



Seeds of Africa



2020
**ANNUAL
REPORT**

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LETTER FROM OUR BOARD OF DIRECTORS

Leaders around the world have labeled 2020 “The Year of the Pivot”, and that moniker certainly holds true for us at Seeds of Africa.

The events of 2020 required Seeds to pivot our operations and programs to meet the critical needs of our students and community. Among the many restructured program successes, we supported 300 families with PPE and vital food supplies; created a low-tech virtual education system during lockdown; forgave small business micro-loan debt for the mothers in that program; kept our Ethiopia staff employed at full salary; upgraded our campus water infrastructure, and safely reopened the Seeds of Africa school.

Rallying around our shared vision, the Seeds staff, board, and community all came together to help see us through this extremely challenging year.

Having successfully met the challenges of 2020, we look towards 2021 as a year of transition. As part of that transition, the Seeds Board of Directors and staff have implemented a reorganization plan designed to streamline operations for greater efficiency and financial flexibility. Notably, this reorganization includes our Founder, Atti Worku, stepping away from day-to-day management as CEO and continuing to serve on the Seeds Board of Directors. As CEO, Atti has been a fierce and formidable leader whose decade-long vision created a community beacon in Ethiopia. Her passionate advocacy has amplified our work across the world. We celebrate the impact she has made and will continue to make at Seeds.

Looking ahead, we congratulate long-time team members Bereket Yirgu and Jazmil Genao as they assume enhanced leadership responsibilities in 2021. Building on their proven management success navigating Seeds through the challenges of the past year, they will be collaborating to lead Seeds and both will report directly to the Board of Directors.

In over twelve years, Seeds of Africa has evolved to fit the needs of the community we serve, transforming the trajectories of success for over 2,000 people. As a board, we are committed to Seeds of Africa’s long-term success in empowering the African vision. We are determined to further contribute to a future where a lack of access to education and financial resources are no longer barriers to personal growth and community prosperity.

Thank you for your continued collaboration and support.

The Seeds of Africa Board of Directors

Anthony Worku, Founder and CEO at BeeZ Social ERP

Atti Worku, Founder at Seeds of Africa, Co-CEO at African Visionary Fund

Stephanie Bond, Head of Customer Experience at Kidde

Deirdre Gaughan, Senior Vice President at ImpactWayv

Sarah Simmons, Board of Directors at Simmons Foods

Milton Speid, Community Manager - East Coast at The ImPact

OVERVIEW

Seeds of Africa is a nonprofit organization educating the next generation of Ethiopia's leaders and empowering their mothers to become entrepreneurs.

Our vision is to replicate our sustainable model in the broader Ethiopian system and in other African communities.



Empowering the African Vision

Seeds of Africa is a 501(c)(3) organization whose mission is to educate and nurture children and their families by providing quality education and community development programs in Adama, Ethiopia.

Adama is an urban city in the Oromiya Region, where children from low-income families face a lack of access to quality education. In Ethiopia, only 65% of children attend school, due to illnesses caused by lack of access to nutrition, clean water, and sanitation services. While there are free public schools, these schools tend to be overcrowded, underfunded, and of low quality, and many parents still cannot afford the cost of schooling.

Since 2008, Seeds of Africa has been dedicated to lowering the barriers to personal development and prosperity that poverty and a poor education create. We work with students and mothers whose families earn less than 75 USD per month, and move beyond the traditional aid model by shifting from mere relief efforts. Seeds provides students, families, and communities with the resources and skills they need to support themselves and find local solutions to fight poverty, increase civic participation, and enhance community reinvestment. We have impacted over 1500 people in Ethiopia, transforming the trajectories of those we serve.

Our programs are a shining example of the importance of finding local solutions for poverty alleviation. Through local and global partnerships, we are committed to developing initiatives that will provide long-term and sustainable solutions in K-8 education and economic development for Ethiopia and beyond.

PROGRAMS

SEEDING EDUCATION

The Seeding Education program provides a free full-time school to children from pre-kindergarten to middle school. Our unique student-centered and project-based STEAM methodologies challenge students to learn by doing and solve problems that stem from poverty through critical thinking and creativity.

Inspired by progressive educational models, we collaborate with our Ethiopia-based teaching team to provide an ever-evolving and innovative curriculum.

We also provide crucial social services like free healthcare and nutritional meals, as well as all school supplies and uniforms, to keep our students enrolled, engaged, healthy, and happy.

- 250 students enrolled
- 50 new students per year
- Pre-K - 8th grade
- 10:1 student-teacher ratio
- 15 teachers
- Extra-curricular clubs and sports



SOWING COMMUNITY

The Sowing Community program provides economic access and job creation for the mothers and female caregivers of our students to improve the livelihoods of their families. The program provides the tools and resources necessary to help women increase their household income through classes in adult literacy and small business literacy.

We also empower them to become independent, self-sustaining, and to self-determine their working environment by providing micro-loans for the startup or scaling up of community-oriented small businesses. As a result, mothers are sufficiently able to provide for their children, thus laying the groundwork for families to break the cycle of endemic poverty.

- 250 women served
- 80% literacy rate
- 120 micro-loans distributed
- 90% loan repayment rate
- 50% increase in household incomes



PROTECTING OUR COMMUNITIES

2020 HIGHLIGHTS

When a global public health pandemic struck in March 2020, we quickly shifted the way we deliver our programs in order to protect our staff, students, and their families.

Within weeks, we launched an Emergency Response Program focused on Food Security, Health, and Education in order to respond to the immediate and critical needs of our most vulnerable communities. Through tireless dedication and work from our teams in Ethiopia and New York, we mobilized together to find effective solutions.

HEALTH AND FOOD SECURITY

In times of economic uncertainty, families living in poverty struggle to keep food on the table.

The families Seeds of Africa serves report suffering severe economic, social and psychological impacts, with most directly mentioning a lack of access to food sources for the family due to job losses and the closures of their small businesses.

We successfully achieved our goals of delivering essential health items and food baskets filled with bulk goods and household cleaning supplies to 250 families to minimize the health and socio-economic impact of the pandemic.

Funds raised from our “30 Dollars for 30 Days” campaign made this possible. 100 donors contributed to raise over \$10,000 to support families with a 30-day basket supply of goods.

OUR PARTNERS

Yegna Pharmacy
Yenae
Kabana Leather
Nigiste Saba
Allure Ethiopia
Amateur Design Co



Impact

- 1500 people reached

Items Distributed

- 1000 litres of cooking oil
- 1200 kilograms of rice
- 800 kilograms of lentils
- 1200 bars of hand soap
- 250 bottles of sanitizer
- 1800 face masks



PROTECTING OUR COMMUNITIES

2020 HIGHLIGHTS

LOW-TECH VIRTUAL EDUCATION

While our students lack access to the internet and computer technology, every household has a family member with a cellphone. Using telecommunications, we created a rapid response education program with a project-based learning curriculum centered on Learning Through Play across all grades and subjects. To make this happen, we provided our teachers with weekly phone credit and curriculum-building support so that they could implement our rapid response education plan.

SCHOOL REOPENING

In December, we welcomed back 250 students for the 2020-2021 year with a new hybrid learning schedule where every grade is split in half. Students attend school every other day, and are given homework materials for days they're not in school. We also upgraded our campus water systems with more water tanks and wash stations, and met government school safety protocols. From temperature checks to face masks, indoor and outdoor distanced classrooms, color-coded pods playgrounds, and pre-packaged snacks, we displayed our commitment to creating a safe learning environment for students.

LOAN FORGIVENESS

To alleviate the financial impact on the household incomes of our families, we forgave all outstanding small business micro-loan debt.



ANNUAL EVENT

TEN YEARS OF EMPOWERING THE AFRICAN VISION



OVER \$100,000 RAISED

Each year, hundreds of supporters in New York City and Dallas gather to celebrate and raise funds for our work for education and community development initiatives in Ethiopia. In 2020, we pivoted to a virtual annual benefit, streamed live on Facebook with over 1.8K views.

This year's benefit spotlighted our work over the course of a decade, from humble beginnings as an after-school program to a powerful education and economic development organization transforming thousands of lives in Ethiopia.

The evening livestream event featured an hour full of uplifting stories, a fireside chat with Seeds founder Atti Worku, and exclusive performances by world-renowned artists Lucky Daye (US), Zeritu Kebede (ET), Langa Mavuso (ZA) and Jelani Blackman (UK) with music by DJ mOma. Sotheby's auctioneer Michael Macaulay led a spirited Paddle Raise for sponsorship levels starting from \$5,000.

We are so proud of the impactful and star-studded production, and grateful for your support in a challenging year where Seeds of Africa's work has never been more vital, yet our existence has never been more endangered.

FUNDING PARTNERS & GRANTS

Leila and Mickey Straus Family Charitable Trust
Bristol-Myres Squibb
Bridgeway International
Gregory Soros
Ganesh Betanabhatla
John Imperatore
Kassahun Kebede
Alexander Soros Foundation
John Damonti
Mr. and Mrs. Simmons
Sarah Simmons
Gary Livero and Family
Yellow Chair Foundation
The George Link Jr. Charitable Trust
The Hoffman Brothers Foundation

Abaynesh Jembere
 Adam Belachew
 Alexander Syum
 Alexandra Meaza
 Alexis Manzanares
 Alicia Thater
 Aman Mekonen
 Amanuela Berhane
 Andre Galloway
 Andrew Johnson
 Angie Barnett
 Anitra Pavlico
 Anne Mcpherson
 Ashlee Davis
 Ashleigh Paschal
 Awet Woldegebriel
 Biructawit Tessema
 Brandon Garibaldi
 Bryan Goldberg
 Carol Devanny
 Catherine Sanderson
 Charlotte Guzman
 Christopher Doyle
 Claribel Vidal
 Claudia Fleming
 Courtney Reid
 Courtney Sherwood
 Crystal Dbest
 David Koestner
 Deborah Starr
 Devin Benton
 Dionne McKenzie
 Don Jarred
 Elaina Enjetti
 Elisa Gaede
 Elizabeth Dettori
 Emily Simon
 Ernest Carter
 Fnot Gebremicael
 Gabrielle Nicoletti

Gabrielu Kore
 Gaby Arora
 Gellilla Gebre-michael
 Genet Mretie
 Gerhard Van Der Poel
 Gillian Grant
 Grace Mahary
 Gregory James
 Hana Tilahun
 Helen Gebresillassie
 Helen Lemma
 Henoah Tezera
 Jackie Cox
 Jacquelyn Mayfield
 Jasmine Bullock
 Jasmine Young
 Jeff Aron
 Jeff Blair
 Jeneva Burton
 Jerry Deifer
 John Denton
 Kari Ostrem
 Karina Mangum
 Kayla Ramirez
 Kiersten Dehaven
 Kolleen Bouchane
 Krista Kee
 Lammi Aga
 Lauren De Niro Pipher
 Lauren Ramsey
 Lili Wondwossen
 Lisa Templeton
 Lori Stockdale
 Maggie Sands
 Mahlet Retta
 Malida Tadesse
 Marissa Mcdowell
 Marta Teshome
 Mary Engdahl
 Mary Stieber Reynhout
 Meaghan Cohen
 Mekdes Asegdom
 Mekuria Worku
 Menelik Major
 Mike Endale
 Muluemebet Hailu
 Nancee Hwa
 Naomi Woubeshet
 Natalie Greve
 Nicholas Lau
 Nicole Auyang
 Nikki Carena
 Oluwaseye Olusa
 Raquel Moss
 Rebecca Shifera
 Robert Smith

Samra Lakew
 Sara Gebremedhin
 Sarah Forthal
 Sarah Istel
 Saran Kaba Jones
 Selomie Berhane
 Shamm Petros
 Shanda Harris
 Sirah Vettese
 Sirak Ambaye
 Stephanie Bond
 Stephen Harris
 Susan Sands
 Svante Myrick
 Tanisha Williams
 Taylor Hosking
 Teri Whitcraft
 Tony Castrigno
 Tracy Yorks
 Tselote Hailemariam
 Tuma Basa
 Tumaini Basaninyenzi
 Yohannes Mihreteab
 Yvonne Auyang

THE FUTURE

INTRODUCING OUR NEW LEADERS



To our global Seeds family,

As I reflect, there are so many achievements that I am proud of in the years since Seeds of Africa's establishment in 2008. We have built and trained an incredible team whose talent matches their passion for the impactful work that we do. Together, we have fought for a voice in the global development field, advocating for locally-led African organizations like ours that center the community first.

The Seeds legacy lies in shaping future leaders. I will always be closely involved with Seeds, as a board member and a staunch advocate for our unique, multi-dimensional approach to poverty alleviation. I am thrilled to be passing on the baton of leadership to two Seeds team members who have both been key decision-makers for the last five years.

Bereket Yirgu first joined Seeds as Headmaster in 2016 and has led our dynamic team on the ground as the Country Director of Seeds of Africa Ethiopia since. He is a former Sociology professor, a certified Project Manager, and holds a Bachelor of Arts in Sociology, a Master of Arts in Leadership, and a Master of Business Administration.

Our new Assistant Director Jazmil Genao joined Seeds in 2016 and has grown steadily as an Intern, an Associate, and a Manager. She is an advocate for educational equity and economic justice for vulnerable communities and holds a Bachelor's degree in Political Science and Spanish, and a Master of Science in Global Affairs from New York University.

Seeds' values center on empowerment and investing in people, and I am excited to see Bereket and Jazmil take the reins and lead Seeds into the future.

Forward with love and gratitude,

Atti worku

Founder



THANK YOU FOR MAKING OUR WORK POSSIBLE.

Ethiopia's poorest communities have been hit hard by the global pandemic and its economic impacts. Now more than ever, the stakes are high to keep the families we serve from slipping back into destitution. You — our donors, partners, and community — are essential in helping us sustain a high impact for education and community development in Adama. You are truly transforming livelihoods through your support. We look forward to growing with you and continuing to combat endemic poverty. Thank you.