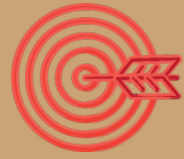


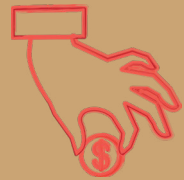
# OUR IMPACT SINCE 2009



**149,780**  
PARTICIPANTS  
ENROLLED



**44,559**  
BUSINESSES  
LAUNCHED



**6,461+**  
SAVINGS GROUPS  
ESTABLISHED



**571,635**  
DEPENDENTS  
IMPACTED



**804,612**  
TOTAL PEOPLE  
REACHED TO DATE

WWW.BOMA.NGO



## Q4 Impact Report October to December 2023

Dear Friends of BOMA,

As we turn to 2024, reflecting on the remarkable journey of 2023 fills me with great pride. The year was defined by **passion, pace, and professionalism**—values that anchor our legacy and are defined by our commitment to local leadership, community participation, rigorous measurement of impact, accountability, and prosperity with dignity. These values, maintained at every level and department within the organization, have inspired the resilience, innovation, and active participation which has resulted in the 50% growth of our impacts over the past year. It is on this success that we continue to layer upon our foundational values to enhance growth, achieve impact at scale, and long-term resilience in our journey towards realizing our mission.

I am both humbled and encouraged to share that to date, we have helped transform the lives of over 804,612 women and children. From this figure, a quarter-million children and dependents have directly benefited from our interventions and I am happy share we reached a new record in our enrollments, with over 53,000 new participants joining our programs across Africa. To further our case for scale, by the end of the quarter, approximately 20,000 participants had graduated from our various programs across the continent.

This achievement is more than just numbers; it is a testament to the impact of BOMA's innovative programs that have not only transformed livelihoods, but have also contributed to increased food security, reduced malnutrition in children, enhanced climate resilience, and empowered women by focusing on their rights, choices, and confidence. We've prioritized the enrollment of all school-age children, particularly girls, to ensure access to education and have successfully raised awareness about the impact of climate change through our training in Natural Resource Management for our participants.

BOMA's configuration as an innovative and nimble organization focused on high-impact and scalable solutions, coupled with proximate leadership, has been instrumental in our success. In 2023 we expanded our internal capacity, emphasized participation, local leadership, and rigorous measurement of impact, and accountability towards delivering our vision to see the end of extreme poverty.

Our commitment to community-led change remains steadfast. We continue to refine and adapt our products to meet the ever-evolving needs of the communities we work in. Through our extensive network of our mentors and coaches, the support and engagement of the Rural Entrepreneur Access Program (REAP) locational committees, and working with local governments. Leveraging the strong foundation we have built ourselves over the years, we celebrate the significant milestones reached this year.

Behind these achievements are countless stories of hope and transformation. Our team of almost 500, dedicated to reaching three million participants by 2027, fuel BOMA, bringing us closer to our goal each day. Our strong organizational capacity points to a future in which BOMA's influence and impact will grow, reaching the most marginalized individuals and at risk populations on an unprecedented scale.

I express the deepest gratitude for your belief in our mission, constant support, and partnership. Together, we are not just transforming lives; we are reshaping futures, one community at a time. We exist for the people that are yet to be reached by our solution.

In solidarity,

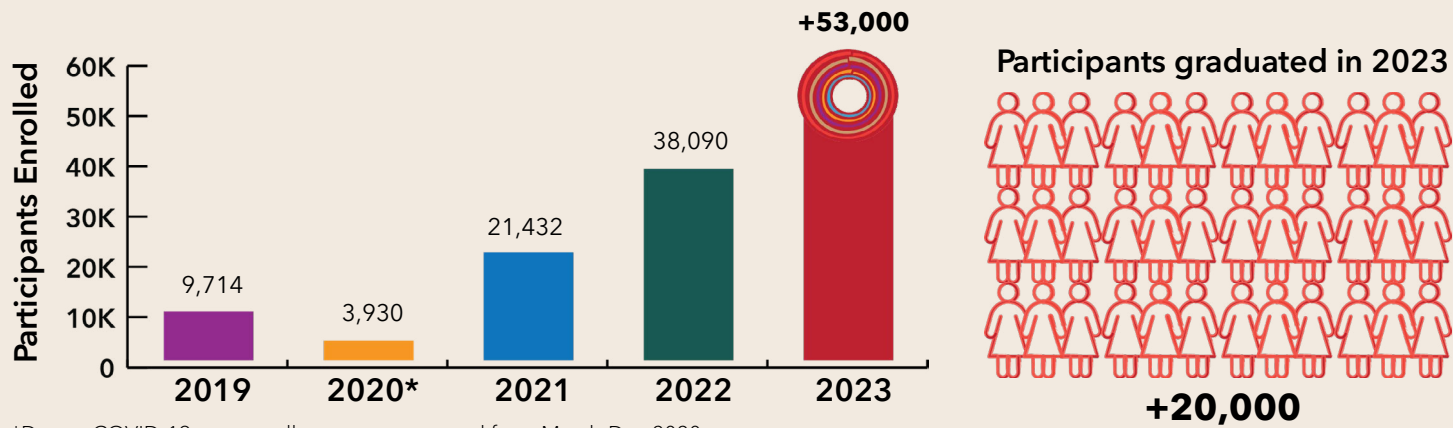
**Sam Owilly**  
Chief Executive Officer

# PROGRAM UPDATES

## THE LATEST FROM BOMA'S PROGRAMS IN KENYA AND BEYOND

BOMA is implementing a highly-effective solution to lift individuals and families in Africa's drylands from the vicious cycle of extreme poverty. Our flagship approach, the Rural Entrepreneur Access Program (REAP) is a locally designed and led economic inclusion program. Since REAP's inception in 2009, BOMA has transformed more than 804,612 lives while expanding REAP to reach new populations facing unique challenges. [Learn more about where we work.](#)

Between October to December 2023, BOMA launched several new cohorts and activities under our various REAP programs throughout Africa. This year we celebrate reaching new heights, hitting a milestone of enrolling more than 53,000 people into our programs and seeing approximately 20,000 participants graduate from our programs. These new cohorts brought the cumulative participants enrolled to date to approximately 133,677.



\*Due to COVID-19 new enrollments were paused from March-Dec 2020

### KENYA

#### NAWIRI

BOMA is managing the **REAP for Nutrition** program under a NAWIRI consortium, funded by USAID's Bureau for Humanitarian Assistance (BHA), led by Mercy Corps in Samburu and Turkana counties. During the fourth quarter, a mid-line survey was conducted that uncovered key learnings for many intended programmatic outcomes, including breastfeeding, complementary feeding, and Global Acute Malnutrition (GAM), as well as notable learnings under household income.

#### Breastfeeding, complementary feeding, and GAM

**Turkana:** At mid-line, 70.4% of the surveyed participants were breastfeeding their children (aged 6 to 23 months), in line with World Health Organization (WHO) recommendations. Only 19.7% of the participants indicated that their children were fed with at least four out of seven food groups (Minimum Dietary Diversity (MDD)) the day before the survey. Approximately 40.6% of children were fed at least two meals per day of complementary foods (other than breast milk/formula).

**Samburu:** At mid-line, 81.4% of participants were breastfeeding their children compared to 73.1% at baseline. 33.2% of the children met the MDD threshold the day before the survey, with Samburu East being slightly higher than Samburu North. About 51.2% of children were fed at least two meals per day of complementary foods, achieving Minimum Meal Frequency (MMF).

#### Household Income

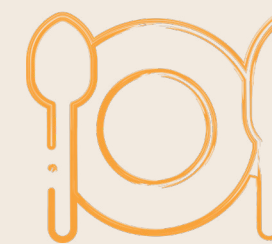
**Turkana:** 97.4% of participants reported having at least one source of income for their households at mid-line, which was mainly from the REAP business groups. An average of 89.5% of participants were receiving income from *duka* (kiosks). Casual labor employment remained notably low at only 1.5%.

**Samburu:** 32.7% of participants reported having at least two income sources, a rise from 28.5% at baseline. Most households earned income from the sale of livestock (71.6%) followed by *duka* (50.7%), and crops or small-holder farming (25.1%).

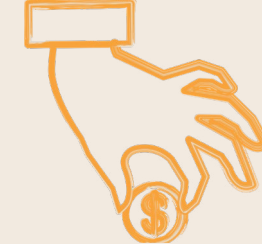
The infographic below indicates progression of graduation criteria components at mid-line:



Compared to the original grant of \$370, average business values ranged from **\$457** in Samburu to **\$472** in Turkana.



Reductions in acute malnutrition were seen across children (**decreased from 17.3% to 10.3%**)



By midline, an average of **84%** of participants had already reached goal of having **4,000 KSh** in savings



Savings groups support **effective layering of nutrition components** and set foundation for resilience and sustainability

Technical Learning brief: [Improving Nutrition with the Graduation Approach \(Nawiri\)](#)

### A REFRESHER ON REAP

We talk a lot about the **Rural Entrepreneurship Access Program (REAP)** as BOMA's flagship approach to building prosperity with dignity. If you've been with us since BOMA's work began, you'll know that REAP began as a focused project to lift pastoral women in Northern Kenya from extreme poverty. Our reach was small, but lives were transformed: women embraced newfound respect and resilience as entrepreneurs, households were able to save for the future and eat regularly, and more children were enrolled in school.

BOMA participants enroll in REAP for 12 to 24 months, during which they learn valuable skills, launch sustainable businesses, and form savings groups with their peers – all with the guidance of their BOMA mentors. Upon graduating from REAP, participants have measurably grown their family's savings, assets, and household income. As you'll see in this report, BOMA continues to expand the reach of REAP and its adaptations



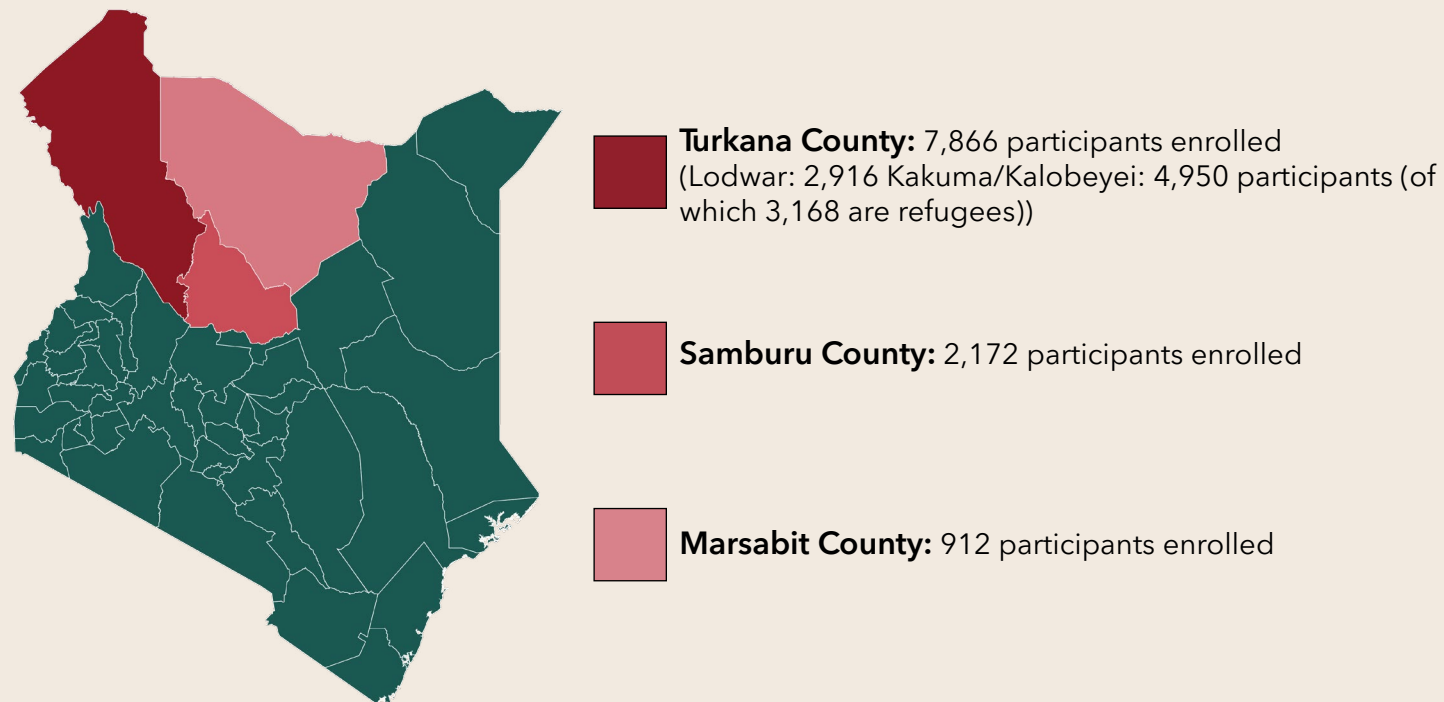
### Notable Field Visit

During the second week of November the [USAID Bureau for Humanitarian Assistance \(BHA\)](#) visited key anchor groups throughout Turkana county. During the visit the Mercy Corps Monitoring and Evaluation team observed improvements in the capacity of field staff, demonstration of participant knowledge around livelihood pathways and nutrition practices, and the management and analysis of field data.



## LIVELIHOOD AND INCLUSION FOR TRANSFORMATION-NORTHERN KENYA (LIFT-NK)

The LIFT-NK program, which includes a large number of participants benefiting from our [Green REAP](#) product funded by [IKEA Foundation](#), has achieved significant milestones. A total of **10,950 participants** across Turkana, Samburu, and Marsabit counties were successfully inducted into the program. Additionally, we have extended our impact to an additional **1,400 participants**, comprised of youth, women, and private sector participants, through the Smart Regional Consultants (SRC) business incubators. The distribution of the 10,950 enrolled participants is detailed below:



Other notable achievements include:

- 1. Conclusion of the third round of business monitoring and mentorship sessions for 3,650 businesses.** Business mentoring commenced in October 2023 and has provided the business groups with requisite skills, knowledge, and capacity, enabling them to better manage businesses and improve enterprise performance.
- 2. Development of plans for conservation/Natural Resource management with respective county governments and the Kenya Forestry Service (KFS).** This entails working with the Environment Directorate Department, KFS, and other partners to help existing Community Forest Associations (CFAs) develop and review existing Participatory Forest Management Plans (PFMP). The PFMPs serve as a

statutory framework, providing guidelines for the operation of CFAs and also acts as a comprehensive master plan for forest conservation within CFAs, directing their approach, interventions, and the sustainable utilization of forest services. By building the capacity of CFAs, they will be able to support participants and communities to exercise their rights in conversation efforts as well as their livelihoods.

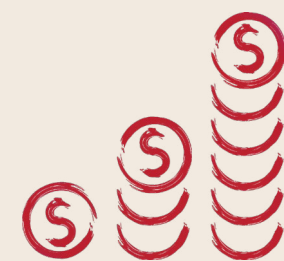
- 3. Development of technical documents including Diversification and Business Growth manuals for staff.** These five manuals cover topics such as Natural Resource Management, Beekeeping, Gum and Resin Production, Business Groups Mentorship, and Savings Groups Micro Training.
- 4. Equipped program staff and selected business groups with skills on agricultural value chains and Business Development service skills through the partnership with Smart Regional Consultants (SRC).** As a result, both staff and participants have gained a deeper understanding of value chains and their impacts on a business.
- 5. Conclusion of Cleaner Cooking Solutions landscape analysis,** the aim of which was to map, select, and recommend strategies for adopting cleaner cooking solutions.
- 6. Launch of an MoU with the United Nations High Commissioner for Refugees (UNHCR) to operate within Kakuma Refugee Camp and Kalobeyei Settlement.** This signed agreement serves as the official foundation for BOMA's operations in the Kakuma and Kalobeyei communities and establishes a crucial platform for a strategic partnership with the UNHCR and its partners in refugee programming, facilitating the realization of graduation and livelihood development outcomes there.

## KENYA SOCIAL AND ECONOMIC INCLUSION PROJECT (KSEIP)

As one pillar under KSEIP, a larger **government-led initiative** to strengthen the National Safety Net Program, the Economic Inclusion program (EIP) is a three-year pilot program implemented by the Directorate of Social Development (DSD) of the Ministry of Labor and Social Protection (MLSP) with technical assistance provided by a consortium led by [Global Development Incubator \(GDI\)](#), together with BOMA and Village Enterprise, aimed to improve the socio-economic outcomes for 7,500 extreme poor and vulnerable individuals in ten sub counties within five counties in Kenya.

BOMA's role was to enroll 3,750 participants in the four counties of Marsabit, Taita Taveta, Makeni, and Murang'a as well as provide technical assistance in order to strengthen the capacity of relevant government agencies tasked with the adoption and scale up of the Graduation approach as part of the national social protection strategy.

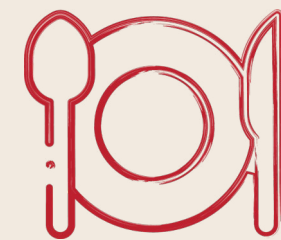
The government's Directorate of Social Development (DSD) is taking charge of implementing the next stage of EIP (Cohort 2). BOMA's teams, coordinated by Global Development Incubator (GDI), has aided in preparing for this transition via work on design, the creation of materials and guidance documents, and development of the [Community Development Management Information System \(CDMIS\)](#). The infographic below highlights end-line data from the first two waves of Cohort 1:



Overall **43% increase** in asset ownership. 54% experienced a 60% increase in consumption



**128 VSLAs** formed and Model A participants accumulated over **17 million** KSh by October 2023



Target of 80% of households meeting food security was **surpassed to 89% and 95%** (2x a day)



Household decision-making was increased from **84% to 98%**, community level from **59% to 73%**

# SUSTAINING LIVELIHOODS AND NOURISHING LIVES

## THE NAASIEKU BUSINESS GROUP'S JOURNEY WITH LISHE BORA

In Isiolo County, the Naasiaku Business Group, consisting of Chure Lenaiyaja, Yanike Noosurai, and Kirasi Lenaiyasa, has emerged as a beacon of success and hope. Chure, the group's leader and a proud Nasieku Business Group member, recounts their transformative journey as participants in the Lishe Bora program under [REAP for Nutrition](#).

Chure's involvement began when BOMA reached their village, offering an opportunity that would reshape their lives. Through the mentorship provided by the Lishe Bora program, the group learned not only about livestock trading but also about the importance of a balanced, nutritious diet. Chure stresses the program's impact on their business and the promotion of a healthier lifestyle, especially for their children. *"The mentor trained us on various topics, including the importance of consuming nutritious foods like fruits and vegetables such as sukuma wiki (kale) and spinach. It was emphasized that these foods should also be incorporated into children's diets to promote overall health for everyone."*

The initial BOMA grant fueled their venture into livestock trading, later expanding to poultry as a secondary source of income. Chure's narrative illustrates the program's effectiveness in empowering participants to make strategic business decisions, enhance child nutrition, address household hunger, and in the long run, escape the poverty trap. *"Upon receiving our grant, we ventured into the livestock business, purchasing and reselling them. As our profits increased, we strategically diversified our business, branching into poultry as a secondary business. The revenue generated from poultry sales proved to be lucrative, providing us with a steady income. At times, we also benefit from the nutritional aspect by consuming the poultry."*

The Lishe Bora program not only enriched their business acumen but also revolutionized their approach to nutrition. Chure reflects on the substantial shift from a limited understanding of food to a comprehensive knowledge of proper cooking, selection, and purchasing of nutritious foods. *"Prior to enrolling in the Lishe Bora program, we lacked knowledge about the nutritional value of food. Through the program, we received training on proper cooking techniques, selecting and purchasing nutritious foods in the market. In contrast to our previous practice of exclusively buying flour for plain porridge due to budget constraints, we have now expanded our understanding and choices in creating healthier meals."*

As part of a VSLA, where they are primarily trained on how to save shares and borrow loans, they also attend trainings that seamlessly integrate nutrition education into their sessions, providing a holistic approach to overall well-being. They each contribute 500 KSh per month as shares and their current business value stands at 42,500 KSh.

Chure expresses heartfelt gratitude on behalf of the Nasieku Business Group, recognizing the pivotal role played by BOMA in their success. The acquired knowledge and skills not only elevated their businesses but also significantly improved their health and well-being. *"On behalf of my group, I would like to thank BOMA for the assistance and training they have given us. The knowledge gained is something we will carry forward for future generations."*



## ETHIOPIA

### GREEN REAP

BOMA and [Caritas Switzerland](#) (CaCH) are working in partnership to implement our climate adapted approach, [Green REAP](#), in Ethiopia, via a program that has enrolled 2,100 new entrepreneurs while supporting the restoration of degraded forests and pasture in the drylands of southern Ethiopia.

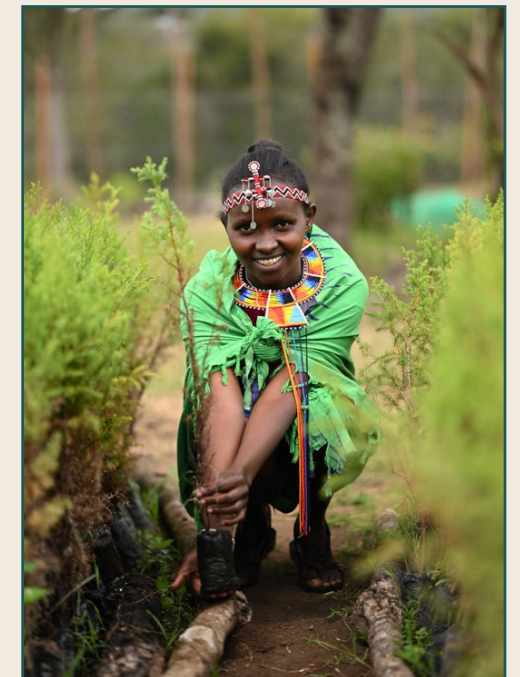
**Asset Transfer:** In October 2023, the first Jump Grant (JG) was distributed to 700 Business Groups (BGs). Prior to this, BOMA conducted a Training of Trainers for key staff on BG formation, business planning, record-keeping, mentorship, and monitoring. This training enabled CaCH staff facilitate the formation of 700 BGs, assisting them in identifying profitable green businesses, developing business plans, selecting locations, and opening bank accounts. The entire process was successfully completed, resulting in the launch of 700 businesses. To enhance communication and networking, each participant received a mobile phone. A total of 2,100 mobile phones were purchased and distributed, making mobilization and communication more efficient, especially when BGs reach out to their suppliers, customers, share market prices, as well as when mentors must contact participants.

**Green Business Scoring:** To address climate change and promote eco-friendly behavior, project participants consistently engage in environmentally friendly business activities. BOMA devised a screening tool to assess a business's green nature, offering additional support to prevent any regression to environmentally harmful practices (red category). The project also established a Green Scoring Tool protocol, guiding the re-assessment of businesses and specifying corrective measures. CaCH, with capacity-building support, conducted the second business assessment using the Green Scoring Tool. Results demonstrated a significant shift from amber to green scores, with no retrogression observed. Quarterly assessments will continue as mentorship supports participants in adopting practices that mitigate natural resource degradation.

**Business Group Mentorship and Monitoring:** BG mentorship started in November 2023, with mentors visiting each business monthly to assess performance, address challenges, and offer coaching. With BOMA's support, all 700 businesses are operational, and some participants are exploring additional diversification opportunities for increased income.

**Data Quality Assurance:** BOMA trained staff in [TaroWorks](#) and [SalesForce](#) for real-time data collection using tablets. This allows the Project Manager and M&E officer to monitor business performance, analyze data, and provide guidance. Additionally, the Project Manager was trained in [Power BI](#) to streamline the presentation of analyzed data, enhance visibility, speed up data interpretation, and decision-making during monthly meetings. This consolidated presentation approach has proven to be cost-effective for the organization.

**Natural Resource Management (NRM):** BOMA developed NRM training modules during this quarter, tailored for delivery through Saving Groups (SG) in the upcoming quarter. The content is specific to three districts (Yabello, TelTel, and Arero), and incorporates government NRM policies. A consultant was engaged to conduct a participatory assessment and mapping of community natural resources, evaluating the capacity of forest and other Community-Based Associations (CBAs). The assessment resulted in a collaborative forest management plan, incorporating community priorities and community-developed indicators.



## ENTREPRENEURSHIP AND MARKET INCLUSION FOR TRANSFORMATION

We continue to implement the Entrepreneurship and Market Inclusion for Transformation (EMIT) project alongside [Caritas Switzerland](#), with support from [Whole Planet Foundation](#) and [Cartier Philanthropy](#). EMIT has enrolled 3,000 participants in the REAP-based program since 2022 and is expected to lift 21,000 people in Ethiopia's Borena Zone from extreme poverty by 2024.

**Business Group Mentorship and Monitoring:** BOMA continues to support CaCH in analyzing business performance through monthly matrix analysis and action planning. This support has led to the improvement of performance for 1,000 BGs, qualifying them for the second asset transfer (Progress Grant). Additionally, BOMA introduced a business diversification strategy, adopted by the BGs. This strategy has facilitated their expansion into other businesses and created opportunities for collaboration with banks, private sectors, and government entities.

**Quality control:** BOMA conducted Routine Data Quality Assessments (RDQA) via the M&E and technical departments to assess data accuracy and reliability in record books, cash at bank, cash at hand, and verbal communication of business performance. The high accuracy level ensures credible and reliable data, forming the basis for evidence-based reporting.

**SG Mentorship and Micro Training Delivery:** During the reporting period, BOMA trained CaCH staff on SG formation, roles, government compliance, and micro-training topics. This resulted in the formation of 147 SGs, each developing constitutions and initiating formal registration with the government. The registration will lead to the issuance of VSLA certificates, legally valued by the government for conflict resolution. Three micro-trainings, covering goal setting, group dynamics, record keeping, gender, peace, and conflict, were conducted by mentors at the SG level. These micro-trainings strengthened social capital ties, fostering trust, bonding, and supporting social, economic, and peaceful coexistence among participants. The robust SG bond will be crucial when participants begin borrowing and lending in April 2024.

**Conflict Resolution:** Simultaneously, a peace and conflict resolution committee was established, aligning with CaCH's community accountability and feedback mechanism. BOMA's micro-training on group dynamics, gender-based violence (GBV), peace, and conflict resolution provides the human capital needed to enhance CaCH's operationalization of their accountability and feedback mechanisms.

**Drought:** Reoccurring and prolonged droughts have significantly impacted the target communities. BOMA has trained mentors and FOs on shock preparedness, allowing BGs to diversify their businesses in response to market trends. The SGs, formed with savings accumulated over five months, serve as a robust shock mitigation strategy. Lending will commence once the dry season ends, providing participants with the chance to access credit and implement recovery strategies for their businesses, making up for lost revenue to realign with graduation criteria.



## TECHNICAL ASSISTANCE SERVICES

### BURKINA FASO (GADICH)

The aim of the *Projet de Graduation pour l'Autonomie et la Dignité des personnes Déplacées et leur integration au sein des Communautés Hôtes (GADICH)* is to improve the self-sufficiency of displaced persons and alleviate pressures placed on host communities. BOMA is supporting [Caritas Switzerland](#) and [Action our la Promotion de Initiatives Locales \(APIL\)](#) to strengthen the resilience and socio-economic development of displaced people and host communities to allow them to become productive members of their communities ([REAP for Refugees](#)).



During Q4, the program underwent further adaptation to address the suspension of all cash transfers by foreign entities (as part a 2022 decree to combat terrorist and insurgency activities in the region). Following this directive, alternative strategies for consumption support and Jump Grants were actioned. The following measures were implemented to ensure the continuity of the program for the 3000 participants (50% internally displaced people (IDPs), 50% host communities) in Q4:

- Distribution of income generating activity (IGA) kits (totaling 120,000 XOF) which began in November to the 1000 business groups
- 145 VSLA's were formed
- Mobile phones distributed to each program participant
- Initial data collection estimates that 20M XOF has been contributed via the AVEC (VSLA) groups

In Burkina Faso, BOMA is supporting CaCH and its local partners in adapting, implementing, and scaling up the Graduation Approach. Under GADICH, we are providing technical assistance to CaCH and local partners on critical graduation components including targeting, entrepreneurship, coaching, financial inclusion/education, market linkages, and monitoring and evaluation (along with its subsequent performance insights).

### CAMEROON

In partnership with BOMA, the [Danish Refugee Council \(DRC\)](#) has enrolled 1,200 participants in the Adamaoua and Eastern regions of Cameroon with a particular focus on enhancing economic resilience and food security for refugees and host communities facing extreme poverty. BOMA's technical assistance contract includes:

- Development of training modules on the Graduation Approach and training of teams on each module (market assessments/business plan development, financial inclusion, and coaching)
- Development of the Performance Insight platform for monitoring AVEC groups and IGAs
- Training in data collection and management through the Performance Insight platform
- Mid-term evaluation of the project

The effectiveness of BOMA's data monitoring system, facilitated by performance insights (TaroWorks/SalesForce), continues to garner praise from our partners, adding to the overall success of the program.

## UGANDA (PSGP)

With technical support from BOMA, Swiss Caritas (CaCH) is leading a consortium with the [Agency for Accelerated Development in West Nile \(AFARD\)](#) and the [International Union for Conservation of Nature \(IUCN\)](#) to implement a three-year project with to address some of the root drivers of why children live and work in the streets. The program intervention named **Street children - Prevention through Sustainable Graduation from Poverty (PSGP)** is implemented in Kululu Sub-County, Yumbe, West Nile, Uganda. Cohort 1 (450 households) ran from December 2020 to November 2023 and program has transitioned to Cohort 2, scheduled to run from December 2023 to December 2025, with a goal to enroll 120 households. Participant targeting and enrollment are currently underway.

At the end of Cohort 1, 18 VSLAs had been formed and participants enrolled in the VSLAs tracked through monthly monitoring tools registered increased savings with an average cumulated savings of 92,748 US\$ as of July 2023 (compared to a 10,244 in July 2022). Female participants recorded an average cumulated savings of 94,204 US\$ compared to their male counterparts at UGX 86,544 while by community affiliation, participants from the host community had higher average cumulative savings at 95,734 US\$ compared to refugee community participants at 84,394 US\$. The **nine-fold increase** in savings with the VSLAs represents the impact on saving habits developed in participants enrolled in the program when triangulated with findings from the Standard of Living Index (SOLI) surveys.

At the end of the project, 96% of participants had successfully engaged in all livelihood activities, and 61% (264 participants) had met all graduation criteria. After analysis of the unanticipated challenges that arose throughout the first cohort, negatively affecting normal graduation rates, mitigation measures will be implemented for Cohort 2 in the following areas:

### Host Community:

- Exploration and integration of sharia compliance strategies to increase participation of the Muslim majority population (95% of host community) into VSLAs
- Utilization of integrated community dialogues, household support, and Gender Action Learning System to address challenging gender dynamics (particularly in mixed business groups) and female leadership opportunities
- Integration of additional training on fraud prevention to combat low literacy levels and awareness of mobile money scams that led to losses of Jump Grants and consumption stipends

### Refugees:

- Two-person business groups will be prioritized to combat lack of trust in larger groups, misappropriation of money, or movement of money back to South Sudan
- Launch of new market assessment and CBMA to overcome participation barriers in key livelihoods like agriculture and livestock
- Engagement with UNHCR sector working groups to help address the underlying challenges of local refugee leadership structures that have led to increase movement to origin countries
- Reduced food rations in refugee settlements also resulted in a drop in achievement of food security metrics by households the refugee settlements, hence also affecting the overall graduation rates

Despite numerous challenges, the PSGP project stands out as a remarkable success, attracting interest from other organizations seeking to learn from its achievements. Notably the WFP has invited AFARD and CaCH to present on key learnings and the Office of the Prime Minister, which implements the Parish Development model that grants funds to women, has requested AFARD lead a learning forum and capacity-building sessions for future expansion of the model.

# BOMA FOR A GREENER WORLD

On 30<sup>th</sup> November COP28 kicked off in Dubai, UAE to welcome world leaders and representatives of national delegations, civil society, business, Indigenous Peoples, youth, philanthropy, and international organizations to the conclusion of the first 'global stocktake' in efforts to address climate change under the Paris Agreement. BOMA CEO Dr. Sam Owilly had the opportunity to speak on a panel with members from the [African Wildlife Foundation \(AWF\)](#) and the Climate Justice Resilience Fund (CRJF) to discuss the importance of proximate-led solutions to address the unique challenges that face communities across the continent, particularly on the topics of addressing the nexus of extreme poverty and climate change.

In a followup to the successful discussions held throughout the conference, Dr. Owilly and Kaddu Kiwe Sebunya, AWF CEO, published a thought piece on the very topic of their panel, calling for scalable, sustainable poverty alleviation programming that integrates indigenous, i.e. proximate, knowledge and, leadership at every level. [Read the full article here.](#)



# TEAM BOMA

Continuing a year-long trend of growth and strategic hiring, we further emphasized our focus on proximate leadership being carried out through every level of BOMA in the last quarter of 2024. Between October and December, we hired 12 new staff, all of which are based in Kenya. **We closed out the year with a total staff count of 438** (420 - Kenya, 10 - US/Switzerland, 4 - Burkina Faso, 3 - Ethiopia and 1 Niger).

As BOMA grows, we have embraced a defined set of values to guide our teams. These values, shown below, are being embedded at every level of our organization and serve as a guiding light in everything that we do.

Passion

Pace

Professionalism

Want to see more of our staff? Visit [boma.ngo/team-boma](https://boma.ngo/team-boma)

## NEW HIRES IN QUARTER FOUR

In Quarter Four we hired 12 new staff, all based in Kenya, bringing the total staff count to 438.



**Maureen Bichanga**  
Grants Manager



**Alphonse Ochieng**  
Traning Manager



**Bilala Kalla**  
Monitoring and Evaluation Officer



**Jane Shana Roba**  
Field Officer



**Yannick Ruhimbasa**  
Communications Assistant

In addition to new hires, our People Operations Team prioritized engagement of staff through various initiatives and channels to ensure BOMA's mission to the people we serve and long-term impact at scale. This included the following:

**BOMA Culture Project:** Values tracking and culture dialogues - team leads and Culture Champions have begun the process of tracking "living the value" of our core principle of *Professionalism Built on Collaboration* and dialogues with various teams have been ongoing; in September coaching for the EXCOM as well as Directors and Managers began to help drive organization-wide culture transformation.

**Mentor Welfare:** In the spirit of ensuring the wellbeing and welfare of our program mentors, a Mentor Welfare Framework and Constitution was developed to cater to various life events e.g. bereavement, newborns, weddings, etc. This was an inclusive and participatory process and will be formally activated in January 2024.

An **Employee Financial Wellness Webinar** was conducted by an external financial consultant to take staff through personal financial planning and budgeting, saving habits, and how to manage debt and cushion themselves for unexpected financial volatile times.

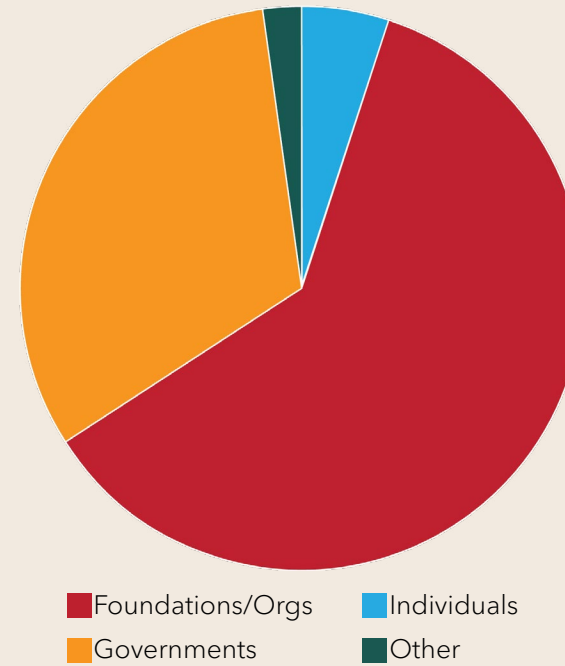
**Staff Team Buildings and End of Year Parties** - Staff across the different cluster offices held team building activities and end of year parties to bond and interact with fellow colleagues before closure of the office ahead of the holiday season.

# FISCAL YEAR Q4 REVENUES & EXPENSES

For the fiscal year of 2023 (January-December), revenues recognized were \$13.3 million, and total expenses were \$13.9 million

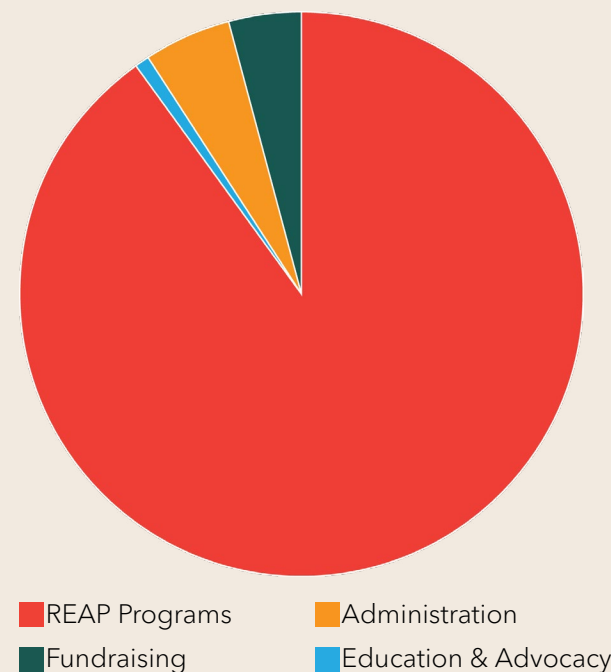
## Revenues for the 12 months ended December 31, 2023

INDIVIDUAL DONORS	\$662,469	5%
FOUNDATIONS/ORGS	\$8,063,086	61%
GOVERNMENTS	\$4,302,113	32%
OTHER	\$279,888	2%
<b>Total</b>	<b>\$13,307,556</b>	<b>100%</b>



## Expenses for the 12 months ended December 31, 2023

REAP PROGRAMS	\$12,577,953	90%
EDUCATION & ADVOCACY	\$150,886	1%
<b>TOTAL PROGRAM EXPENSES</b>	<b>\$12,728,838</b>	<b>91%</b>
ADMINISTRATION	\$648,307	5%
FUNDRAISING	\$559,831	4%
<b>Total</b>	<b>\$13,936,976</b>	<b>100%</b>



# NEW FUNDING AND RENEWALS



**Anonymous Foundation**



# FUNDER FEATURE: The Ray and Tye Noorda Foundation



“The Ray and Tye Noorda Foundation staff had the privilege of meeting with many BOMA team members and participants in Nairobi and Samburu counties this last quarter. We were surprised and delighted to witness BOMA’s continued focus on impact, implementation quality, pragmatic adaptation, and local leadership.

The care with which the model has been designed, monitored, and refined stood out. It’s no wonder that BOMA boasts such high graduation rates (and near zero attrition) from their REAP program. Real time data monitoring and performance insights enable BOMA to take swift, supportive action to assist participants who are struggling and get them back on track toward their goals. Meanwhile, the research and MEL teams power methodologically rigorous studies with world class evaluation partners to tease out additional lessons from new contexts and program adaptations.

Participants praised BOMA’s business training and the field staff with whom they worked. Women beamed with pride and joy as they shared how they had paid the school fees of their children and enjoyed greater respect from their families and communities. “Yes, that was YOU. YOU did that!” we told them.

All of this success stands on the shoulders of BOMA’s incredible team, who smooths the path toward further scale. The quality of staff—from field staff to key leaders—was truly incredible. I loved to hear of office managers and directors who had climbed the ranks from field staff positions to greater and greater responsibility, especially since many of these folks are native members of the county they’re serving. Because of that, the rich understanding of and commitment to their community is unparalleled. The leaders in the Nairobi office are also stunning. Their commitment, talent, and energy was invigorating and inspired confidence, and—frankly—made me want to stay longer and shadow the team.

We’ve been partnering with BOMA for years, and the more we learn alongside them, the more we grow. BOMA now stands as a model in our minds of pragmatic adaptation, learning in service of scaling impact, and commitment to developing and betting on incredible wells of local talent.”

**Brittany Erikson**

Executive Director | [Ray and Tye Noorda Foundation](#)



# THANK YOU FOR ALL OF YOUR SUPPORT



**BOMA**  
RURAL ENTREPRENEURSHIP FOR  
PROSPERITY WITH DIGNITY