



2 0 2 0 A N N U A L R E P O R T



## EXECUTIVE LETTER 2020

Charles Dickens opened his classic novel *A Tale of Two Cities* with the famous line: "It was the best of times; it was the worst of times..." That perfectly captures what 2020 was like for Eliminate Poverty NOW. The pandemic seriously impacted our operations in Niger and Kenya. And yet, we made major progress on EPN's largest and most ambitious project — creating Niger's first agricultural training center devoted to horticulture and maximizing farmer income.

First, the bad news. With infection rates rising, the Kenyan government shut the country's public school system in March 2020. Students lost two thirds of their academic year. The Little Rock Scholarship program was put on hold and received no new funding in 2020. The government reopened schools in January 2021, only to shut them again in March due to COVID concerns. The remainder of the 2021 academic year remains uncertain.

In Niger, our field operations suffered major disruptions as well. We pulled support from our Balleyara gardens as government restrictions strictly limited movement in and out of villages. To make matters worse, Niger suffered its worst flooding in 100 years, damaging houses and a third of annual crop production. Disaster relief falls outside EPN's mission, but we provided aid to help families through this difficult period. Fortunately, there was no major damage to the irrigation systems and the women resumed farm operations in October.





## EXECUTIVE LETTER 2020

(CONTINUED)

Now for the good news. In 2020 we made major progress in creating Niger's first agricultural training center devoted to horticulture. Named in honor of Professor Dov Pasternak, the Center will train hundreds of technicians on the concepts and techniques developed in the Farmers of the Future project. These technicians will have the capacity to train tens of thousands of subsistence farmers and improve the lives of hundreds of thousands of Niger's rural poor.

During the year we formed partnerships with four outstanding organizations: ICRISAT and the University of Niamey (Niger), the Songhai Center (Benin), and Volcani International Partners (Israel). They will share their expertise and help us launch the Center. We finalized architectural plans for the main campus, awarded construction contracts, and broke ground in November. As of this writing, perimeter walls and utilities are in place and construction is underway on the academic building, dormitory, and cafeteria. We hope to complete construction by August and begin a "soft launch" of the Center in Q4 2021.





## EXECUTIVE LETTER 2020

(CONTINUED)

The cost to build the center and startup operations is \$1.5 million. EPN's annual fundraising campaign featured The Dov Center and included a dollar-for-dollar match from EPN's Board of Directors. The response from our donor base was outstanding, with contributions more than double any previous campaign. We are also targeting high potential prospects – foundations and individuals who support agricultural development in Africa – and hired a fundraising consultant to tap this important source of funding. To date, we have reached 60% of our fundraising goal.

As we look forward to 2021, we are still a long way from returning to normal. Vaccine availability in Kenya and Niger is extremely limited and few have been vaccinated. Many restrictions remain and could be tightened further should infection rates spike. As in 2020, our goal is to keep everyone we work with as safe as possible while making meaningful progress wherever we can.

As always, we close by thanking our remarkable partners in Africa and our generous donors for your continuing support. None of this would be possible without you. Now more than ever, our sincere thanks for joining in the effort to Eliminate Poverty NOW.

John and Judy Craig

John + Judy

Co-Founders of Eliminate Poverty NOW



# GRANTS BY COUNTRY

2017 - 2020





# 2020 GRANTS BY PROJECT

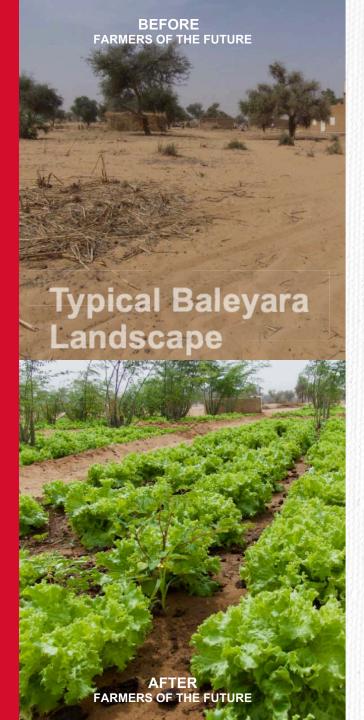




# NIGER







## FARMERS OF THE FUTURE

LIBORÉ COMMUNE, NIGER

GRANT: \$81,770

### **OBJECTIVES**

- Change attitudes towards farming and encourage adoption of intensive farming practices
- Lift subsistence farmers out of poverty by approaching farming as a business
- Generate \$1,000 profit annually per participant, double the average income in Niger
- Develop strategies to sustain and scale the FOF model

## STRATEGIES

- Organize mothers into profitable farm associations and teach them intensive farming practices
- Utilize irrigation to grow crops year round
- Expand FOF sites under LIBO management
- Build awareness and support for FOF principles within the Niger government and international development organizations
- Create the pre-eminent horticultural training center in Niger to expand the number of horticultural technicians







## FARMERS OF THE FUTURE

LIBORÉ COMMUNE, NIGER

### 2020 ACCOMPLISHMENTS

- Developed a three-pronged strategy to bring FOF concepts to hundreds of villages in Niger
- Improved training tools to enable illiterate farmers to master new concepts and techniques
- Published French edition of Agricultural Prosperity in Dry Africa to spread Dov's philosophy in French-speaking West Africa
- Continued strengthening the Niger Leadership Team by recruiting key talent, mentoring senior managers and funding advanced training courses





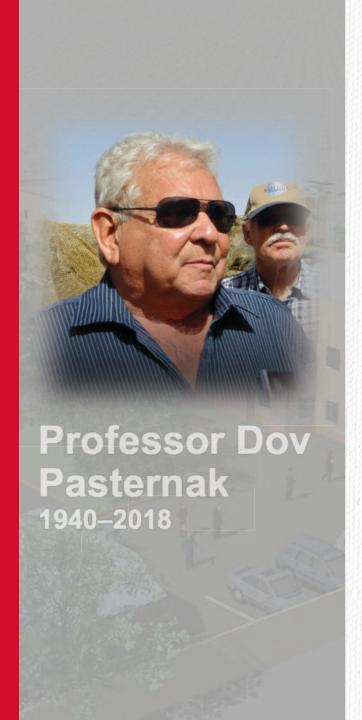
LIBORÉ COMMUNE, NIGER

GRANT: \$225,000

Niger's first Center of Excellence devoted to Horticulture named in honor of Doy Pasternak

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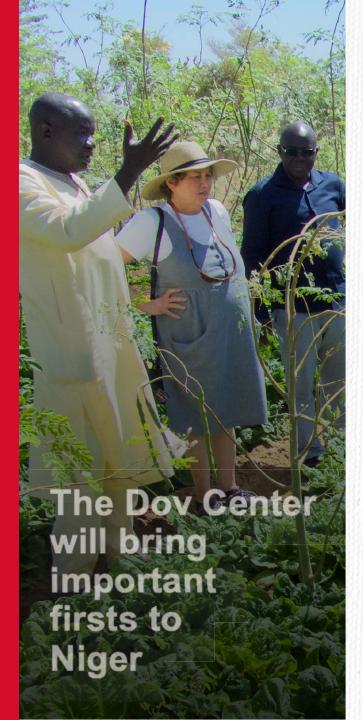


LIBORÉ COMMUNE, NIGER



- · World expert in dryland agriculture
- Awarded World Chair in Desertification from UNESCO and Lifetime Achievement Award from Society for International Development, Israel
- 30 years at Ben Gurion University; 20 years heading BGU's Institute for Agricultural and Applied Biology
- Consulted in 24 countries
- Wrote or co-authored hundreds of research papers
- 18 years working and consulting in the African Sahel;
   10 years in Niger as Chief Scientist for Crop and Technology Diversification at ICRISAT (International Crop Research in the Semi-Arid Tropics)
- Visionary and leader of the Farmers of the Future project for rural economic transformation





LIBORÉ COMMUNE, NIGER



Niger's first ever training center devoted to horticulture

Teaching concepts and techniques to dramatically increase farmer income

Drawing on innovation from:

- Israeli technology and experience,
- 18 years research on preferred income-generating crops specific to the Sahel, and
- 10 years experience creating a practical, proven model for rural economic transformation.





LIBORÉ COMMUNE, NIGER





### DIFFERENT GOALS

Grow crops for sale that maximize income



### DIFFERENT METHODS

Irrigate to utilize the land year-round



### DIFFERENT CROPS

6–10 high value crops vs 1–2 rainfed grains





LIBORÉ COMMUNE, NIGER



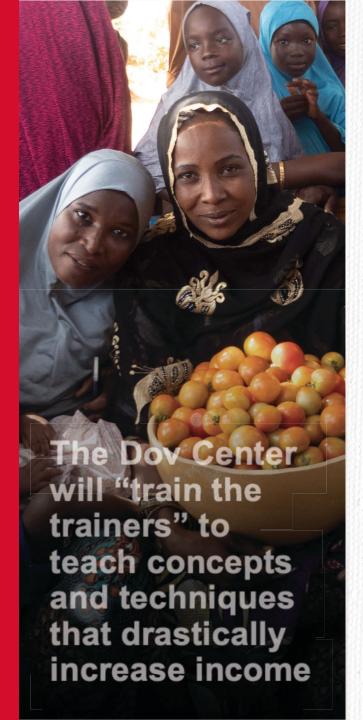
Completing 1 cycle of year-round agriculture takes 12 months

Our Farmers of the Future model provides farmers 3+ years of intensive training and supervision to master new concepts and techniques

A multi-year commitment to intensive training is the critical missing ingredient to agricultural transformation in Niger

But the technicians to conduct this training are in desperately short supply





LIBORÉ COMMUNE, NIGER



The Center features a rigorous, hands-on training program for technicians including:

- Best practices in horticulture,
- Creative strategies to maximize income,
- Principles of running effective for-profit cooperatives, and
- Tools and techniques to transfer knowledge to largely illiterate farmers.

The Center will also offer seminars and consulting services to funders and practitioners of development projects.



LIBORÉ COMMUNE, NIGER

GRANT: \$225,000



# PROJECTED IMPACT: THE MULTIPLIER EFFECT OF TRAINING THE TRAINERS.

CENTER WILL GRADUATE 40 TECHNICIANS PER YEAR

Students will be recruited from 50,000 high school graduates

Job placement with NGOs, the private sector, government, etc. upon graduation

ONE TECHNICIAN CAN IMPACT 1,500 LIVES

1 technician can support 5 villages

An average village cooperative has 50 farmers

The average household size in Niger is 6

IN 5 YEARS THE DOV CENTER CAN IMPROVE 300,000 LIVES

In 5 years of full operation, The Dov Center will graduate 200 technicians

200 technicians x 1,500 family members

The income generated will change the lives of this generation and the next













LIBORÉ COMMUNE, NIGER



#### 2020 ACCOMPLISHMENTS

- Prepared application for accreditation with Niger's Ministry of Higher Education
- Completed construction of the training gardens
- Reached 60% of the \$1.5mm fundraising target
- Finalized architecture plans, awarded contracts, and began construction of the main campus
- Formed partnerships with 4 outstanding organizations: ICRISAT and the University of Niamey (Niger), the Songhai Center (Benin), and Volcani International Partners (Israel)







# LITTLE ROCK SCHOLARSHIPS AND AFTER SCHOOL TUTORING

NAIROBI, KENYA

### **OBJECTIVE**

 Use education to lift children from the slums of Kibera out of poverty

### STRATEGY

- Provide after-school tutoring to prepare 8th graders to take Kenya's entrance exams to secondary school
- Award 4-year secondary school scholarships to top-performing graduates of Little Rock School
- · Assist graduating scholars to enter university

## 2020 ACCOMPLISHMENTS

- Accomplishments in 2020 were thwarted by the COVID-19 pandemic
- No scholarships were awarded in this calendar year



# INCOME STATEMENT

	2017	2018	2019	2020
REVENUES				
Donations				
Donations	193,057	207,653	200,559	431,787
Associated Fees	(499)	(368)	(353)	(841)
Donations In-Kind	1,700	37,628	39,628	38,388
Cost Basis of Securities Donated	9,591	0		
Investment Income	17	8	(12)	(76)
Total Revenues	\$203,866	\$244,921	\$239,822	\$469,258
EXPENSES				
Grants				
Little Rock Scholars Tutoring & Scholarships	96,850	70,175	93,000	0
Farmers of the Future	62,790	80,000	107,000	81,770
The Dov Center				225,000
Total — Grants	159,640	150,175	200,000	306,770
Administrative Expenses				
Accounting Expense	4,555	3,750	3,600	5,094
Advertising	5,363	6,010	5,498	16,997
Bank Fees	389	158	241	269
Information Technology	1,797	516	2,262	336
Management Fees	10,850	10,556	7,863	6,169
Office Expenses	2,010	1,362	684	277
Other Fees for Service	1,639	38,510	37,628	58,637
Travel	9,913	11,932	13,893	4,806
Total – Operating Expenses			71,669	92,584
Total Expenses	\$196,156	\$222,970	\$271,669	\$399,354
NET INCOME	\$7,710	\$21,952	(\$31,846)	\$69,904



# BALANCE SHEET

	2017	2018	2019	2020
ASSETS				
Checking	185,866	211,727	174,132	260,022
PayPal	16,327	11,146	12,379	11,289
TD Ameritrade	9,589	9,596	14,795	
Accounts Receivable		785	100	
Prepaid Expenses				
Total Current Assets	\$211,802	\$233,254	\$201,407	\$271,311
EQUITY				
Net Assets	204,092	211,302	233,354	201,407
Net Income	7,710	21,952	(31,846)	69,904
Total Equity	211,802	233,254	201,407	271,311
TOTAL LIABILITIES & EQUITY	\$211,802	\$233,254	\$201,407	\$271,311



# TO THE 2020 DONORS WHO MADE IT ALL POSSIBLE!

Eliminate Poverty NOW provides economic opportunity to thousands of people in Africa because of your support.

Thank you for making a difference in their lives!

#### LEADERSHIP CIRCLE

(\$10,000 AND OVER)

Craig Family Fund
Carol Falk
Bill & Amy Lipsey
Joanne Moore
Diane & Peter Wentworth

## PATRONS

(\$1,000 TO \$9,999)

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CAI, Rabbi Lucas Discretionary Fund
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We deeply regret any accidental omissions and hope you will let us know so that we can make the necessary correction.



### SPONSORS

(\$500 TO \$999)

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(\$100 TO \$499)

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Debbie & Jeff Leon

Jean Stoloff Robert and Linda Wilen

Lori Zucker

We deeply regret any accidental omissions and hope you will let us know so that we can make the necessary correction.



## OUR VALUED FRIENDS

Thanks to the following volunteers and organizations whose contributions of hours and in-kind donations made our 2020 donations go so much further.















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# WE ARE DEEPLY GRATEFUL TO THE FOLLOWING INDIVIDUALS—

THEIR INVOLVEMENT MAKES ELIMINATE POVERY NOW POSSIBLE.

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WE THANK YOU FOR YOUR SUPPORT!



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