

WORLD

A Newsletter for Friends
and Supporters of TechnoServe
June 2017

LETTER FROM THE PRESIDENT



I'm excited to share our summer newsletter focusing on gender. TechnoServe invests in women because it's good for business. Women are leading

change throughout the developing world. If you need proof, just look at how the women featured in this newsletter are creating change for other women and entire communities:

Women like Rachna, who is the first female farmer trainer in her community in India; Evaline, whose mission is to ensure equality in farming communities in Uganda; and Lorena, who started a taxi service run by women, for women, in El Salvador.

Thanks to your support, TechnoServe's work in 2016 increased financial benefits that helped improve the lives of 2.9 million people, 34% of whom were women. The small farmers and small business people we worked with earned an additional \$196 million during 2016, and they gained skills and business connections that will benefit them long after TechnoServe is gone.

There is still more to be done, as you'll read in the article on page 2, which shows the role gender equity plays in establishing stability and peace in Colombia. Women are ready to unleash their power to improve their communities, and TechnoServe is ready to help support them with the resources and tools they need to be equal players in, and create change for, local, regional, and global economies.

Please read on and be inspired by the high impact work you make possible.

Thank you for your support.

William Warshauer
President and CEO



As a local resource person, Rachna Sharma (left) shows farmer Shanti Bai best practices for growing organic tomatoes in her kitchen garden.

Project's First Female Farming Mentor



An exciting collaboration between TechnoServe and the Kellogg Company aims to improve the status of women farmers in Madhya Pradesh, India. Through the program, women are taught climate-smart agriculture techniques and how to implement organic kitchen gardens to grow nutritious food for their families.

While many women were willing to establish gardens, finding local women to lead the training sessions was a challenge, since women have not historically worked in this region. After a door-to-door search, TechnoServe found 21-year-old Rachna Sharma, who was eager to become the project's first female leader. But first, she had to convince her father.

TechnoServe supported Rachna in reaching a compromise with him, and once she began her work, the family was very supportive. The additional income was much needed, and they are proud of the woman Rachna has become. She now delivers training sessions every evening and is a valuable resource to a total of 300 students, who she is helping to grow as farmers and individuals.

Rachna said, *"I feel so much more confident and ready to take on the world!"* Now that Rachna has paved the way for future change-makers, the project is recruiting more female trainers.

IN THIS ISSUE

Project's First Female Leader	1	Driving Change in El Salvador	3
Q & A with Alice	2	Evaline Atto: Change-maker	3
Gender Equity in Colombia	2	Donor Profile	4

Q & A Interview

with Alice Waweru, TechnoServe's Senior Business Manager, Kenya



"I am at TechnoServe because of the lives I've changed, not just for a season but for a lifetime. I am always excited to see the participants implement what they have learned."

KENYA



Q. Why is tailoring projects to women so important?

A. Women can have lower self-esteem. This is especially true for women coming from informal settlements or the slums, or who have just dropped out of school. So programs need to work on building their self-confidence first, and once they believe in themselves, these women, these youth, these girls, can reach the sky.

Q. What are challenges that are specific to supporting women?

A. Culturally, there are more barriers for employing women than for men. When they employ a young woman, most employers fear that the girls will start asking for maternity leave. You also have to work with employers to make them see that women have the same capabilities as males, and they can add great value to the workplace.

And you also have to be careful about training time. Women juggle many responsibilities, so you have to work around their availability and be sensitive of the time that is taken for training.

Q. What are the rewards specific to supporting women?

A. When you support women, you support the whole community. Women spend a larger percentage of their earnings, about 90%, on the family. So when you support a woman by providing her with income, you are putting food on the table, you are helping to send her children to school, and the woman can have some income for herself. It has a holistic change for the whole family and community.

Gender Equity and Peace in Colombia

COLOMBIA



Recently, in rural Colombia, a peace treaty ended five decades of conflict between FARC guerrillas and the Colombian government. But the cocaine trade that funded decades of violence is booming, and the economic and social inequalities that helped fuel the conflict persist. Lasting peace and security will only be achieved when we find solutions to these problems. One key is to empower women to participate more effectively in local economies. In Colombia, it is women who are most likely to take a long-term view of the costs of growing coca and benefits of switching to

alternative crops such as coffee and cocoa. Yet, they face a number of obstacles. In families where spouses work together, men typically receive the larger share of information and resources, which they rarely share back to their wives and the rest of the family. As a result, opportunities for improved yields and quality – and thus higher incomes – go unrealized.

Meanwhile, female heads of household are less likely to have titles to their land. They also have greater difficulty accessing loans, and the joint responsibilities of running both their farms and their households leaves them with little time for training.

Change is possible, but it requires a new approach. Colombia will not experience stability or security until we help men understand that including women is not only the right thing to do, it is an effective way to raise family incomes. We must help empower women to deploy their own potential and raise their incomes and voices.



GROWING COFFEE, NOT COCA

Evaline Atto: Change-maker

UGANDA



Evaline Atto is a field officer and buyer for the Gulu Agricultural Development Corporation (GADC) in northern Uganda. TechnoServe and GADC are working together to find ways to increase the amount of cotton, sesame, chili, sunflower and maize that GADC purchases from 32,000 small-holder farmers for the export market.

Being a contracted farmer to GADC is a critical pathway out of poverty because one is able to grow and sell to a guaranteed buyer at a fair price. That's why Evaline is on a mission to make sure that both women and men sign contracts to sell their produce to GADC, as she strongly believes that the family as a



EVALINE ATTO

whole benefits more when both the wife and husband are engaged in income generation. But, even though women were increasingly signing contracts in their own names, their husbands continued to leverage their cultural entitlement to sell the

crops. In this way, the husband was receiving and controlling his wife's money. It caused enormous conflict in the household.

So Evaline came up with a simple solution. She made joint selling mandatory – the husband and wife must come to the selling point together.

"I like to encourage husband and wife to compete to see who can produce the highest yields," Evaline said with a grin. *"And because women are more likely to follow the taught best practices and work hard in the fields, they often win!"*

With TechnoServe's support, GADC is piloting Evaline's approach of joint selling in other regions, with a view to further scale up if it becomes successful.

Driving Change in El Salvador

EL SALVADOR



Lorena Gonzalez was struggling to make ends meet, but she never let go of her dream: a taxi service for women. She wanted to provide employment and safe transportation for women in a country with some of the highest crime rates around the globe, and where women are still defining their roles in the economy.

So Lorena created Línea Rosa (The Pink Line) to be a service for women, run by women. Flexible schedules allow employees to work while maintaining their other responsibilities, and her detail-oriented services, such as car seats for children and back seat beauty kits, focus on El Salvador's women on the go.

It was a great idea, but Lorena still couldn't get her sales where they needed to be. Then she joined



LORENA GONZALEZ

TechnoServe's Impulsa Tu Empresa Project, which helps small and growing businesses boost their growth. Through the project, Lorena reassessed her business strategy and finances, and developed more extensive marketing and incentives to capture customers. "Impulsa Tu Empresa provided me with the tools to be more strategic," she said.

One year later, Línea Rosa had increased its revenues by 38

percent, and Lorena now employs 16 women. And she doesn't plan to stop there. Her goal is to grow by 100 percent, and she has her sights on developing a franchise of women taxistas. She hopes that Línea Rosa will be an agent of change, helping the Salvadoran economy and community to see the potential of women entrepreneurs and support them.

Donor Profile: Evelyn A. Windhager Swanson

Evelyn A. Windhager Swanson has been involved with TechnoServe for over 25 years. Currently, she is chair of TechnoServe's Global Advisory Council and our European Board of Directors.

Evelyn was a graduate student when she was introduced to TechnoServe. She admits, *"I was immediately hooked by TechnoServe's businesslike and effective approach to addressing global poverty."* She was inspired to visit TechnoServe's work in Rwanda. Evelyn was overwhelmed by the impact TechnoServe was having on people's lives, despite the escalating conflict.

Since then, Evelyn has returned several times to Rwanda where she was proud to see how TechnoServe has played a part in the country's extraordinary post-genocide transformation, particularly in the high value coffee and dairy sectors. *"I have no doubt that TechnoServe's work in dairy and coffee will continue to be an integral part of Rwanda's magnificent development,"* Evelyn said. She has also led Global Advisory Council trips to Ethiopia, Mozambique, and Guatemala. As TechnoServe's 50th anniversary approaches, Evelyn is inspired to look towards TechnoServe's future.



EVELYN A. WINDHAGER SWANSON

Summer Planning Ideas



Summer is a great time to plan ahead. Perhaps you'd like to make your giving easier by joining our monthly giving program **Partners in Prosperity**? Or, maybe you have time to talk to us about what planned gifts are right for you? Either way, contact information is below. Thank you for your support.

Partners in Prosperity – Monthly Giving

Your monthly support will help lift families out of poverty all year long. Many people prefer donating this way, and it saves our organization money by reducing the volume of mail we send. It takes just a minute to sign up as a monthly giver.

Visit technoserve.org/monthly.

Planned Giving – What will your legacy be?

It can be lifting families out of poverty through a planned gift to TechnoServe. We offer many vehicles to do so, and some benefit you, too. Would you like to learn about which planned gifts are right for you? Please contact John Keightley, Vice President, Development and Communications, at jkeightley@tns.org or call 202-719-1308. Visit technoserve.org/planned-giving.

DONATE

To donate or learn about other ways to give, visit technoserve.org/donatenow.



For eleven consecutive years, Charity Navigator has awarded TechnoServe its highest rating, putting the organization in the top 1 percent of all rated charities.

Paul E. Tierney, Jr., Chairman
William Warshauer, President and CEO

1120 19th Street NW, 8th Floor,
Washington, DC 20036
202-785-4515 or 800-999-6757
technoserve@tns.org

technoserve.org
facebook.com/technoserve
twitter.com/technoserve

