



TECHNO SERVE
Business Solutions to Rural Poverty

WORLD

A Newsletter For Friends Of TechnoServe • Summer 2008

As our 40th anniversary celebration rolls forward, I am once again reminded of what a unique and special organization this is. A lot of people have worked very hard to get TechnoServe to where it is today, and so as we look back at where we've been and ahead to where we're going, I feel honored to be part of it all.



I've been fortunate enough to spend quality time with some of our country programs and clients over the past several months. In February, I traveled to Peru and Colombia for our board of directors' annual international meeting. It is always moving to see our work in action, and I think you'll see that reflected in TechnoServe member Louise Middleton's unique donor perspective of the trip.

Once again, we are fortunate to have our founder's son, Payson Bullard, contribute to this newsletter. He shares a personal memory that eloquently demonstrates just how far TechnoServe has come, and how proud Ed Bullard would be today that we continue to carry out his visionary solution to world poverty.

We will honor this legacy as we continue our anniversary celebration later this year with a gala to be held in October in New York City. This year's theme celebrates women entrepreneurs.

In the meantime, TechnoServe continues to mark new milestones. For example, in April we celebrated the successful completion of TechnoServe/Honduras' first national business plan competition. The awards ceremony honored the achievements and dedication of both the driven entrepreneurs who participated in the competition and our TechnoServe staff.

As always, I want to extend my heartfelt gratitude for your support. We couldn't do this important work without you.

Bruce McNamer
President and CEO

Seeing TechnoServe's Impact First-Hand in Peru

By Louise Middleton, chairperson of the TechnoServe members group

Earlier this year, I was fortunate to be the first chairperson of the TechnoServe members group to attend the international board meeting in Peru. Our trip included visits to dairy farms, a dairy processing plant, coffee plantations, a bottled water facility, and a purveyor of local fruit and jam products – all entrepreneurs assisted by TechnoServe.

As a long-standing donor, I am, of course, aware of TechnoServe's impact on poverty alleviation in

developing countries around the world. But trips to the field to see our work in action really drive home the significance of what TechnoServe does to affect real change and create sustainable economic growth. I saw the happy and hopeful faces of the entrepreneurs and the farmers who are their suppliers. Because of our collective work, these people have hope for their future, hope for their families' futures, and belief in the

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Carlos Vergara, owner of Empresa de Alimentos Huacariz, proudly displays some of his products

Founder's Son Remembers His First TechnoServe Field Visit



Ed and Payson Bullard at a palm oil cooperative in Kumasi, Ghana, 1989

Forty years ago my father, Ed Bullard, founded TechnoServe and began experimenting with a new approach to aid – providing business and technical advice to entrepreneurial men and women. Today TechnoServe has programs in 18 countries and is receiving recognition and support from some of the world's most prominent philanthropists. The growth of the organization is phenomenal. To put it in perspective, I want to share a story of my first experience visiting a TechnoServe field project.

With a yearly operating budget of only a few thousand dollars, my father started the first TechnoServe project in Ghana.

With a yearly operating budget of only a few thousand dollars, my father started the first TechnoServe project in Ghana. Some years later, when I was 12 years old, my family and I joined my father on a field visit to that country. I vividly recall stepping off the plane into

what initially felt like a different world. Despite the struggles and widespread poverty, I was struck by the dignity and resilience of the kindhearted Ghanaians. It was easy to understand why my father held this country and its people close to his heart.

My father became a different person when he was with the people he had devoted his life to helping. As we toured the Ntinanko Oil Farmers Society, a TechnoServe-assisted palm oil processing group in Kumasi, he was constantly stopping to ask questions and talk to villagers. With TechnoServe's advice and support, the group had recently secured loans and purchased equipment,

and were now turning their palm nuts into valuable palm oil products.

My father was clearly pleased with the cooperative's progress. A broad smile swept over his face as humble villagers, now self-sufficient and able to properly feed and educate their children, quickly turned handshakes into grateful embraces. Before we departed, there was an impromptu gathering of villagers eager to hear my father's appraisal of their efforts. "Good job," he bellowed, glowing with approval. "Good job."

TechnoServe now receives support from a wide range of donors such as the Bill & Melinda Gates Foundation, Google.org, Lenovo, the Rockefeller Foundation and a host of other private- and public-sector partners and individuals. TechnoServe is poised to move into a new realm of visibility and stands at the forefront of a movement that views business as the true solution to poverty. Support from such a wide base of respected donors further validates TechnoServe's approach to development.

The established model of philanthropy at the time my father founded TechnoServe was to deliver handouts in the form of food or medicine. Challenging the status quo, my father fought for years to demonstrate that this kind of charity made beggars of the poor and served only to perpetuate the endemic problems of poverty in developing countries. He would certainly be excited that his model is now being

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Ed Bullard poses with a farmer group in rural Ghana, 1989

First-Hand in Peru *(continued from page 1)*



Louise Middleton, chairperson of the TechnoServe members group, poses in front of a display of Huacariz dairy products for sale in a Peruvian airport

power of business to transform entire communities.

“With the advice of TechnoServe, now I have more animals and increased production. As things are improving, I will be able to fix the tractor to work the pastures and lower feed costs.”

One of our first stops was Empresa de Alimentos Huacariz, a dairy production facility in Cajamarca. TechnoServe began working with Huacariz founder Carlos Vergara in 2002, when his business was facing possible closure. TechnoServe staff provided Carlos and his employees with financial and administrative training, helped them develop a turn-around strategy and helped them identify and access lucrative local markets. Under TechnoServe guidance, Huacariz launched profitable new product lines such as yogurt and cheeses and doubled its daily production.

As part of the work with Huacariz, TechnoServe helped identify small-scale

dairy farmers in the area who could supply milk to the company. TechnoServe provided the training and technical advice to the farmers to increase production and improve quality, meeting the newly-established quality standards imposed by Huacariz.

We also visited a TechnoServe-assisted dairy farmer. Manuel Jave’s family has supported itself through dairy farming for three generations. Despite this experience, Manuel was having difficulty supporting his family and maintaining his farm on his dairy production alone. TechnoServe began working with Manuel in 2007 to improve his farming practices and link him with Huacariz.

“With the advice of TechnoServe, now I have more animals and increased production,” Manuel says. “As things are improving, I will be able to fix the tractor to work the pastures and lower feed costs.”

Manuel is now supplying 50 percent of his production to Carlos’ company. Huacariz provides a reliable market for farmers like Manuel, in addition to employing 24 permanent staff. They are currently selling to domestic markets, with an eye to exporting to international markets in the near future.

In addition to forming a personal connection to programs I read about in the newsletter and online, I formed relationships with some amazing TechnoServe staff. The men and women that work with clients on a daily basis are some of the most dedicated, professional and enthusiastic people I’ve ever had the pleasure of meeting. They care passionately about the individuals with whom they work, and it is evident in their interactions that these relationships are built on mutual respect and affection.

Finally, I must say this trip was a wonderful opportunity for me to represent the members group. I had plenty of chances to discuss ideas, issues and plans with staff, donors and board members during the long bus and plane rides. I am struck and humbled by the dedication demonstrated by people involved with TechnoServe at every level. I am truly proud to say I am a part of this organization.

Founder’s Son Remembers *(continued from page 2)*

recognized by some of the world’s most influential philanthropists.

TechnoServe is reaching more people with every dollar of support, and this is a tremendous opportunity for growth and scaling such as we’ve not seen before. Thinking back nearly 20 years, to my first glimpse at the small but successful realization of my father’s experiment, the idea that true impact is measured in individuals was visible to me even as a child. What is amazing to me today is that the number of individuals affected annually is reaching into the millions. I know my father would be proud. “Good job,” he would say. “Good job.”



Ed Bullard, TechnoServe founder, took his family on a field visit to Ghana in 1989. From left, Ed, Carol, Payson and Erika.

Lenovo's Donated Laptops Help Entrepreneurs

As part of its generous support for our entrepreneurship development programs, Lenovo has donated a substantial number of ThinkPad laptops for use by TechnoServe staff and clients. More than 50 have been distributed to date, and recently five were awarded to the top finishers in Kenya's *Believe Begin Become* national business plan competition. Jacqueline Machaka was the overall winner, with a business plan that laid out a growth strategy for her Nairobi-based language school, which offers a variety of language courses and translation services. She is now using her laptop to maintain her business' website, keep her class schedule organized and communicate with other entrepreneurs.

Jacqueline Machaka, winner of Kenya's national business plan competition, uses her Lenovo laptop in her Nairobi office



Creating a Legacy for the Future

Many regular TechnoServe supporters choose to continue their lifelong giving even after their passing by making charitable provisions for TechnoServe in their estate plans – making deferred gifts through bequests, charitable trusts, endowments and life-income arrangements.

Over the years, TechnoServe has been fortunate to receive in excess of \$800,000 in bequests from our generous supporters. They had the forethought to

make plans that would enable them to continue to support our mission and have a positive impact on hardworking people in the developing world. These generous gifts have allowed us to transform entire communities.

TechnoServe set up the Ed Bullard Legacy Society to honor our late founder's belief in creating a reserve fund for the organization. He envisioned a fund that would allow TechnoServe to continue its work in times of crisis – to

keep the organization whole and intact when funding emergencies occurred – and to secure an independent and fiscally strong organization for the future.

We hope you will consider including TechnoServe in your estate planning. Your thoughtfulness will help preserve Ed's vision of a fortified TechnoServe, sustaining and expanding our transformative programs that help families and communities in developing countries.

TechnoServe will hold its 40th anniversary gala on October 20, 2008 at the Pierre Hotel in New York City.

WAYS YOU CAN SUPPORT TECHNOERVE

Direct Contributions

Gifts of cash, real estate or personal property will support our work in developing countries.

Appreciated Stock Contributions

Gifts of stock or other investments which have recently grown in value can be more advantageous than cash as they can leverage your tax benefits.

Memorial and Honorary Gifts

Contributions can be made in memory or honor of a relative, friend or colleague. Your gift will be acknowledged to the honored person or family.

Bequest Contributions

By including a gift to TechnoServe in your will, you can provide a meaningful contribution to either current operations or TechnoServe's endowment.

Pooled Income Fund Contributions

Contributing to TechnoServe's Pooled Income Fund results in income for you proportionate to your contribution and a tax deduction based on the estimated principal that will be left to TechnoServe.

Charitable Gift Annuities

A charitable gift annuity contract with TechnoServe provides a guaranteed lifetime income for you and a tax deduction based on the estimated principal that will be left to TechnoServe.

Charitable Remainder Trusts

A charitable remainder trust naming TechnoServe as a beneficiary can provide income for you and a tax deduction based on the amount that will be left to charity.

For more information please write or call Darlene Brown at 1-800-99-WORKS.



TECHNOERVE
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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.

Since its inception in 1968, TechnoServe has helped to create or expand thousands of businesses, benefiting millions of people in more than 30 countries.