

WORLD

A Newsletter for Friends
and Supporters of TechnoServe
March 2014

LETTER FROM THE PRESIDENT



TechnoServe believes that change begins with a single farmer, improving her crops and connecting to new markets. Or an aspiring entrepreneur, turning a business idea into a thriving enterprise that creates jobs and income. We help create this type of transformation. Our work is rooted in the idea that given the opportunity, hardworking men and women in even the poorest places can generate income, jobs and wealth for their families and communities. You make this opportunity possible. TechnoServe's supporters help set in motion a cycle of development that generates new prosperity in the places that need it most. These changes last long after our work ends, promising a better future for people facing poverty. On behalf of all the enterprising people with whom we work, thank you for your support.

Tim McLellan
Interim President and CEO

COFFEE FROM TECHNOSERVE CLIENTS HONORED BY GOOD FOOD AWARDS

The Good Food Awards, which celebrate the best products from U.S. food companies, recently announced 2014 finalists in categories including coffee. Of the 26 coffees selected as finalists, nine came from cooperatives in Ethiopia that work with TechnoServe.



ARGIDIUS FOUNDATION

Signs of Growth: A Nicaraguan Entrepreneur's Vision

Growing up with eight siblings in Managua, Nicaragua, Jarinton Sánchez became an entrepreneur out of necessity. To help his mother put food on the table, 12-year-old Jarinton did everything from selling cookies to washing cars. When he noticed the popularity of bumper stickers on his customers' cars, he began designing and printing his own stickers. One client was so impressed that he offered Jarinton a job at a printing company.

In 2007, Jarinton used his printing knowledge to start his own business, designing and printing billboards, banners and signs. His company, Rótulos Harim, now employs 17 people, but Jarinton has a larger vision: "My long-term goal is to have more than 20 retail stores and create numerous jobs."

TechnoServe is working with Jarinton to turn this dream into a reality by helping him develop a sustainable business plan and connect to new markets. Jarinton is receiving 10 months of mentoring and business training through Impulsa Tu Empresa, a business accelerator program supported by the Argidius Foundation. Rótulos Harim is just one of 800 small and growing businesses the program aims to support by 2017 across four countries in Central America and West Africa, creating hundreds of new jobs and sparking economic growth.

Our Supporters: Jon Miller and Lucy Parker



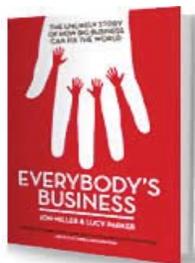
Jon Miller and Lucy Parker are the authors of the new book “Everybody’s Business,” which explores the role that big companies can play in tackling global challenges. As part of their research, they visited Uganda and met farmers participating in Project Nurture, a partnership between The Coca-Cola Company, the Bill & Melinda Gates Foundation and TechnoServe that aims to help more than 50,000 small-scale mango and passion fruit farmers in Kenya and Uganda double their incomes.

Q: How did you decide to write this book?

A: You only need to scan the headlines in an average month to know that the relationship between “big business” and society is pretty dysfunctional. Of course, these giants are powerful entities, so it’s good that they’re held accountable. But big businesses are also huge concentrations of skills, resources and expertise. They can be powerful engines of positive social progress. That’s what this book is about.

Q: How does Project Nurture speak to the book’s theme?

A: An important theme of our book is how big businesses can benefit everybody involved — not just their shareholders. Project Nurture is a great example of how a mega-



corporate like Coca-Cola can work with some of the world’s smallest economic entities. And with the help of a partner like TechnoServe, they can do it in a way that benefits everybody.

Q: Why did you decide to donate royalties from the book to TechnoServe?

A: We believe passionately that business can be a force for good in the world — and TechnoServe embodies this in action. We were impressed by the dedication and intelligence of the TechnoServe team on the ground in Uganda, and humbled by the hard sweat of the farmers. It was an inspiring start to our journey, and so we thought it only fitting that any royalties this book generates should go to TechnoServe.

Support TechnoServe Through a Charitable Bequest

Your generous support of TechnoServe helps enterprising men and women in the developing world improve their lives and secure a brighter future for their families.

By including a gift to TechnoServe in your will, you can provide a meaningful contribution to either current operations or TechnoServe’s endowment. It’s a living legacy of your commitment to help lift people and communities in the developing world out of poverty. Please contact Daniel Kemp at 202-650-5720 or 800-99-WORKS for more information.

DONATE

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

TechnoServe has earned a 4-star rating from Charity Navigator for the eighth consecutive year, placing it in the top 1 percent of all rated charities.



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Since its inception in 1968, TechnoServe’s work to create business solutions to poverty has benefited millions of people in more than 40 countries. TechnoServe is a private, nonsectarian, nonprofit organization, as defined by IRS code section 501(c)(3). TechnoServe is a member of Global Impact. Contributions to TechnoServe are tax deductible to the extent permitted by law.

