

How the seeds of your generosity are growing around the world!

GROW

Winter
2024



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iDE

Salima's Success:

How you set off a life-changing domino effect!

Do you remember Salima?

Around the holidays I introduced you to Salima Nosiku, a mother of two from Zambia. She was struggling to pay rent on her farm supply store and often lay awake at night with worry.

Well, she's been building her business for a few years now, and I've been eagerly waiting to share more of her story with you. **She's an AMAZING example of how your support has started a domino effect for even more women like her and their communities.**

Because of generous gifts from people like you, Salima was able to take an agriculture training class. iDE also connected her to suppliers of farm seeds and chemicals, which she sells in her store. These products are often difficult to find for farmers in her rural community.

Now for the best part.



Not only is she able to pay rent on her store, but she opened up two additional stores and hired women from her community to work there!

The number of farmers she works with has increased from 1,000 to 5,000. Salima also buys crops - like soya beans, maize and cowpeas - from local farmers who would otherwise struggle traveling long distances to urban centres to sell what they've grown.

Agriculture training is one of iDE's most tried, tested and successful programs. That's why it's a main focus of Her Time to Grow — our project in collaboration with Global Affairs Canada that is creating income opportunities like this for 25,000 women like Salima who are involved in agriculture in Zambia, Ethiopia and Ghana.

iDE country staff are excited and ready to teach the next group of women, thanks to your support!

In addition to that, your gifts are making it possible to provide ongoing support to these women as they start using their knowledge and supporting farmers in their communities.

Thank you for being the nudge that is setting off a life-changing domino effect for even more women and their communities!



You powered Salima, she powered her community and everyone is earning more money!

Stu

Stu Taylor CEO, iDE Canada

You're creating a safe space to test ideas through the Polak Fund

Have you ever been nervous about trying something new? Did you have a safety-net in place if something didn't go as planned?

Since 2021, your support has been providing a safety-net for innovators and entrepreneurs through iDE's Paul Polak Innovation Fund.

Thanks to your generous donations, the Polak Fund has distributed 50 awards in 11 countries around the world. These awards create a safe space to test ideas for new or improved ways to earn income.

One of these projects, led by Fatima Shehata at the iDE Innovation Lab, is working on a mushroom growing kit for small farmers in Cambodia. Mushrooms are a high-value crop, so growing them is an opportunity for farmers to earn more money. This project has faced challenges, but those challenges have provided learning opportunities as they re-design and continue testing the grow kit.

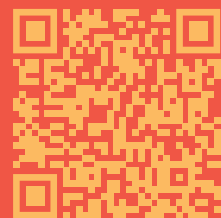
Fatima says that iDE shouldn't place the risk of failure on farmers whose livelihoods depend on growing mushrooms.

Thank you for creating a safe space for innovators to try, fail, try again and fail better - ultimately leading to solutions that work for entrepreneurs to earn more income!



The application deadline for the next round of Polak Fund awards is June 2024.

If you would like to create a safe space for even more innovators to test their good ideas, you can make a donation by cheque made payable to iDE Canada and mailed to 9 Higgins Ave Winnipeg, MB R3B 0A3 or online at idecanada.org/polakfund



Ride 1 DONE!

Join us in celebrating with P.L. & Kristen Meindertsma as they completed their first Cycle 5 to Survive ride this past summer!

Cycle 5 is the Meindertsma's journey embarking on 5 epic bike rides spanning five continents over five years – all while raising funds for five charities that work towards "cycles of opportunity for the less fortunate through sports, education, or business." iDE is honored to be one of the five charities chosen.

Their first ride, which spanned 4,300 kms from Banff, Alberta to Antelope, New Mexico, lasted 39 days and included 50,000 meters of climbing.

You can follow along with future rides by signing up for their newsletter at cycle5tosurvive.com or following them on social media.



You are helping women balance motherhood and entrepreneurship



Maybe you can relate to this?

Many women in Zambia, Ethiopia and Ghana noted the **challenge of dividing their time between various roles — mother, wife, homemaker, and income earner.**

We heard this over and over again in interviews for **Her Time to Grow, our project supporting women in agriculture — a project you passionately provided for!**

It can be especially hard to balance the roles of income earner and parent when childcare services are unavailable or inaccessible.

That's why one of the solutions these women identified was access to childcare.

Thanks to your support, iDE is currently working to set up safe and nurturing childcare centres, so women can focus on their income-earning work.

Income they can invest back into the lives of their kids through improvements in education, nutrition, housing and hygiene.

These childcare centres can also be used as a gathering place for community meetings and farming demonstrations.

Thank you for working to provide a safe space for kids that helps women balance their roles and improve their families lives!

You are providing the education, tools and resources women in Ethiopia, Ghana and Zambia need to thrive in their agriculture business, through iDE's Her Time to Grow project.

Your support directly impacts 25,000 female entrepreneurs. These women can go on to positively impact an estimated 165,000 more people, including 91,000 youth.



Monthly Donor Feature

Fireside Design Build

Meet Fireside Design Build, a Winnipeg-based business with a heart for fostering creativity in entrepreneurs around the world.

Fireside Design Build specializes in home renovations, commercial projects and new builds. They are also dedicated to supporting entrepreneurs through iDE's community of monthly givers, called the Activators Circle.

We recently had the opportunity to chat with them about their experience activating change.



We are so grateful for Fireside Design Build (and all our Activators!) for being part of this generous community that supports entrepreneurs around the world every single month.

If you would like more info about joining the Activators Circle, check out our website at idecanada.org/activators



What draws you to iDE's work?

We believe in international development work that supports entrepreneurs because we believe in creativity, and the ingenuity and passion that comes out of that.



By supporting entrepreneurs, you're not just supporting the individual, but their families, their employees, and the local economy.



What inspired you to become a monthly donor?

As business owners, we understand it's much easier to financially plan when you have a consistent revenue stream. It's the same with an international development organization that relies on donations.



What does it mean to be an Activator?

Taking action to make change is a value we have at Fireside. We do what we can locally, from restoring old character homes, repairing and upgrading old warehouses, and even developing affordable housing. But when you zoom out to a global scale, that's where we rely on the team at iDE to have the experience and understanding of how to take action internationally.



What would you say to someone considering becoming a monthly donor?

It's better for everyone.



We decided to make space in our monthly operating budget because we could make a decision based on our values and stay committed to them.

