

# BOMA Q4 2024 IMPACT REPORT

October - December 2024



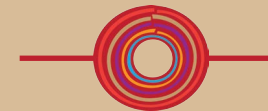
[www.boma.ngo](http://www.boma.ngo)

## OUR IMPACT

**1,021,614** CUMULATIVE REACH

**26,702** PARTICIPANTS GRADUATED IN 2024

**CUMULATIVE**



**FY 2024**

**170,269**  
PARTICIPANTS  
SUPPORTED



**51,143**  
PARTICIPANTS  
SUPPORTED

**851,345**  
HOUSEHOLD MEMBERS  
SUPPORTED



**255,715**  
HOUSEHOLD MEMBERS  
SUPPORTED

**50,977**  
BUSINESSES  
LAUNCHED



**6,418**  
BUSINESSES  
LAUNCHED

**6,885**  
SAVINGS GROUPS  
ESTABLISHED



**424**  
SAVINGS GROUPS  
ESTABLISHED



A MESSAGE FROM OUR  
**CHIEF EXECUTIVE OFFICER**

Dear Friends of BOMA,

The last quarter of 2024 marked major milestones in our journey, not only in terms of our accomplishments, but also in our commitment to promote localized leadership. In December BOMA surpassed one million lives transformed through our work, a major turning point in our mission to scale poverty graduation programs throughout the drylands of Africa.

After a remarkable six-year tenure, H Perry Boyle, Jr., stepped down as our board chair, passing the mantle to Elsie Mbugua, a Kenyan-born leader, change-maker, and innovator in her own right. Perry's visionary leadership has been instrumental in guiding BOMA to new heights. Under his stewardship, we have reached over one million individuals, increased revenue on a yearly basis, and built a resilient and passionate team. Perry and I collaborated closely to establish a robust governance framework and our proximate leadership philosophy, ensuring that BOMA remains steadfast in its mission and values.

Looking ahead to 2025, I am excited to welcome Elsie as our new board chair and her passion for supporting the most marginalized and vulnerable women, girls, youth, and refugees in Africa to reach their full potential. With her at the helm, I am confident that BOMA will ascend to its next level, delivering on our refined mission goals and expanding our reach further. With experience working across Africa and building businesses from the ground up, her vision and innovative thinking will ensure we stay focused on developing adapted solutions that address the unique needs and challenges of the communities we serve.

One of our proudest achievements in 2024 was work to deepen and expand government adoption and ownership of our poverty graduation and economic inclusion model through the Kuza Jamii program. As we move into the new year, our collaboration with government entities will only grow stronger, enhancing our ability to support social protection initiatives, reach more people, and make a meaningful difference in the lives of those we serve.

In December we held a successful high-level summit that convened key stakeholders across the economic inclusion and social protection sectors to examine the effectiveness and scalability of our poverty graduation approach. This event provided a platform for evidence-sharing, stakeholder engagement, and strategy discussions around the future of government-led economic inclusion initiatives. The participation of the Government of Kenya further solidified our role and successes in supporting government to scale social protection efforts.

I extend my heartfelt thanks to Perry for his outstanding leadership and to Elsie for stepping into her new role with enthusiasm and vision. To our dedicated team, partners, and the entire BOMA community, your support and commitment this year were the driving force behind our successes. I look forward to building on our achievements in the new year as we work towards our new goal of reaching more than three million by 2027 and making a lasting positive impact on those lives.

In hope and solidarity,

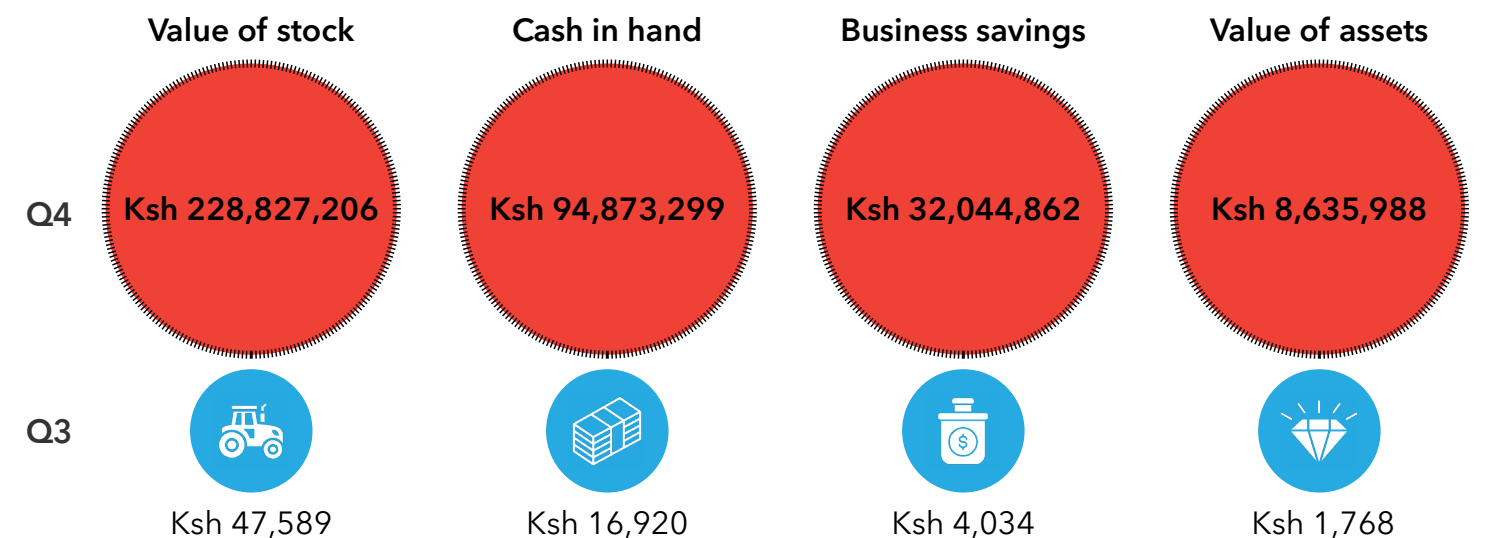
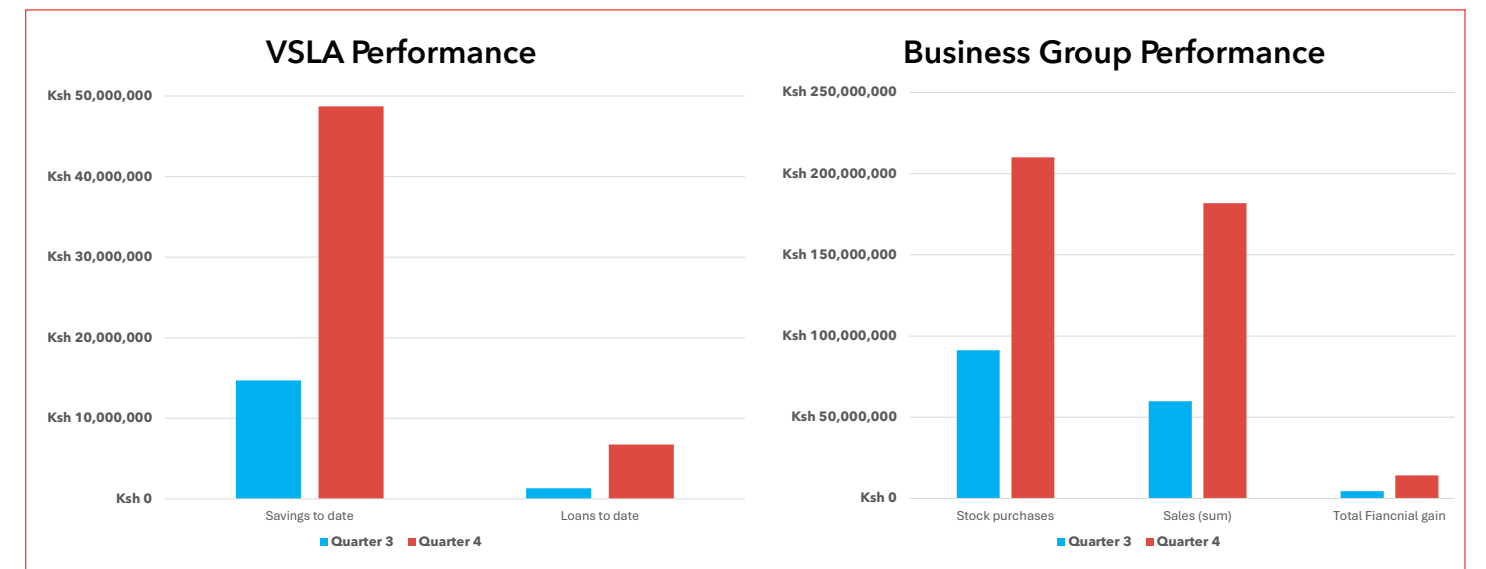
**Dr. Sam O'willy, BOMA CEO**

# PRODUCTS & PROGRAMS

## REAP for Government

### Kuza Jamii | Kenya

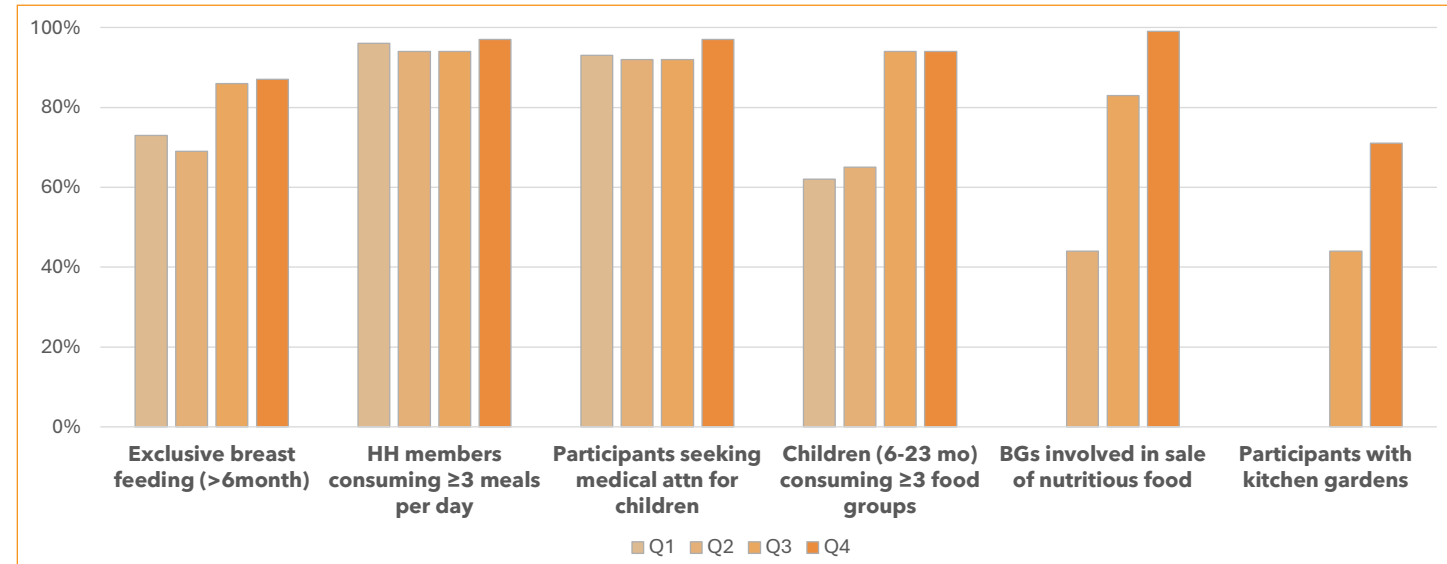
This quarter, Kuza Jamii (*Transforming Communities*) achieved significant milestones in business group performance and their value increases, Village Savings and Loan Association (VSLA) activities, and the enrollment of a new cohort of 2,100 participants across Mandera, Wajir, and Turkana counties.



## REAP for Nutrition

### Lishe Bora | Kenya

To date, 720 BGs (420 in Isiolo and 300 Moyale, Kenya), run by 2,160 participants, have been launched under the Lishe Bora program. A revised plan is underway to launch a pilot of 280 BGs (840 participants) in Moyale, Ethiopia starting in January 2025. Exemplary milestones achieved to date include:



132 savings groups (SGs) are undergoing transformational agri-nutrition training tailored to meet individual needs while promoting household-level changes in food security, hygiene, and gender equity. Crank radios delivered vital nutrition messages directly to households this quarter, while mentor-led trainings empowered participants with business skills such as marketing, record-keeping, and conflict resolution. Poultry farming and cooking demonstrations further enhanced nutrition.



The formation of 58 new SGs is underway in Moyale, with the participants having completed registration with the Ministry of Social Services to leverage additional support and market integration. Seven program staff received specialized training on agri-nutrition and an ongoing partnership with the Ministry of Agriculture resulted in the roll out of kitchen garden training and demonstrations, ensuring further nutritional resilience to climate shocks.

### Sustainable Outcomes and Improved Livelihoods (SOIL) | Kenya / Ethiopia

Our newest program, in partnership with the African Wildlife Foundation (AWF) is making strides for the initial 2,700 participants now enrolled in this first phase across 15 locations in northern Kenya. This program is a collaborative leap toward healthier communities and sustainable ecosystems, setting the stage for long-term impact and resilience. Key highlights in the buildup to the launch of program interventions include:



**School and Health Facility Mapping:** Partnering with the Ministry of Health to reach schoolchildren and households with nutrition and health interventions as part of a unique intervention aimed at reaching school-going children.



**Collaboration with Stakeholders:** A successful inception meeting brought together government and development partners like the Ministries of Health, Agriculture, Water, Youth, Livestock, and Fisheries and organizations such as Grey Zebra Trust and Northern Rangelands Trust (NRT) to align efforts and amplify impact in a wide range of conservation activities.



**Empowering Local Enterprises:** Formation of 900 business groups (2,700 participants), with 840 already receiving jump grants to launch enterprises that strengthen household nutrition and livelihoods. In Moite, 60 groups are exploring business remodeling for sustainable ventures.



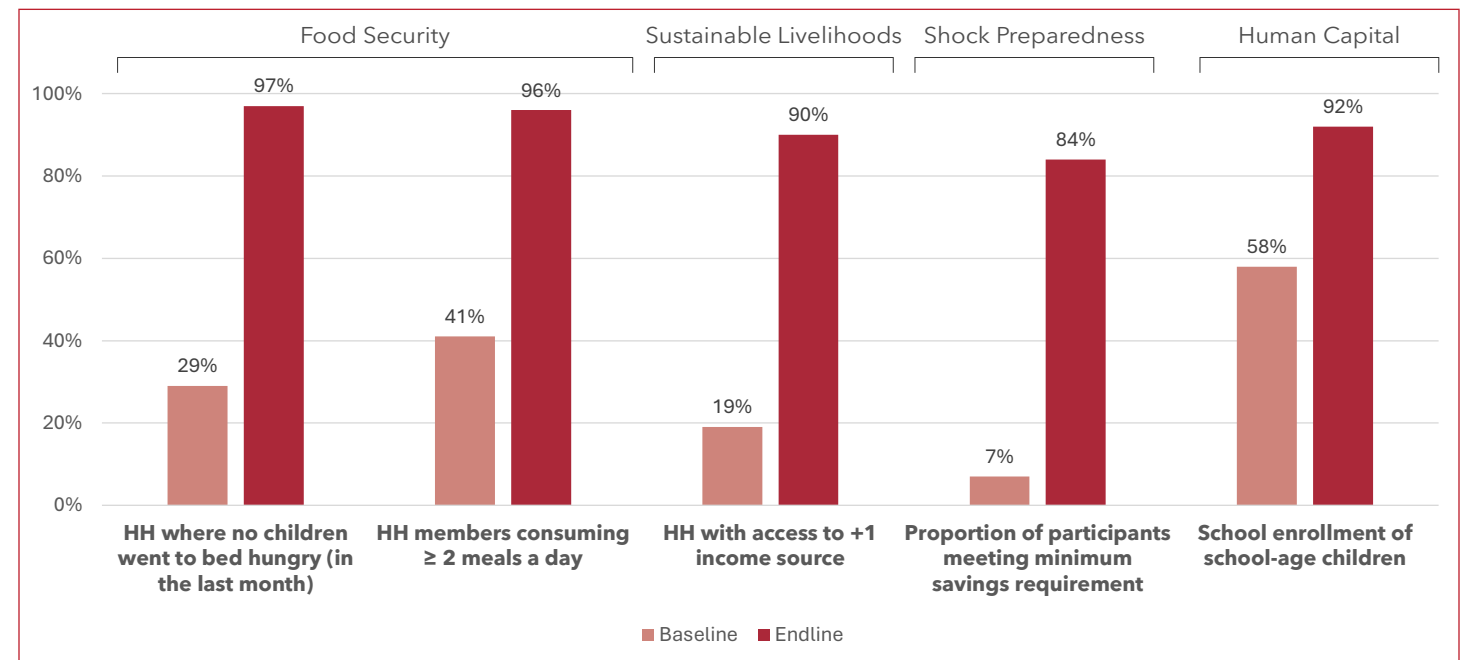
**Research and Capacity Building:** Baseline surveys with the AWF and community-driven market assessments are identifying opportunities to address gaps in food security and resilience building.

## REAP

### Entrepreneurship and Market Inclusion for Transformation (EMIT) | Borena Zone, Ethiopia

After program close-out last quarter, findings from the final evaluation demonstrated the program's success in lifting participants out of extreme poverty. This success has strengthened resilience and empowered women to take on vital roles in their homes and communities. Key achievements include:

| Skills Acquisition   | Food Security   | Sustainable Livelihoods                             | Shocks Preparedness  | Human Capital                                      |
|--|---|---|--|--|
|  |   |   |  |  |
| Essential knowledge to build, improve, and maintain livelihoods. | Improved access & production to food resulting in health and stability. | Reduced vulnerability to changes and sudden shocks. | Enhanced ability to weather crises, from natural disasters to economic shocks. | Women now lead and engage community more actively. |



## REAP for Youth

### Sustainable Entrepreneurship and Economic Development (SEED) | Kenya

After receiving their Jump Grants last quarter, the newest cohort of SEED youth participants saw a variety of linkages to help support business and knowledge growth during this quarter. Linkages primarily focused on the opening of bank accounts and financial literacy training, business training and development fund loans, and export readiness training. 2,684 non-participants were also reached through outreach and training interventions, furthering the program's goal of peer-to-peer reach.

### GraduJeunes | Chad

Ahead of program interventions for 1,500 newly enrolled participants, groundwork continued through:



**Capacity Building:** BOMA has been working closely with its local implementation partner *Initiative Humanitaire pour le Developpement Local (IHDL)* to provide hands-on training on TaroWorks and Salesforce platforms, enhancing their ability to manage field data, streamline reporting, and assess participant vulnerabilities effectively.



**Community Engagement:** After narrowing down the 5,887 individuals initially identified for program enrollment in the Logone Occidental region, the participant selection results were presented to local authorities and community leaders, whose support ensured a smooth validation process and alignment with community needs.



**BG Formation:** 500 BGs (three participants each) have now been formally initiated. Coaches received extensive training on entrepreneurship, market analysis, and business planning. To prepare them for the practical application of business groups, simulations using real-life case studies were run to generate viable business ideas, conduct market feasibility studies, and develop business models, culminating in the creation of formal business plans.

## REAP for Refugees

### Graduation for Autonomy and Dignity of Displaced Persons and their Integration into Host Communities (GADICH) | Burkina Faso

Following its no-cost extension, GADICH concluded in October 2024, with the final quarter focused on learning and reporting activities to take stock on success and overcoming contextual challenges for future programs in the region.

- A **learning workshop** was held to explore themes like gender and social cohesion, financial management in mixed refugee-host groups, and adapting to evolving challenges. The workshop identified best practices, refined the graduation approach for refugees, and provided insights for future programs in Burkina Faso and beyond.
- An **external evaluation** of the project was conducted by a consulting firm selected by CARITAS. BOMA contributed by refining evaluation tools and ensuring comparisons between baseline and endline results using the SOLI framework. BOMA also submitted a comprehensive progress and financial report covering the last four months, detailing achievements and lessons learned.
- BOMA participated in the **first ordinary session of the Community of Graduation Approach Practices in Burkina Faso (CPAG-BF)** in December. As a founding member and part of its technical team, BOMA helped review 2024 progress, on-board new members, and shape the 2025 work plan. CPAG-BF aims to strengthen community resilience and enhance the fight against poverty by fostering collaboration among stakeholders.

## REAP for Climate Resilience

### Livelihoods and Inclusion for Transformation in Northern Kenya (LIFT-NK) | Kenya

The LIFT-NK program is entering its final year, bringing us closer to our goal of building resilience and sustainable development in the dryland regions of northern Kenya. The program has entered its next phase which focuses on consolidating achievements and ensuring the sustainability of interventions as it moves towards its conclusion in July 2025. Key activities this quarter include:



**Financial Literacy & Savings Training:** 244 participants received training on financial literacy/inclusion and savings with the goal of promoting access to credit and future planning.



**Environmental Conservation:** Savings groups participated in the planting of 40 tree nurseries throughout Kakuma and Marsabit and Samburu counties to mitigate the adverse effects of accelerated climate change. This initiative involved participants and community members, fostering a sense of ownership and collective responsibility for environmental conservation and contributes to Kenya's national target of planting 15 billion trees by 2032.



**Localized Resource Management Training:** Natural Resource Management messages were translated and recorded into local languages to facilitate training, improve accessibility, and enhance comprehension among participants.



**Cleaner Cooking Solutions:** A subsidized rollout of greener cooking solutions like *jiko* and eco-char cookstoves reached 510 households in Marsabit, 1,112 in Samburu, 1,371 in Turkana, and 1,770 in the Kakuma host community, promoting environmental conservation and household health.



**Launch of Sustainable Forest Management Plans:** The Loima Participatory Forest Management Plan (PFMP) and the signing of the Forest Management Agreement (FMA) (below) between the Loima Community Forest Association (CFA) and the Kenya Forest Service (KFS) marked a milestone in the sustainable management of the Loima Forest.



# NEWS & RESOURCES



# TEAM BOMA

BOMA closed Quarter Four with 384 total staff count (Kenya-369, Niger-1, Ethiopia-3, Burkina Faso-1, and USA-9).

**Comings and Goings:** In the last quarter BOMA had 13 new hires, all sitting in Kenya. One member of the Senior Leadership Team exited BOMA (Director of Research and Learning).

**Reward & Recognition through Internal Promotions & End of Year Bonus:** Three current staff were promoted in Q4:

- Leonider Asinyen from Mentor > Office Assistant, Kakuma
- Dominic Ngamor from Mentor > Field Officer.
- Adano Halakhe from Research > Learning Officer to Monitoring and Evaluation Officer

**Nairobi Annual Wellness Health Drive:** BOMA held its Annual Wellness Health Drive in Nairobi Office on 18<sup>th</sup> October 2024 where 36 staff participated. General body checkups were conducted by medical practitioners that included Nutrition, Mental Health, Optical, Dental, General checkups and Cancer checkups. A mental wellness awareness talk was also provided by a specialized doctor. The objective of the talk was to raise awareness about mental health wellness, reduce stigma associated with mental illness, promote help seeking behaviors, and strengthen emotional well-being practices.

**Team Building Activities and End of Year Parties:** These activities were designed around BOMA Values across all offices. Staff came together and interacted with fellow colleagues before closure of the office ahead of the holiday season. This was a great way to close the year enhancing team cohesion.

# Funder Feature: **Trafigura Foundation**



**"I saw how BOMA applies its model flexibly according to the needs of local pastoralist communities, including components targeting youth and young mothers, and how it has increased its reach and impact by cooperating with government agencies."**

**-Anne Nayral de Puybusque**

Program Manager | [Trafigura Foundation](#)

In November 2024 I travelled to Kenya and Ethiopia to see how Trafigura Foundation's partnership with BOMA is helping dryland communities to simultaneously strengthen their livelihoods and the ecosystems that underpin them. Visiting Kenya was a chance for me to witness BOMA's most mature programming, talk to field staff and participants, and get a better feel for the model, which BOMA hopes to scale to more parts of sub-Saharan Africa.

After Kenya, I travelled to Yabelo and Teltele in southern Ethiopia. As in Kenya, BOMA has targeted some of the poorest women, including those who were felling trees in the forest to make charcoal for sale. The program has helped them switch to more sustainable activities, like trading and farming, and provides training in areas like waste management.

My last stop was in a remote community near Teltele, another town in the Borena Zone. A different project there has helped communities install solar panels to generate electricity and main livelihoods.

One of the women's groups supported by BOMA has created a much-needed business of providing electricity for charging people's phones and basic lighting for a dozen households. With access to energy, another woman was thinking of setting up a hairdressing salon for customers who previously had to walk two hours to the next town.

There is a real "before-and-after" effect in the ability of those women to cope with both everyday challenges and shocks, and a foundation has been laid to strengthen aspects of the program such as encouraging income diversification that will further boost the resilience of these communities.

One of main lessons learned is that everything is connected. Any program must take into account the wide range of factors - such as access to health care, education, energy or water - that influence both the opportunities and obstacles for intervention. Addressing the impacts of climate change means ecosystem management always must be in the mix. So, we and our partners have to join all the dots and work closely together to advance the solutions that can make a difference, both for the long term and at scale. Our partnership with BOMA is a good example of how that can be achieved.

Read Anne's [full post-field visit recap](#) and learn more about [our partnership with Trafigura Foundation](#)



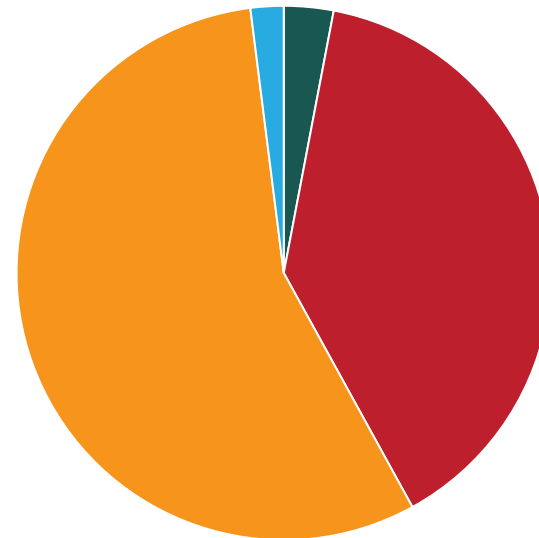
# Trafigura Foundation

# FISCAL YEAR Q4 REVENUES & EXPENSES

For the twelve months ended December 31, 2024, revenues recognized were \$19.5 million, and total expenses were \$19.7 million.

## REVENUES

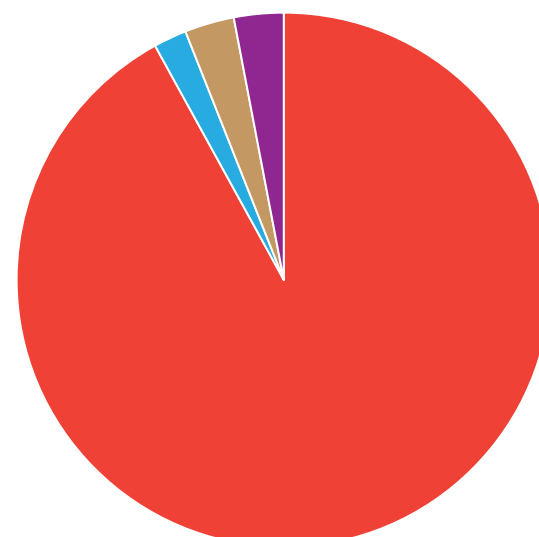
|                       |                     |             |
|-----------------------|---------------------|-------------|
| INDIVIDUAL DONORS     | \$621,646           | 3%          |
| FOUNDATIONS/ORGS      | \$7,544,591         | 39%         |
| GOVERNMENTS           | \$10,986,247        | 56%         |
| OTHER                 | \$396,048           | 2%          |
| <b>Total Revenues</b> | <b>\$19,548,532</b> | <b>100%</b> |



Foundations/Orgs (Red), Governments (Orange), Individuals (Light Blue), Other (Dark Green)

## EXPENSES

|                               |                     |             |
|-------------------------------|---------------------|-------------|
| REAP PROGRAMS                 | \$18,207,446        | 92%         |
| EDUCATION & ADVOCACY          | \$406,249           | 2%          |
| <b>TOTAL PROGRAM EXPENSES</b> | <b>\$18,613,695</b> | <b>94%</b>  |
| ADMINISTRATION                | \$538,942           | 3%          |
| FUNDRAISING                   | \$627,238           | 3%          |
| <b>Total</b>                  | <b>\$19,779,875</b> | <b>100%</b> |



REAP Programs (Red), Administration (Brown), Fundraising (Purple), Education & Advocacy (Light Blue)

# NEW FUNDING AND RENEWALS



# T03

Pictured: H Perry Boyle ceremoniously passes the role of Global Board Chair to Elsie Mbugua for the close out of the December Board visit week in Kenya



**BOMA**  
RURAL ENTREPRENEURSHIP FOR  
PROSPERITY WITH DIGNITY