

# BOMA



**2023**  
ANNUAL  
REPORT



**804,612**  
LIVES  
TRANSFORMED



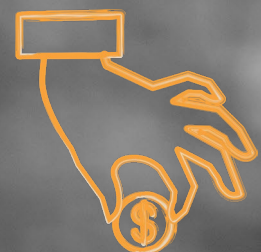
**133,677**  
PARTICIPANTS  
SUPPORTED



**571,635**  
DEPENDENTS  
BENEFITTED



**44,559**  
BUSINESSES  
LAUNCHED



**6,461+**  
SAVINGS GROUPS  
ESTABLISHED



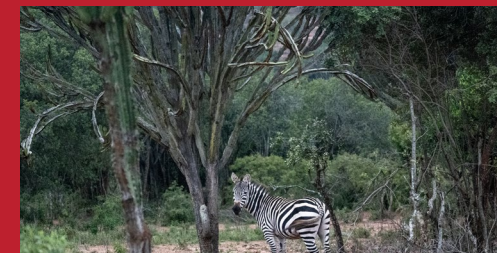
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## A MESSAGE FROM OUR FOUNDER

**KATHLEEN COLSON**

BOMA was conceived out of moral outrage at how humanitarian aid was perceived and delivered in the arid lands of Africa. Ravaged by continuous drought and famines that disproportionately impact women and children, I spent our first two years listening alongside an outstanding founding team, to what local residents told us about aid programs - what works, what doesn't, and how could we, as a small organization, be more effective at relieving the poverty and suffering of these communities. Out of this hard work came our founding values that remain with us today: local leadership, community consultation, and a focus on impact by seeking to measure everything we do.

Over the past 16 years we have gleaned invaluable lessons from the women in our programs and our staff, who live in the villages and communities where we work. They are our teachers and our constant inspiration. What we all share is an unshakable belief and commitment to a cause greater than ourselves: empowering vulnerable women to lead lives of dignity.

Today, BOMA is catalyzing change in some of the poorest, most remote areas on the continent, and the world. We are currently working in six countries across Africa's drylands and have established partnerships with NGOs and multilaterals alike, providing technical expertise, training, and resources so that they can reach more people with our programs. We are also scaling through government adoption: in collaboration with the Kenyan government, BOMA is leading the effort towards the scaled adoption of our poverty graduation approach as a cornerstone of its national social protection strategies. In this scaling, almost 500 BOMA employees are supporting the implementation or adoption of our model across 12 counties in Kenya, and six countries throughout Africa's drylands.

Over the years I have observed that donors invest in BOMA because they share our conviction that every human life has equal value. They are inspired by our commitment to measurable impact, local leadership, and transparency, and recognize the potential of how these principles can reshape the international development and aid landscape. Our donors also draw inspiration from the stories of hope we encounter, such as Josephine Kuraki, who once told me, *"I used to think about who I could ask for something, but I now come running to myself."*

There are few organizations in Africa as distinctive as BOMA - an African-led organization based in Africa, with only a small fundraising operation in the US. To date, we've changed the lives of over 804,000 women and children and under the exceptional leadership of our CEO, Dr. Sam Owilly, a Kenyan native and global thought leader, BOMA stands at the forefront of ending extreme poverty in Africa.

While I no longer have an operational role with BOMA, I remain an enthusiastic and humbled supporter. I hope you will join me in continuing to support their work to end extreme poverty in whatever way you see fit. From sharing news and impacts with your networks that will bolster partnership and funding opportunities, to committing to regular donations that will allow us to reach more vulnerable populations. It is an exceptionally noble cause and I thank you in advance for sharing your time and resources so that we can have a lasting impact for many generations to come. Thank you.



## A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

**DR. SAM OWILLY**

As I reflect on the milestones and growth achieved in 2023, gratitude fills my heart. Since embarking on our journey 16 years ago, our team has made incredible strides as a unified force towards realizing our vision of ending extreme poverty in Africa's drylands. BOMA's mission to deliver economic inclusion to the most marginalized, foster empowerment, hope, and resilience to multiple crises, and promote prosperity with dignity has not only remained alive, but blossomed on a global scale.

Since its humble beginnings in Korr a small village located in Marsabit county, BOMA has evolved into a Kenya-headquartered, global organization with ambitious goals, positioned to leave a lasting impact on the lives of those most vulnerable in Africa's drylands. Our nimble, proximate-led team combined with our steadfast commitment to reaching the last mile populations sets us apart from many others in the space. We take pride in our participant-centered, technology-led, and data-driven approach, ensuring that our interventions are not only effective in delivery but efficient and sustainable in the years to come.

Our readiness to scale is anchored in robust governance, that is allowing us to build strong systems, both internally and externally, to increase our capacity and get us closer to achieving our goal of reaching three million individuals by 2027. The exceptional caliber of our board and deep-rooted cultural values forms the bedrock of our organization, bolstering our capacity to reach more people with greater efficiency. We remain faithful to our founder's vision, emphasizing commitment to local leadership, community consultation, rigorous Monitoring and Evaluation strategies that continuously gauge our impact and provide full transparency on program delivery. Furthermore, our accomplishments thus far would not be possible without the support of our funders, who have transformed into mission partners, propelling us forward in our duty to make a positive impact on more extreme poor communities.

A key achievement in 2023 was the establishment of a team that is not only properly configured but also unified under a strong culture, shared values, and norms. Our

diverse team, spanning eight countries, brings a wealth and diversity of expertise and experience - we form a global force driven by a common mission. Despite challenging circumstances escalating from insecurity, political instability, climate change, and overlapping economic shocks, our devoted staff exemplify the resilience that defines BOMA and its participants. This very team enabled BOMA to reach a new record in both our enrollments and graduates, furthering our case for scale. In 2023 we saw over 53,000 new participants join our programs and approximately 20,000 participants graduate across the continent.

Our suite of products, meticulously crafted to address the multidimensional nature of poverty and diverse populations throughout Africa's drylands, continues to make a transformative impact. Each product addresses a major driver of extreme poverty, or often compound drivers, that empower individuals and communities in a particular context. We focus on women and children, the youth through social and economic empowerment, nutrition, we aim to address the unique challenges faced by refugees and displaced persons and lastly, we continue to partner closely with government agencies to strengthen capacity and provide technical assistance that will allow greater adoption and scale up of our graduation approach.

As we celebrate the achievements of 2023, we commit to continue to rise to the challenge and carry forward the momentum and spirit of resilience. Together, we will scale new heights in impacting the lives of the communities we serve. Our journey has really just begun, and with your continuous support, I am confident that 2024 will mark another year of triumphs and transformative change.

Thank you for your dedication, passion, and commitment to BOMA's mission. Here's to a future where extreme poverty in Africa's drylands becomes a thing of the past.

# Reach & Impact



## BOMA in the News



For Real Climate Resilience, We Need to Invest in Proximate Leaders and Proximate Solutions [➤](#)



Hope Grows Anew: KSEIP Participants Find Inclusion as Resilience Takes Root [➤](#)



Five Strategies to Fund for Impact at Scale: Lessons from the Skoll World Forum 2023 [➤](#)



Uplifting Refugees and Host Communities: LIFT NK Commences in Kakuma Refugee Camp [➤](#)



Insights from the Government Adoption of REAP: Diversity, Inclusion, and Opportunity [➤](#)



More news, updates, and resources from BOMA [➤](#)

## Recognizing Excellence in the Field

We are thrilled to share that Abdikadir Osman Omar received the 2023 Field Officer Appreciation Award from Whole Planet Foundation. Since joining BOMA in 2016, Abdikadir has overcome unforeseen challenges and exemplifies the values that guide our work. Based in Gurar, Wajir country, Kenya, the region has experienced persistent drought, and by providing additional support and connections to resources from the Department of Livestock, he ensured that households under his purview were able to preserve their livelihoods and build further resilience to future shocks. *“I have had the honor of graduating numerous women out of the cycle of extreme poverty. It is so inspiring to see how these women have gained valuable skills, resources, and the confidence to create a better future for themselves and their families.”* From advocating for feminine products from local NGOs to help girls stay in school, to negotiating with wholesalers to ensure better materials and products for participants that will help strengthen the local economy, Abdikadir embodies what it means to be a thoughtful, and reliable team member at BOMA.



# Where We Work

## UGANDA

Began working with Swiss Caritas in 2021 on PSGP to serve refugees and IDPs with a focus on children’s well-being as well as the cross-border PAMANA project with South Sudan

## KENYA

We continue to expand our team and operations across twelve counties in the country where BOMA was founded

## BURKINA FASO

Leveraging our REAP for Refugees product, the GADICH program was launched in 2022 in partnership with Swiss Caritas and APIL

## CAMEROON

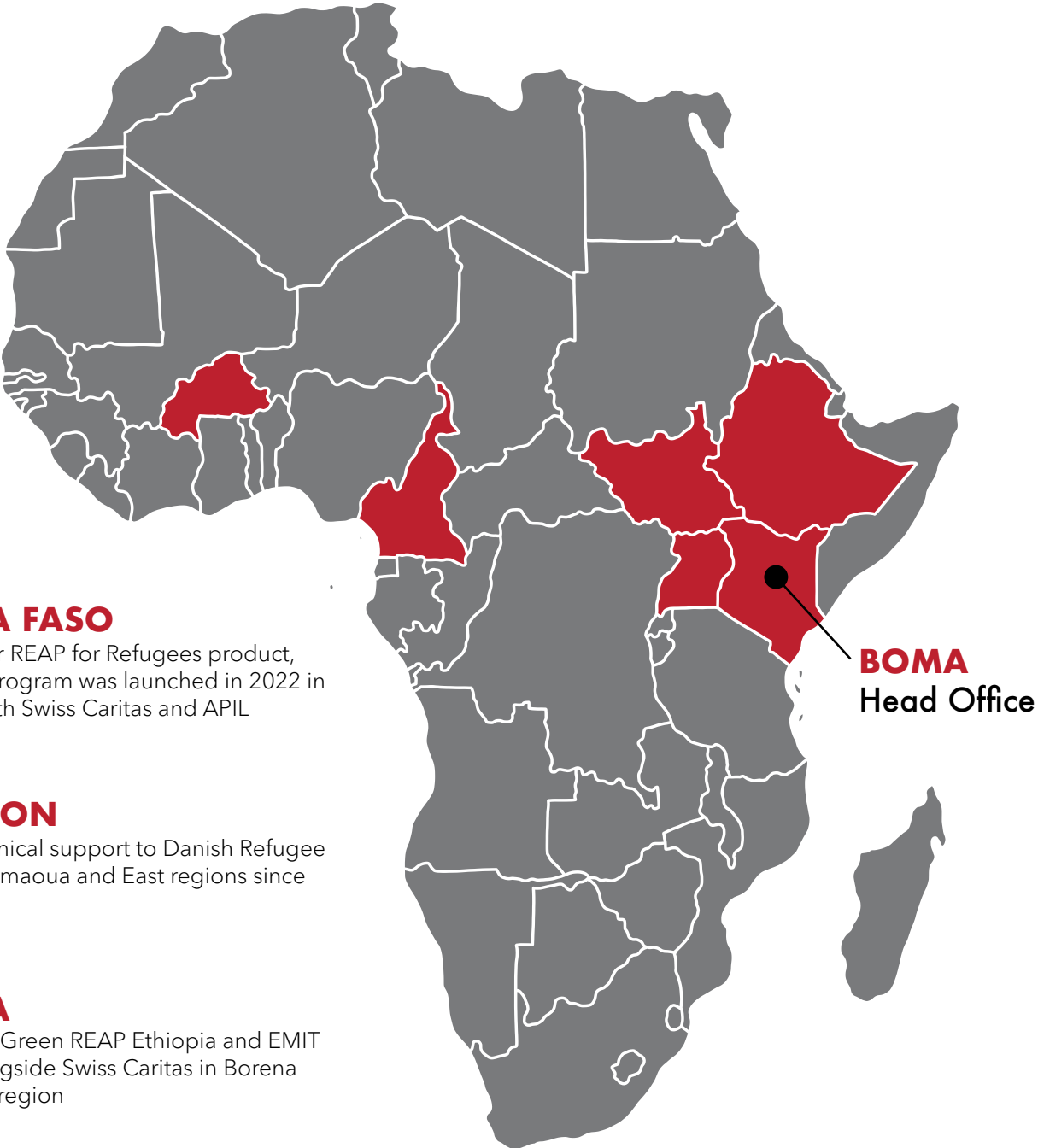
Providing technical support to Danish Refugee Council in Adamaoua and East regions since 2021

## ETHIOPIA

Implementing Green REAP Ethiopia and EMIT programs alongside Swiss Caritas in Borena Zone, Oromia region

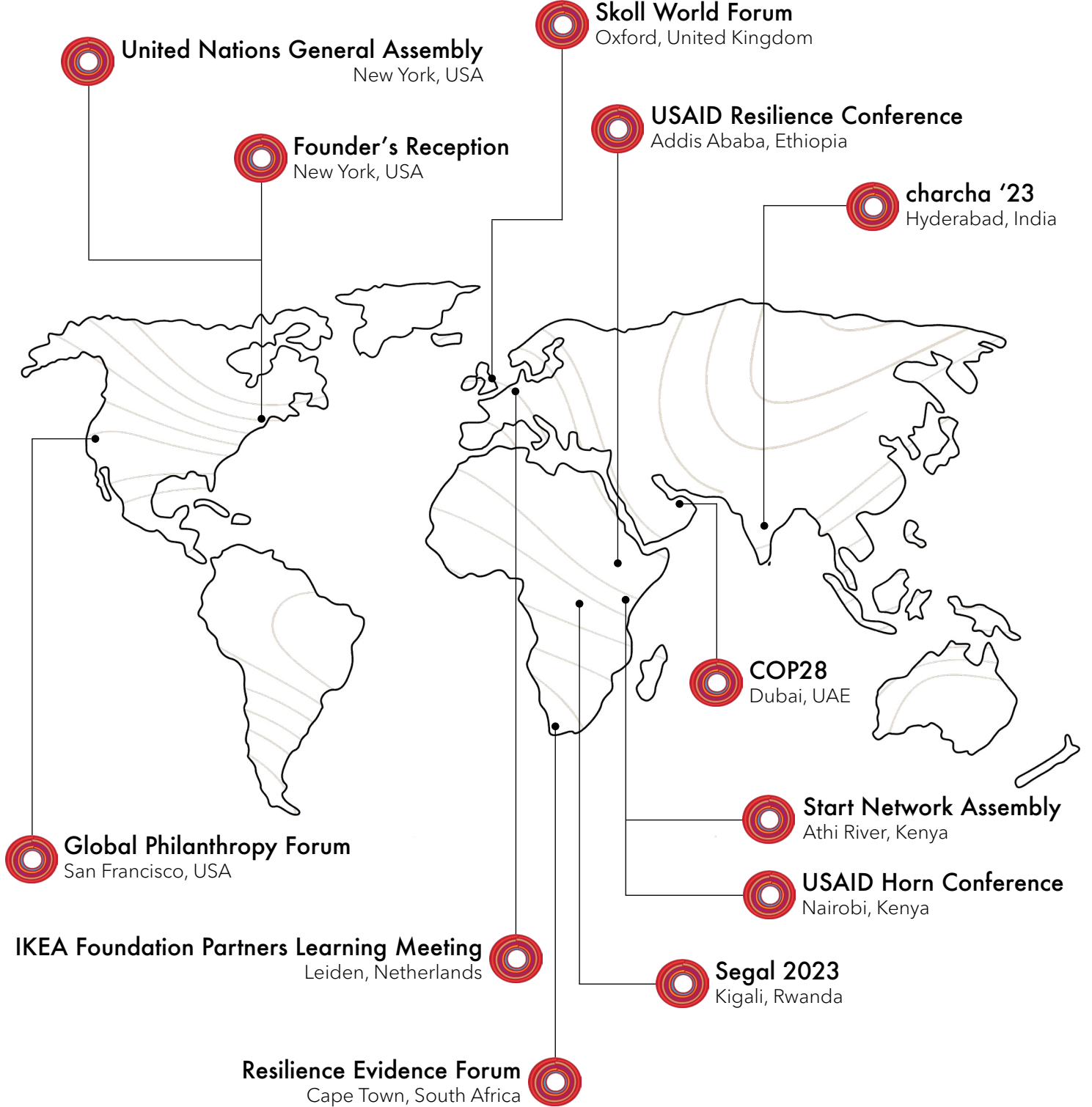
## SOUTH SUDAN

Providing technical assistance for the gender-focused PAMANA project in partnership with Caritas, Swiss Peace, Organic Farming Advisory Organization, Community Development Centre, and the Agency for Accelerated Rural Development (AFARD)



# BOMA in the World

In 2023 BOMA participated in more events around the world than ever before. Through global, physical panels and gatherings, and virtual platforms, our leadership and technical experts took opportunities to share our approach to eradicating extreme poverty, the successes of our REAP products, and strengthen capacity in order to advocate for stronger social protection programming, women’s empowerment and financial inclusion interventions, and climate resilience building throughout Africa’s dry land regions.



# We are BOMA

## MISSION

To provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises.

## VISION

To see the end of extreme poverty in Africa's drylands by building lasting resilience to economic and environmental shocks.

## VALUES

Passion  
Pace  
Professionalism

A snapshot of the approximately **500 BOMA staff members** that work across nine time-zones to help us achieve our goal to **reach three million people by 2027**.



# Our Products & Programs



# The REAP Model

Our **Rural Entrepreneur Access Program (REAP)** model has already helped over **804,000 people** to escape extreme poverty. REAP began as a focused project to lift pastoral women in Northern Kenya from extreme poverty. 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. In addition to financial and business success, through mentorship and leadership opportunities in the savings groups, participants gain significant confidence, more decision-making in their household, and many have gone on to take up positions in local committees and community functions. Households also report better rates of school enrollment and attendance, decreases in childhood malnutrition, and an overall better future for the next generation. In light of this success, REAP is now being scaled and adapted to maximize efficiency in an effort to transform the lives of three million women, youth, and refugees by 2027. [More information](#) ↗

Average impacts from our REAP-based programs include:



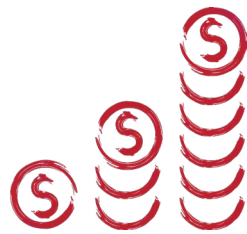
Income: **30%↑**

92% of participants had at least two sources of income, which increased to \$59 USD<sup>1</sup>



Savings: **1,960%↑**

99% of participants belonged to a registered savings group, with savings increasing to \$131 USD<sup>1</sup>



ROI: **1:3.1**

Our REAP approach yields \$3 in benefits to the communities we serve for every \$1 invested<sup>2</sup>



Value: **62%↑**

95% of businesses remained after program exit, with the average value of \$556 USD<sup>2</sup>

In 2023 three cohorts enrolled in our standard REAP programming around Kenya successfully graduated, bringing the year’s total to **14,819 individuals**. **5,427 business groups** and **847 savings groups** are currently active around the counties in which our standard REAP-based programs are being implemented.

In partnership with Caritas Switzerland and funding from Cartier Philanthropy, **3,000 participants** are enrolled in the standard REAP-based **Entrepreneurship and Market Inclusion for Transformation (EMIT)** program in the Borena Zone of **Ethiopia**. Working with banks, private sector groups, and government entities to bolster business diversification strategies, 1,000 business groups qualified for a second asset transfer (Progress Grant), which indicates strong business values and good group coordination. Businesses grew by an astounding 76% on average, and 59% of participants reported having multiple sources of income, a key graduation indicator. To further community accountability mechanisms and address instances of gender-based violence, **peace and conflict committees** have also been established. End of year evaluations showed over **90% of households eating two meals a day**, business values grew by an average of 73%, and 69% of participants reported having multiple sources of income. Lastly, to **combat the growing impacts of prolonged drought in the region**, mentors and field officers have completed training on shock preparedness and business diversification with a focus on using savings to mitigate business losses.

<sup>1</sup>Based on external evaluation by [Expanding Opportunities](#) (2019)

<sup>2</sup>Based on external impact evaluation by [University of California Davis](#) (2022)



People look at me and wonder how I have made it this far doing a legal business when in the past I used to brew 'chang'aa' [illicit alcohol]. Another thing people think is that a woman can only succeed with the help of her husband. My story proves them wrong. A woman can work hard and achieve all what she wants despite the challenges that come her way. I am a proof that it is possible"

Miriam Lekolo | REAP 2023 graduate

Below: Miriam stands proudly outside the home she built in Nengerpus, Kenya post-participation in a REAP program



# Theory of Change

Our products empower participants to build lasting livelihoods to lift themselves and their families out from the cycle of extreme poverty. BOMA and its products work at the nexus of four of the United Nations Sustainable Development Goals:



Extreme poverty rates are now back to pre-pandemic levels globally - but not for low-income countries, which were most impacted. 700 million people still live on less than \$2.15 a day, and forces like climate change and conflict hinder poverty reduction (World Bank). Poverty has many dimensions, but its causes include unemployment, social exclusion, and high vulnerability of certain populations to disasters, diseases and shocks which prevent them from being productive. Strong social protection systems are essential for vulnerable and marginalized populations, but as of 2022, only 47% of the world's population were effectively covered by at least one form of social protection (ILO).



Extreme hunger and malnutrition create a trap from which people cannot easily escape. Hunger and malnutrition mean less productive individuals, who are more prone to disease and thus often unable to earn more and improve their livelihoods. Two billion people in the world do not have regular access to safe, nutritious and sufficient food. In 2022, 148 million children under the age of 5 were stunted, and 13 million were affected by severe wasting (WHO). Conflict, climate shocks and the locust crisis, civil insecurity and declining food production all contribute to food scarcity and high food prices. Household and community engagement is critical for reducing hunger, improving food security, creating employment.



Women and girls represent half of the world's population and therefore also half of its potential. But today, gender inequality persists everywhere and stagnates social progress. Women continue to be underrepresented at all levels of political leadership. Across the globe, women and girls perform a disproportionate share of unpaid domestic work. Inequalities faced by girls can begin right at birth and follow them all their lives. In some countries, girls are deprived of access to health care or proper nutrition, leading to a higher mortality rate. Gender equality is a fundamental human right and critical to all areas of a healthy society, from reducing poverty to promoting the health, education, and protection of all children.



The climate crisis continues unabated as the global community shies away from the full commitment required for its reversal. 2010-2019 was the warmest decade ever recorded, bringing with it massive wildfires, hurricanes, droughts, floods and other climate disasters. Climate change is disrupting national economies and affecting lives and livelihoods, especially for the most vulnerable. Already, we are seeing how climate change can exacerbate storms and disasters, and threats such as food and water scarcity, which can lead to conflict. The world must transform its energy, industry, transport, food, agriculture, and forestry systems to ensure that we can limit global temperature rise to well below 2°C.

# REAP Adaptations

Through our data-driven, technology-led approach to the implementation and monitoring of our programs, we know that one size fits no one. Building off of our standard REAP model, we have been able to design products for the most acute challenges that communities face throughout the drylands of Africa. From famine to displacement, our adapted products seek to engage some of Africa's biggest issues at their root, and we continue to rise to new challenges.

## REAP for Climate Resilience ↗

Africa's drylands, and its people, are among the most vulnerable to the impacts of climate change despite contributing the least to the problem. The people who call these regions home are facing impacts from prolonged droughts to devastating floods. In response, BOMA is creating a network of climate-conscious entrepreneurs who are committed to protecting the environment.

## REAP for Nutrition ↗

For many families in Africa's drylands, a regular meal can be hard to come by – and a balanced one nearly impossible. As inflation worsens, so does malnutrition. To address this crisis, BOMA has designed REAP for Nutrition, which prioritizes the nutrition of children and pregnant or breastfeeding women. Entire households, including men, are engaged in nutrition-centric education and interventions.

## REAP For Youth ↗

Our youth-adapted model is designed to equip young women *and* men, ages 18-34, with tools and resources needed to build lasting livelihoods. Unlike the standard REAP model, it enrolls an equal number of men and women and offers enhanced business training, coaching, and business development services. With a condensed 12-month timeline, it serves as a beacon of hope for young people.

## REAP for Refugees ↗

Refugees and displaced persons are among the world's most vulnerable populations, often lacking access to basic human rights and needs along with food insecurity and limited access to sustainable livelihoods. BOMA is taking action by adapting its successful standard model to meet the unique challenges faced by refugees, displaced persons, returnees, and host communities.

## REAP For Government ↗

At the core of BOMA's work is our goal to reach millions of extreme poor households across the drylands of Africa. To scale our approach, partnership with government is key. By leveraging the resources, data, policy, and knowledge of national and local government agencies, we are able to expand our reach, further adapt our standard model, and serve a more diverse group of participants.





# REAP for Nutrition

**PROBLEM:** The developmental, economic, social, and medical impacts of global malnutrition are serious and long-lasting. Nearly half of deaths among children under the age of five are linked to under-nutrition and these occur most in low- and middle income countries like the ones we work in. Acute malnutrition has persisted at emergency levels in Africa's arid and semi-arid lands, even when a households' access to food and quality healthcare increases. It causes children, adolescent girls, and women of reproductive age to suffer from preventable and treatable diseases, which compounds their vulnerability. Acute malnutrition, reinforces inter-generational cycles of gender inequality and extreme poverty.

**SOLUTION:** REAP for Nutrition prioritizes children and pregnant or breastfeeding women and a key differentiator from our other adaptations is our male engagement strategy, to ensure a comprehensive household approach. This approach builds an additional outcome of improved nutrition that is critical to children's proper development and growth by seeking to incorporate men, ensuring household alignment on best nutrition practices. The new strategy was tested among male participants with very positive results, as they expressed appreciation and enthusiasm for being involved in discussions around household wellbeing. [Learn more about how REAP for Nutrition is putting children and households first.](#)

Now in its fourth year, the USAID **Nawiri** program, funded by the Bureau for Humanitarian Assistance (BHA), and led by Mercy Corps, is showing key impacts in the areas of breastfeeding, food security, and decrease of childhood malnutrition among the **12,000 participants** enrolled this year in Samburu and Turkana counties. **Acute malnutrition was decreased by at least 7%** and **household food insecurity was reduced by 38%** in Turkana and **39%** in Samburu. Furthermore, **business values increased between \$87-102 USD** and **84% of participants had already reached graduation criteria to save 4,000 KSh.** **99% of participants in Samburu and 85% of participants in Turkana** have already achieved graduation criteria for shock preparedness.

As part of the 16-month **Lishe Bora** project in Isiolo and Marsabit counties, funded by Sint Antonius Stichting Project (SAS-P) and Latter-Day Saints Charities, **3,600 participants (with approximately 6,000 children)** are working to increase household food security and nutrition outcomes via kitchen gardens, a nutrition-sensitive training curriculum, and connections to government-sponsored health and child services. With the closing of this cohort in September, **86% of participants saw business values increase by 25%** and **95% reported at least 8,000 KSh in savings.** **92% of households reported eating two meals a day** and by the end of the program, **79% of household were meeting Minimum Dietary Diversity (MDD).** In October 3,573 participants of the May 2022 cohort graduated (a rate of 92%).



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**We never used to plant vegetables; we would only buy them once a month and wait for the following month. But when the agriculture experts came, we were shown how we would cultivate the vegetables, use less water, and we decided to plant and follow the instructions until our vegetables flourished. This shift not only enriched our diets and improved our overall health, but it also created a new source of income through the selling of our vegetable."**

Jane Mokiri | **Lishe Bora Participant**

Below: Jane Mokiri, Kesimina Mokiri, and Grace Lentirain show off their home garden in Olatash, Kenya



# REAP for Youth

**PROBLEM:** In Africa's drylands, the quickly growing youth population is burdened with the harsh realities of unemployment, inflation, and drought, with few opportunities to break free from this cycle compounded in recent years by the lasting effects of COVID-19 lock-downs, lack of access to educational opportunities, and discrimination. About 60% of the African population is under the age of 25, and more than 72 million of that population is not in school, employment, or training - the majority of them young women (ILO) (World Bank). To make matters worse, this population is expected to grow from 447 million to 1.3 billion in just two generations.

**SOLUTION:** Our youth-adapted product is designed to help youth escape extreme poverty and build lasting livelihoods while tackling the root causes of unemployment and radicalization. Our standard REAP model enrolls only women, but REAP for Youth enrolls an equal number of men and women, ages 18-34. The overall timeline is condensed, to 12 months and provides enhanced business training and development services, coaching/mentorship, linkages to training and employment services, and savings groups specifically designed for young entrepreneurs. [Learn how REAP for Youth is putting Africa's next generation on a whole new trajectory.](#)

Despite facing challenges like drought, inflation, and instability, in the spring of 2023 **85% of participants (1,176 individuals)** in the first cohort of the **Sustainable Entrepreneurship and Economic Development (SEED)** program have graduated across Isiolo, Marsabit, and Moyale counties. Observations showed that participants continue to grow their businesses and build resilient futures for themselves and their families.

In October 2023 a fourth cohort of **1,200 entrepreneurs** was enrolled, resulting in the launch of **400 business groups (BGs)** across Isiolo and Marsabit counties. Some of the unique businesses launched include motorcycle repair and spare parts shops, milk vending, electronic shops, mobile money kiosks, poultry farming, sales of cosmetic and beauty products, bead work and handicrafts, and cybercafes. Through partnerships with local micro-finance institutions and banks, all 1,200 participants under the third cohort received financial literacy training, youth specific products sensitizations, and opened bank accounts in formal financial institutions.

Throughout the year approximately **7,200 additional youth were reached** through peer-to-peer interactions at our resource centers which provide space for business development groups, skills training, and mentorship sessions. In partnership with county health departments, all program participants also received training on key sexual and reproductive health topics, leveraging an existing curriculum developed by the National government's Ministry of Health.



Initially I did not have the kind of ideas BOMA gave us. I used to be jobless, idle, and sometimes I would contemplate using drugs because of this. I had no one to guide me. We now have money for emergencies; for example, money to go to hospital. We don't have to go and borrow from other people like before. In the past, we only used to eat lunch, but now we can afford to have breakfast and dinner."

Boru Mohamed | SEED participant

Below: Boru Mohamed Abduba, Abdifatah Adan, & Ibrahim Adan behind the motorcycle air compressor purchased with a SEED grant in Moyale



# REAP for Refugees

**PROBLEM:** Refugees and displaced persons are among the world's largest and most vulnerable populations, and it continues to grow. The global refugee population has more than doubled in the last decade and today, sub-Saharan Africa hosts more than 26 million of the world's 110 million forcibly displaced persons (23%), a number that has soared in recent years due to protracted wars and conflicts the Central African Republic (CAR), Nigeria and South Sudan (UNHCR). Forced into unfamiliar environments, refugees and displaced persons face low security and lack access to the most basic human needs and rights and additional economic pressure on existing host communities.

**SOLUTION:** In response to the needs of one of the world's fastest growing crises, our REAP model has been adapted to meet the needs of refugees, internally displaced people, and their host communities. Our programs and technical assistance in Burkina Faso, Cameroon, Uganda, South Sudan, and Kenya are each tailored to the specific needs, requirements, and livelihood and market contexts, layered with our standard model elements that are provided by various actors within the humanitarian system there to support them. [Learn more about how REAP for Refugees is empowering some of the most marginalized and vulnerable populations across Africa.](#)

Home to a variety of refugee populations from neighboring countries due to conflict and increasing drought caused by climate change, we are supported by IKEA Foundation, Smart Regional Consultants, and Danish Church Aid (DCA) and partnering with local government, community organizations to transform the lives of an expected **93,000 individuals** via the **LIFT-NK** program. Refugees, displaced persons, and members of the community around Kakuma Refugee Camp and Kalobeyei Refugee Settlement make up 30% of program participants – 3,200 refugees and 1,750 members of the host community.

Despite ever-changing challenges in **Burkina Faso** due to tightening government restrictions in response to terrorism, the *Projet de Graduation pour l'Autonomie et la Dignité des personnes Déplacées et leur integration au sein des Communautés Hôtes (GADICH)* in Sanmategna province continues to strengthen the resilience and livelihood development of the **3,000 displaced people and host community members** enrolled since late 2022. In October 2023 all participants were given their income generating activity (IGA) kits as well as mobile phones. Over **\$33,000 USD** has already been saved throughout the **145 VSLAs** formed in Q4. Partnering with Caritas Switzerland, APIL, and Fondation Hironnelle, a trade registry was developed and translated into the local Mooré language to improve the performance of participants' income-generating activities.

Along with its expertise in program implementation, BOMA continues to provide technical assistance to a variety of partners and contexts. 2023 saw the launch of a refugee and host community-focused program in the regions of Adamaoua and eastern **Cameroon**. In partnership with BOMA, the Danish Refugee Council (DRC) enrolled 1,200 participants with a particular focus on increasing economic resilience and food security. Leveraging platforms such as TaroWorks and Salesforce, BOMA continues to be a leader in building smart and efficient data monitoring systems, resulting in the overall success of the program in Cameroon and across Africa.

2023 saw the completion of the first cohort of **450 households** (approximately 3,150 individuals of refugee and host communities, including 900 children and 1,350 youth) in the **Street Children - Prevention Through Sustainable Graduation from Poverty (PSGP)** program implemented in the West Nile region of Uganda. With technical assistance provided by BOMA, Swiss Caritas is leading a consortium with the Agency of Accelerated Development in West Nile (AFARD) and the International Union for Conservation of Nature (IUCN) on a three year project to address root drivers of why children are forced into homelessness. In November, a second cohort of **150 additional households were enrolled**. First cohort participants saw a **nine-fold increase in their savings** and 96% of participants successfully engaged in all livelihood activities.

In 2023 BOMA continued to provide gender trainings and technical backstopping for the **PAMANA** project. BOMA staff also supported the third PAMANA outcome harvesting activity in Arua, West Nile which brought together **Uganda** and **South Sudan** teams.

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**Before receiving the grant, life was not easy. We were not only provided with the opportunity to establish a business, but also equipped with essential skills such as market research, budgeting, record-keeping, and effective business management. Through these trainings, we learned how to navigate and overcome the challenges of running a business. The profits we generate now support our personal needs and help pay for our children's school fees."**

Doreen Brown | [LIFT-NK participant](#)

Below: Doreen Brown stands in front of the grocer store she established within the Kakuma Refugee camp



# REAP for Government

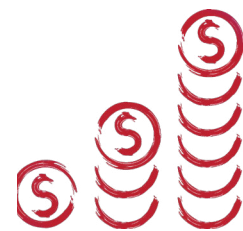
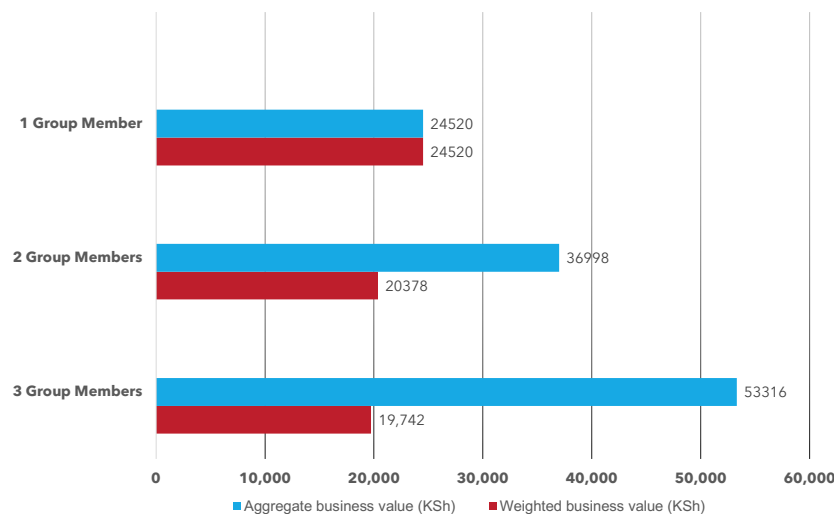
**PROBLEM:** Despite being the largest and most developed economy in east and central Africa, over 16% of the Kenyan population lives below the international poverty line (\$2.10) (World Bank). Economic inequality, corruption, lack of widespread health infrastructure, the growing effects of climate change, and increased arrival of displaced people all factor in a worsening poverty context throughout the country. A concerted effort led by the government has shown unemployment rates can be decreased, but compound crises continue to threaten progress. Unfortunately these situations exist for many countries throughout the region, with worsening drought and conflict threatening to make matters worse for future generations.

**SOLUTION:** Alongside the direct implementation of BOMA's REAP-based programs, BOMA has contributed to the development of the Government of Kenya's (GoK) Economic Inclusion Program (EIP) which draws heavily from testing graduation programs like BOMA's. The Kenya Social Economic Inclusion Project (KSEIP) is a World Bank-funded, GoK-led endeavor to expand the country's safety net programming for the poor. Focused on economic inclusion and women's empowerment, KSEIP is enabling thousands of Kenyans living in extreme poverty to engage in sustainable livelihoods and develop resilience. The project will also build the capacity of government agencies in five counties to scale the reach of the poverty graduation approach.

As part of KSEIP, BOMA, in partnership with the Global Development Incubator and Village Enterprise, helped the Kenyan Ministry of Labor and Social Protection to embed BOMA's model and the graduation approach in the GoK's social protection program. One key adaptation of this program is the inclusion of male participants, as well as the option to form business groups with one, two, or three members (as opposed to BOMA's standard three). By the end of 2023 approximately **3,750 participants** in Marsabit, Taita Taveta, Makueni, and Murang'a counties completed the program and related interventions. As part of KSEIP Phase 2, BOMA is working closely with government agencies to strengthen capacity for further scale up of the Graduation-based approach as part of the overall national protection strategy and a second cohort of 7,500 participants has already been launched.

End-line data from the first two waves of Cohort One have shown extremely positive results, signaling the effectiveness and efficiency of this unique partnership. By October 2023 over **17 million KSh** had been accumulated in **128 VSLAs** (Model A), and over half of the participants saw at least a **60% increase in consumption spending**. Both waves had already surpassed the 80% target for meeting food security (at least two meals a day) at **89% and 95%**. BOMA continues to work closely with all departments for the launch of the next stage of EIP.

KSEIP Business Values vs. Group Size



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



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

“There’s something about working as a team of two or three. If I was alone, I would have given up.”

“My life has changed. I no longer sleep hungry, my grandchildren go to school, none of them have the fear of being sent home. As a widow, I am doing well. My hope for my grandkids is that they will study and go beyond where their mothers could. I want them to continue their education all the way to university.”

Angelica Ng’andu and Terezi Shali | KSEIP participants

Below: Angelica Ng’andu and Terezi Shali work together in their home garden in Taita Taveta, Kenya



# REAP for Climate Resilience

**PROBLEM:** In already fragile environments like the Arid and Semi-Arid Lands (ASALs) regions that span Africa, climate change is a driving force pushing traditionally pastoralist families deeper into poverty. Africa’s drylands, and its people, are among the most vulnerable to the impacts of climate change despite contributing the least to the problem. The people who call these regions home are facing prolonged droughts alongside devastating floods when rain does arrive. Studies show that women and children bear the biggest burden of these changes; men travel for weeks at a time with the livestock herds, looking for scarce water and grazing terrain and the women and children are left alone in the villages without a stable source of food or income.

**SOLUTION:** Our adaptive product focuses on building climate resilience while also working to end extreme poverty. Through a sustainability-driven approach that is locally developed, managed, and led, participants launch “green” businesses, contribute to local conservation efforts, and engage in climate mitigation strategies such as purchasing water tanks, and developing tree nurseries and apiaries. By providing access to these tools and resources, we are creating a network of climate-conscious entrepreneurs who are committed to protecting the environment and mitigating the impacts of climate change. This approach not only improves the livelihoods of those involved but also benefits the planet. [Learn more about how REAP for Climate Resilience is changing lives.](#)

This year saw the induction of some of the largest number of participants to our climate focused program, **Livelihoods and Inclusion for Transformation in Northern Kenya (LIFT-NK)**. Funded by the IKEA Foundation, a total of **10,950 individuals** across Turkana, Marsabit, Kakuma/Kalobeyei, and Samburu counties were enrolled and we have extended our green impact with an **additional 4,000 youth, women, and private sector participants** via a business incubator program in partnership with Smart Regional Consultants (SRC). In partnership with the Kenya Forestry Service, Environment Directorate Department, and existing Community Forest Associations, Participatory Forest Management Plans were established to further conversation efforts, and special technical training documents were formalized to assist with the start and upkeep of green businesses like beekeeping, gum/resin production, and aloe vera cultivation. **3,650 businesses** were launched by the end of 2023.

A REAP for Climate Resilience cohort in the heavily climate-affected Oromia region of **Ethiopia** saw the enrollment of **2,100 individuals** in partnership with Caritas Switzerland and funding by Soderberg, Whole Planet and Carier Foundations. The program is focused on supporting the restoration of degraded forests and pasture lands and by the end of 2023 over **700 green businesses** had been established, with jump grants and mobile phones also being distributed. A collaborative project to integrate community priorities, government policies, and **Natural Resource Management (NRM)** best practices resulted in the completion of new training modules to be used during Saving Groups launched at the end of the year.



# Governance & Partnership





**H. PERRY BOYLE, JR.**

## A MESSAGE FROM OUR GLOBAL BOARD CHAIR

It is my foremost hope that this annual report gives you a sense of how we match resources to our growing impact. On behalf of BOMA's Board of Directors, I'd like to convey our appreciation to all donors and partners in the BOMA family. You are a growing group! Since I took the position of BOMA Board Chair almost six years ago, BOMA has scaled its impact by a multiple of five. Building on the legacy of our founders, our board and staff have been laser-focused on our mission of ending extreme poverty in the dry lands of Africa. While I encourage you to familiarize yourself with what BOMA accomplished in 2023, that is now the past but an important context for how it sets BOMA up for further impact in 2024 and beyond.

One of our fundamental principles is that BOMA does not exist to perpetuate itself as an organization. BOMA exists to reach the people we have not yet reached with a catalytic intervention that empowers them to be the agents of change for themselves, their families, and their communities. As a hyper-growth organization (growing at an annual clip of 50%), I couldn't be more pleased with how BOMA's executive leadership has hewed to this principle and continued to infuse it throughout the organization.

They say culture eats strategy for breakfast. While BOMA's Board is, of course, focused on its strategic directions, making sure that BOMA's core values are imbued with every new member of the team makes it much easier to manage the organization, as each team member implicitly knows why they are "in the boma." Relatedly, it is with admiration but sadness that we say a big thank you and goodbye to long-standing Board member Bill Ambrose, who's wisdom, candor, and uplifting spirit has guided us through many a challenge led us to even more opportunities.

I began my BOMA journey as a donor—someone looking for the most effective way to generate sustainable economic development for the poorest and most vulnerable people in the world. When I first met Kathleen Colson all those years ago, it was my 'road to Damascus' moment. What she and her co-founders of BOMA were building resonated with me, and I knew I had to be part of it.

One of the most essential impacts BOMA has that cannot be adequately conveyed in this report is how enrolling in a BOMA program changes its participants. To my observation, these individuals become... unlocked. They are proud of their businesses and what they achieve with their income. Their self-confidence skyrockets. Their sense of time shifts from the urgency of today, to the promise of tomorrow. Meeting graduates of BOMA programs is the best part of my job. Being able to share this with donors was part of the motivation for launching our unique **BOMA Journeys** initiative. By partnering with Thandeka Travel, *BOMA Journeys* engages donors who want to experience Africa beyond just a safari, and we are excited to be taking our first one this July.

Another aspect of BOMA that is difficult to convey on paper is the excellence of its field staff. Our mentors work in challenging conditions. Just getting to their business and savings groups can be an adventure. They are more than just business mentors. They are trusted parts of the communities they serve.

2023 was a big jump for BOMA. Donors, partners, and the dedication of the BOMA team made that happen. It was also the first full year for BOMA's CEO Dr. Sam Owilly, and the board is grateful for his leadership. He sets an example for all of us. As we look forward to 2024, we have a full agenda to say the least. With the support of existing and new donors, BOMA will work to scale its impact by yet another 50%. We have embarked on a process to update our strategic plan and the Board of Directors will grow as we add new US and African members.

In closing, I could not be prouder of BOMA's accomplishments over the last year nor more excited about its prospects for 2024. I am elated to look back on my message from last year with the knowledge that we reached over 53,000 people with our programs and interventions, surpassing our initial estimates and setting an extremely high, but ever surmountable bar for the year ahead.

# Partners & Funders

- Anonymous
- Anonymous (US)
- Bohemian Foundation
- Caritas Switzerland (CaCH)
- Cartier Philanthropy
- Climate Justice Resilience Fund
- COMO Foundation
- Catholic Relief Services (CRS)
- Danish Refugee Council (DRC)
- Dovetail Impact Foundation
- Global Development Incubator
- Godley Family Foundation
- Government of Kenya (GoK)
- Hampshire Foundation Inc.
- IKEA Foundation
- Kasperick Foundation
- Mercy Corps
- MIZE Family Foundation
- Montpelier Foundation (UK)
- My Oral Village
- New Venture Fund
- Partners for Equity
- Pilot House Philanthropy
- Ray and Tye Noorda Foundation
- Roberts Pike Foundation
- Sint Antonius Stichting Projecten (SAS-P)
- Elsa and Peter Soderberg Foundation
- The Church of Jesus Christ of Latter-day Saints
- Trafigura Foundation
- United Nations Federal Credit Union Foundation
- United States Agency for International Development
- World Bank



# Our Donors in 2023

The following is a list of individuals, foundations, and companies who generously donated to BOMA in 2023. We are deeply grateful for their support, as well as the countless others who contributed to BOMA's success in various ways.

For further details on how you can make a difference, please reach out to Taryn Cocheo at [Taryn.Cocheo@BOMA.ngo](mailto:Taryn.Cocheo@BOMA.ngo)

## Jabali Circle

\$100,000+

Perry and Lisa Boyle  
Kathleen and Douglas Colson

## Sababu Circle

\$10,000 - \$99,999

Bill and Amy Ambrose  
Anonymous Donors  
Michael Elitzer  
Mark and Anne Flynn  
Ken and Lisa Favaro  
Global Citizens Association  
Gregory Gottlieb  
Lance and Christina Haines  
Wayne and Jess Paglieri  
Krishnan Shah Family Foundation  
Marc Singer and Leah Lande  
Jaya Tiwari and Chuck Armentrout

## Kaisut Circle

\$5,000 - \$9,999

Anonymous Donors  
Rebecca Cardenas  
John Colton  
Greg Coussa  
Frank Degiovanni  
Jacqueline Del Rossi  
Eric Dowd  
Edward Keller  
Hugh and Kathy Roome  
Kenneth Vittor and Judith Aisen

## Lolokwe Circle

\$500-\$4999

Anonymous Donors  
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Bruce and Ann Benedict  
Jason Beverage  
Patricia Campbell  
Raymond Coussa  
Peter Daly  
Eileen Dardick  
Geoffrey Disston  
Ray Dobert  
Facebook Donors  
Cole Fiorita  
Anthony Fleischmann  
Ivor Freeman  
Robyn Gengras  
Galia Gichon  
Robert Hakim  
Brian Hall  
Deidre Hart  
Gerald Hopkins  
Jonathan and Patricia Hulme  
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Katie and Rick Kelley  
Brad and Leah Korbel  
David Kremer and Marla Miller  
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Chris Lovell  
David and Elise Marshall  
Patagonia Matching Gifts  
Elsie Mbugua  
Richard Portogallo  
Paul Roscia  
Stephen and Frances Rowland

# A HEARTFELT THANK YOU TO ALL OF OUR SUPPORTERS!

Chris Ryan  
Ari and Adina Schrage  
Michael and Claudia Spies  
David and Brennen Strine  
Nancy Theodorou  
Richard and Nancy Truluck  
Shirley Tsai  
Jeffrey Urban  
Gerald and Veronika Walton  
Maureen Weierbach  
Sanfra and Ben Weiss  
Susan Whitehead  
James Young  
Lutz Ziob

## Warriors Circle

\$1-\$499

Anonymous Donors  
Gina Beebe  
Chance Bootstaylor  
Keith Brown  
Kevin Brown and Betsy Meinhardt  
Matthew Carotenuto  
Charles and Kit Chamberlain  
Richard and Seija Cochran  
Francis Delaney  
Estelle DelPorto  
Joanne Del Rossi  
Maggie Djenohan-Sparkman  
Ford Drummond  
Edward Duffy  
John English  
Chuck Feldman  
Eustacia and David Gates  
Amy Godwin  
Good Today  
Stephen Haggerty  
Bruce and Patricia Hammer  
Clint Harbour  
Edwin Harvey  
Yvonne Hilton  
Nancy Howe  
Melodee Kopa

Judy Kuhn  
Anne Lauriat  
Lorraine Liberti  
Samuel Lindenberg  
Ian Loehner  
Michael and Heidi Lynn  
Kate and Gary Mayne  
Richard Meister  
Stephen and Kathleen Metivier  
Keith Michl  
David and Kara Milner  
Meg Montgomery  
Michael Moretti  
Lorraine Noval  
Celia Nyamweru and Njuguna Mwangi  
Yash Patel  
Shawn Perkins  
Therese Revesz  
Corky Robinson  
Christine Rodriguez  
Mitchell L Rothman  
Gregory Royce  
Jeffrey Severson and Lisa Windhausen  
James Thoroman  
Suzanne Vitale  
Marsha Weintraub  
Anne Wichman  
Thomas Wilson



## GLOBAL BOARD OF DIRECTORS



H. Perry Boyle, Jr. (Chair)



Elsie Mbugua



Moges Gerbredhin



Jaqueline Del Rossi



Greg Coussa



Patricia L. Campbell



Mark S. Flynn



Frank F. Giovanni



Spring Hollis



Greg Gottlieb

## KENYA BOARD OF DIRECTORS



Ret. Major Iltsayon James Neepe (Chair)



Elizabeth Munyefu



Dr. Sam Owilly



Asha Ngoley



H. Perry Boyle, Jr.



Jaqueline Del Rossi

# What Our Supporters are Saying



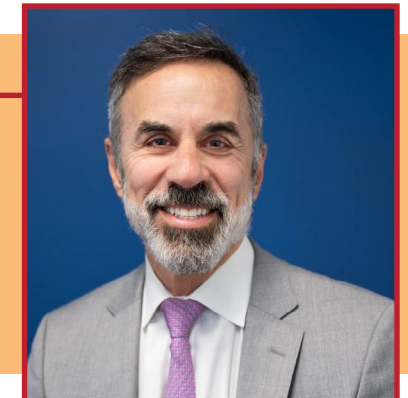
### Madam Jane Muyanga Kitili

Director Social Protection, Ministry of Labor & Social Protection

“ Partnerships between organizations like BOMA and government agencies are crucial in advancing the Social Protection narrative. By working hand-in-hand, we not only strengthen capacity but also pave the way for greater adoption and scaling up of impactful approaches to end extreme poverty, such as their REAP model. Embracing collaboration with governments allows us to learn from each other’s expertise, ensuring that our efforts are not only effective but also sustainable in the long term. ”

### Michael Elitzer

New BOMA supporter



“ I decided to join the BOMA donor family because of the spectacular success of BOMA’s work. Their data-driven approach gives me confidence that my donation has a significant multiplier effect. Presented with the vast array of nonprofits to support, I look for an organization whose work is scalable, makes a life-changing difference to the people it helps, and whose investment brings greater returns than other nonprofits. BOMA checks all those boxes. ”



### Christina Haines

BOMA supporter since 2016

“ Good intentions are not enough. BOMA was one of the first organization to pass the rigorous impact audit from Impact Matters and those results gave us the confidence that our philanthropic dollars would be going to interventions that demonstrate results in reducing extreme poverty, empowering women, and building the resilience of communities overall. Each dollar donated to BOMA goes far in a program model that works. BOMA doesn’t shy away from rigorous critiques, and has the humility to make iterative improvements. ”





**Karen Feldman**  
BOMA supporter for +10 years

“ I chose to support BOMA after my trip to Kenya. I was so touched by the people and wanted to support them and BOMA does that. They are unique in their efforts to help women, children, and refugees who need direction and programs to help them with the ability to help themselves. Based on what I have seen, I never have to worry about how my donations are being used. I will continue to support BOMA knowing they will create responsive programs to meet the specific needs of the most marginalized communities. ”

**Greg Gottlieb**  
BOMA supporter since 2022



“ I see the tremendous need of poor communities in many parts of the world, but especially in Africa I choose to support BOMA because their programs work – and I’ve witnessed that first hand. In speaking with BOMA participants in Kenya, multiple women told me how their children can go to school and eat before bed thanks to their businesses. This direct impact is inspiring to me. Ultimately, I know that what I am able to give goes such a long way through BOMA’s programs. Even modest donations can impact many, many lives. ”



**Elsie Mbugua**  
BOMA Board member since 2020

“ BOMA has been at the forefront of climate justice; supporting vulnerable communities and particularly, women who are disproportionately impacted by climate change. As a donor, board member, and a black woman from Kenya, through my support I have a seat at the table to lend my voice in decisions that allocate resources to help impoverished women in my country. ”

**Samuel Battistoli**  
Investment Director, Dovetail Impact Foundation

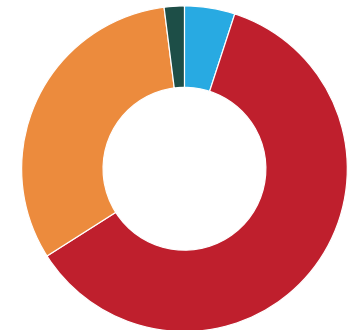


“ BOMA’s combination of a growth mindset, clear, and verifiable impact and local leadership make it stand out from many organizations. ”

# Financial Report

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

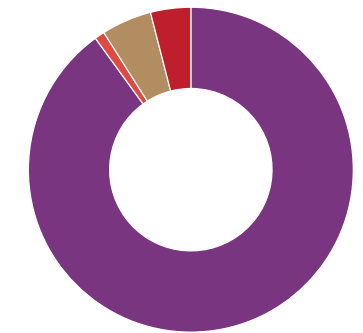
INDIVIDUAL DONORS	\$662,469	5%
FOUNDATIONS/ORGS	\$8,063,086	61%
GOVERNMENTS	\$4,302,113	32%
OTHER	\$279,888	2%
<b>Total</b>	<b>\$13,307,556</b>	<b>100%</b>



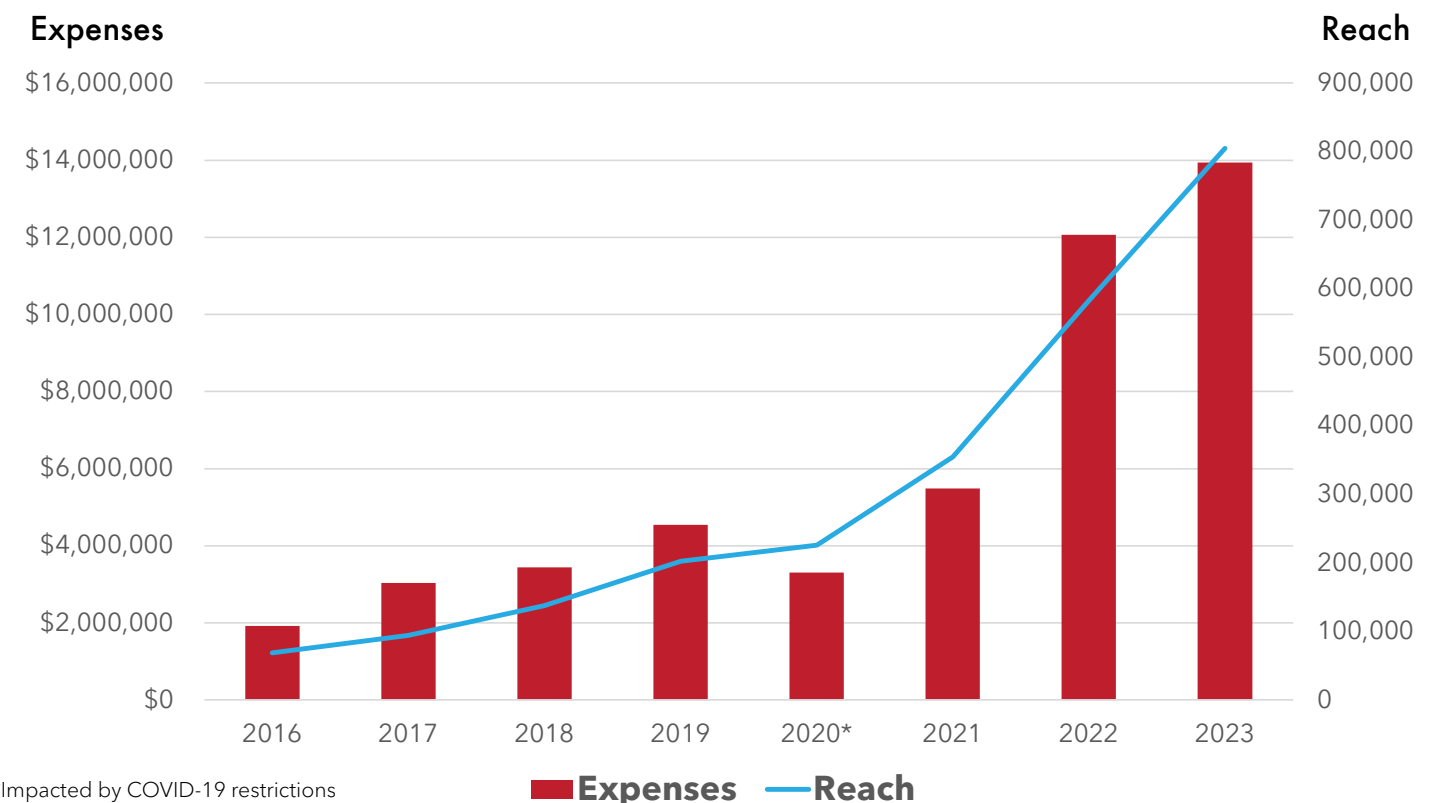
Foundations/Orgs Individuals  
Governments Other

## 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>



REAP Programs Administration  
Edu & Advocacy Fundraising



\*Impacted by COVID-19 restrictions

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20 Taita

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M  
A**

Platinum  
Transparency  
2023

**Candid.**

**Charity  
Navigator**



◆ FOUR-STAR ◆

Email: [info@boma.ngo](mailto:info@boma.ngo)

If you would like to donate, please visit our [donation page](#).

