paul Polak, Gerry Dyck and Art DeFehr**—were mocked for their approach. Officials simply did not see the potential for building a profitable business in a refugee camp. But Paul, Gerry and Art refused to do it any other way. They saw a market for affordable transportation run by those living in the camps. By the end of the three-year project, owning a donkey cart was a profitable venture and officials were asking our founders to stay longer.

We've come a long way from those early days. Through irrigation pumps, toilets and water filters, iDE technologies and businesses have served over 30 million men, women and children with life-changing products and services.

Many of you have been part of this incredible journey for many years and some of you may have more recently connected with us. Either way, we look forward to celebrating new successes with you. In this issue, you will read about the recently completed Innovation for Rural Prosperity project, which helped over 100,000 people benefit from increased income by growing vegetables in the dry season. And you will meet some of the farmers iDE is working with in Ethiopia. We also celebrate the success of our most recent fundraising gala, where 430 guests raised over \$280,000, meeting our goal to reach another 20,000 families.

Thank you for partnering with us in this exciting work. Let's celebrate what we've achieved so far and look ahead to a brighter future for entrepreneurs everywhere.





# Resilient Economy and Livelihoods: REAL

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## Improving farming practices and sanitation in the Wolayta Zone of Ethiopia

**Uefaysa Agebo**, father of three, has been farming for over forty years. In those four decades, he has received emergency aid, such as seed, from non-governmental organizations but never ongoing support or advice that would help him with long-term planning.

Last fall, Uefaysa was provided with fertilizer and wheat seed through a seed multiplication bank.

Through this bank, select farmers plant high-quality improved seed with the intent to grow more seed, which is then distributed to others in the community. With the help of an iDE advisor, Uefaysa learned about more efficient planting techniques. As a result of quality inputs and support, at the time of this interview, he expected to double the yield on his quarter-hectare plot. After seeing the potential in Uefaysa's improved crop, five other farmers in the area connected with iDE and have started using the same planting methods.

Helping farmers increase their yields is a critical component of the Resilient Economy and Livelihoods (REAL) program. Most years in Wolayta, 50% of the population faces temporary food shortages and this increases to 90% in years of extreme drought. Through REAL, iDE Canada donors are helping farmers and their families escape the cycle of poverty and hunger.

Agriculture is just one component of REAL. We are also working with local toilet manufacturers who have created a toilet specifically for Wolayta. Early market research shows residents are eager to embrace improved sanitation, which will lead to healthier, more productive communities.



# celebrating

# 35

YEARS

It all began with a simple idea: create a global force for change based on the power of using business to solve poverty. This year, as iDE Canada celebrates thirty-five years of helping others, we'll revisit the past but always with an eye to the future: How can we help more families with business solutions that will lift them out of poverty for good.



## Reinventing the donkey cart

iDE's first project emerged from **Gerry Dyck** and **Paul Polak's** visit to a Somalian refugee camp where **Art DeFehr**, then UN high commissioner for refugees, was working. Gerry and Paul noticed that refugees were carrying supplies on their backs or with a very inefficient cart pulled by a donkey. Using abandoned car parts and working with displaced blacksmiths in the camps, they modified the donkey cart to make pulling loads easier. They set up entrepreneurs inside the camps who created income by renting, building, selling and maintaining the carts. Over four hundred carts were sold, producing almost \$1 million of net income for cart owners in one year. This project set the stage for iDE's model for development work—help others help themselves—which remains the cornerstone of our guiding principles today.



## iDE Canada is born

Inspired by the possibilities of business to help the poor lift themselves out of poverty, Paul Polak, Gerry Dyck and Art DeFehr made personal investments to get International Development Enterprises Canada off the ground. iDE Canada was incorporated on January 7, 1983.



## Pumping it up

Building on the success of the camps in Somalia, iDE set its sights on Bangladesh where we began marketing treadle pumps to combat the lack of irrigation in the dry season. Treadle pumps are low-cost, foot-powered irrigation pumps that suction ground water to the surface. To date, more than 1.5 million treadle pumps have been sold in Bangladesh, creating \$1.4 billion in net additional income per year. This income benefits farmers who can now grow crops in the dry season when their land would typically go unused.





### **Market expansion**

iDE's initial successes demonstrated that entrepreneurs were everywhere, including refugee camps in Somalia and small farms in Bangladesh. Given the right technology and access to open markets, struggling populations could increase their income and rise out of poverty. Over the last three decades, iDE has expanded its footprint to engage with local markets in 11 countries in Asia, Africa and Central America.



### **From agriculture to sanitation**

Staff in Vietnam noticed households were using treadle pumps to catch water for use in their homes as well as to irrigate gardens. Realizing that a hand pump would be more useful, iDE designed an inexpensive, easier-to-install model, resulting in sales of over 64,000 pumps. This caught the attention of the Vietnamese government, who wanted to know if iDE could achieve similar results with latrines.

In short, we delivered in a big way! From Vietnam to Cambodia, then Bangladesh and Nepal, and now to Ghana, Burkina Faso and Ethiopia, the approach of developing markets for sanitation and clean water has brought sanitation solutions such as improved toilets and water filters to nearly four million people.



### **30 million people served and counting!**

Everywhere we work, iDE creates business opportunities unique to the communities we serve. Once we start on a project, we commit to staying for as long as it takes to establish businesses that prosper.

Along the way, iDE has learned that the key to market-based solutions to poverty isn't just about technology, it also requires access to markets, financing and a reliable supply chain. Ultimately, success comes from listening to people and using their input to design tailor-made solutions that meet local contexts: social, cultural, political and environmental. In partnership with iDE offices around the world, we have served over 30 million people and we're not slowing down!

From day one, our donors have made this incredible story possible. Thank you for your financial support. Let's keep going!





# GALA UPDATE

Thank you to everyone who attended our annual fundraising gala on November 1, 2017 at the RBC Winnipeg Convention Centre. Over 430 donors, sponsors and new friends helped us set record attendance and raise over **\$280,000**. This will allow 20,000 more families to create income and livelihood opportunities.

This year, we were proud to share the success of Innovation for Rural Prosperity, a five-year agricultural program that took place in Ghana, Ethiopia and Cambodia. With your support, over 100,000 individuals are benefitting from increased household incomes. For more information, please see page 9.

We are grateful for your support and commitment to helping entrepreneurs in developing countries and hope to see you again on **October 30, 2018**. Mark your calendars!



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## Photos

1. **Len Penner**, chair, iDE Canada board of directors, shares his experiences working in global agriculture at Cargill Inc. for over 25 years.
2. Keynote speaker, **Edward Mabaya** shows the audience a photo of a special teacher from Manitoba who taught him in his rural village in Zimbabwe, 25 years ago, and inspired a curiosity about the world around him. University of Manitoba alumni helped us locate his teacher and they recently reconnected. Edward earned his PhD at Cornell University where he is now a senior research associate and has dedicated his life to helping farmers in Africa succeed. We know they had a lot to talk about!
3. Dancers from the **Ethiopian Society of Winnipeg** entertain the crowd.
4. To celebrate our agricultural theme, guests enjoyed the farmers market-inspired photo booth, which included the opportunity to “shop” for produce at the end of the evening.
5. **Ted Paetkau** (left), chair (2010–2017), is honoured for his past and ongoing commitment to iDE Canada; **Stu Taylor** (right), CEO, iDE Canada and event emcee.
6. **Andi Kuhl**, iDE Canada gala committee member, reads a poem of gratitude before dinner.

(not pictured) Congratulations to our door prize winners, Klaus and Dorothy Lahr!

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## DONOR SUPPORT

### Kuhl Housewarming

Thank you to our supporters from Winkler, Manitoba for attending a special event at the new home of board member **Keith Kuhl** and his wife **Karen Kuhl**. In lieu of housewarming gifts, guests were encouraged to donate to iDE Canada’s newest agriculture and sanitation project currently underway in the vulnerable Wolayta Zone in Ethiopia.



### Interested in hosting your own fundraising event?

Events come in all shapes and sizes. If you have an idea, we’re here to help. Please connect with us at 204 786 1490 or [info@idecanada.org](mailto:info@idecanada.org).



# CELEBRATING SUCCESS

## INNOVATION FOR RURAL PROSPERITY

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### Over 100,000 individuals benefit from increased household incomes

With extended periods of little to no rain, smallholder farmers in Ghana, Ethiopia and Cambodia often struggle to provide for their families. For five years, from 2012 to 2017, iDE helped farmers in these countries increase their yields by focusing on dry-season, irrigated vegetable farming. Pound for pound, vegetables generate more income than grain crops and the growing season is much shorter so farmers can have cash in hand more quickly. Another important component of the project was marketing farmers' harvests. To facilitate this, iDE created collection centres. These enterprises sold produce in bulk and negotiated better prices for farmers.

With access to improved technology, inputs, financing and training, iDE set farmers on a path to greater prosperity and we're excited to share the final results. Innovation for Rural Prosperity improved income and food security for over 100,000 individuals in Ghana, Ethiopia and Cambodia and it has set the stage to help many more. All of this was made possible by you, our donors.



### number of individuals benefitting from increased income

goal	105,000
actual	107,280



### average annual income increase

goal	\$250
actual	\$675



## female farmers trained

goal

7,770

actual

11,408

# WATCH, LEARN, EARN | ONE FARMER'S PATH TO SUCCESS



With the help of **Iddrisu Andeni** (left), iDE market development officer, **Alalee Francis** learned new, more productive methods for farming, such as drip irrigation and mulching.

Each farmer's path to success with the Innovation for Rural Prosperity program was slightly different. For Alalee Francis, it began with an experiment.

On his small farm in Ghana, he installed a drip irrigation kit he purchased from iDE and used it to water part of his crop. Next to it was his control field where he continued to water his onions the old-fashioned way, with a watering can. Every week he noted the differences between the two fields: how much time was needed, how well were the onions doing.

**"They (iDE) take good care of us. They don't just leave a product. They come time and time again, every week, to make sure things are working and if there are any questions. I am glad for them," Alalee says.**

With the help of Iddrisu Andeni, iDE market development officer, Alalee learned new, more

productive methods for farming, such as drip irrigation and mulching. Along with other farmers in the region, he saw firsthand which approach to

watering and planting worked best by trying several methods next to each other.

In this way, farmers learned new techniques, observed how they worked and then

practiced the best methods on their own farms. This reduced the amount of water needed, increased yields and increased incomes for farmers like Alalee. He spends the extra money he earns on school fees for his children, health care and more nutritious food for his family of five.



iDE Canada is a non-profit organization dedicated to alleviating poverty in developing 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. Through iDE's business-minded innovations, our supporters have helped over 30 million people earn more money and lead more prosperous lives.



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.
- online | [idecanada.org/donate](https://idecanada.org/donate)
- phone | 204 786 1490

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If you have feedback or suggestions for future issues, we would love to hear from you.

