



TECHNO SERVE
Business Solutions to Rural Poverty

WORLD

A Newsletter For Friends Of TechnoServe • Winter 2008

Welcome to the kick-off of our 40th anniversary celebration! All year we will be taking a look back through our history to celebrate past achievements and recognize some of the individual lives our work has touched. It is no small feat to have spent 40 years assisting millions of people around the world to improve their lives and their communities.



From humble beginnings in Ghana to a presence today in 19 countries worldwide, TechnoServe has weathered storms and risen above challenges to continue the transformational work of our founder, Ed Bullard. In this issue, Ed's son, Payson, reflects on our history.

Our experiences in the field have taught us a lot, including the vital role women play in poverty alleviation. Study after study shows they are likely to invest their incomes back into their families and communities, creating a cycle of sustainable development. This newsletter features one such example of a female entrepreneur making a difference.

Continued growth has seen our business models being applied in more regions and on larger scales. We are excited about our new program in India and we are honored that the Bill & Melinda Gates Foundation has chosen to partner with us on a new regional coffee initiative.

A lot has happened in our 40-year history, but there is still important work to be done. None of our efforts could be realized without the continued support of *all* our dedicated donors. Please join me in celebrating our 40th anniversary and looking forward to 40 more years of committed service to the world's poor.

Bruce McNamer
President and CEO

Women Entrepreneurs Inspired by Cultural Heritage

El Petén has long suffered as one of Guatemala's poorest areas – despite its bounty of natural resources. Two thirds of El Petén's residents live below the poverty line and half lack sanitary services. Many of the children living in this area are severely malnourished, jeopardizing Guatemala's future generations.

Gladis Rodriguez recognized both the need and the opportunity to use a product found naturally in her community to sustainably address this poverty and malnourishment. The answer lay in something highly valued by her Mayan ancestors: the Ramon nut.

Gladis got the inspiration after she took part in a training session highlighting the nut's uses and nutritional benefits (high fiber, calcium, potassium and iron). She began cooking and baking with the nuts, and was asked to lead some local training sessions on the subject.

"I then got the idea of buying a small mill and began to sell to my neighbors. I started working with two friends, and we saw the potential to help more women have a small income of their own, and we created a company," she says.

In 2006, they established Alimentos NutriNaturales, a women-run organization aiming to harvest, process and commercialize Ramon-nut food products. Gladis and Alimentos NutriNaturales offered hope to many poor women in the community – hope



Gladis Rodriguez (3rd from right) with Alimentos employees Benedicta Dionisio (2nd from right) and Zila Hodez Rojas (right)

that they could bring in extra incomes for their families and take on new responsibilities outside the home.

"Here I can do almost anything: I clean, take care of the mill, bake and sell. I have seen a big change in my life," says Elodia Celis, an Alimentos employee. "Before I would only take care of my husband and children."

Despite Alimentos' promising start – it registered 56 woman shareholders during the first year – the group was having trouble selling its products because of limited resources. Hand-made ovens, burdensome grinders and lack of space impeded the women's ability to turn a profit.

TechnoServe recognized the potential for Gladis' vision and invited her and the other women to participate in *Idea tu Empresa*, Guatemala's national business plan competition. As finalists, Gladis and her team were awarded \$10,000 in seed capital.

TechnoServe is also providing

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Founder's Son Reflects on TechnoServe's Origins



Payson Bullard in front of a matooke tree

As a missionary in Ghana in 1968, my father, Ed Bullard, held the hand of a young girl he was powerless to help as she succumbed to the final stages of starvation. My oldest sister was the same age as that young girl, and the striking contrast of their dissimilar fates served as a poignant call to action for my father.

He returned to the United States and founded TechnoServe.

Now, 40 years later, my sister serves as a board member, and I am taking a look back through TechnoServe's history and writing a series of articles for this newsletter. Over the course of the year, I will explore the organization's strategy, its growth, and the benefits TechnoServe has provided to millions of people across the globe.

After returning from Africa, my father weighed many options and decided to act on a novel idea: helping poor farmers acquire technical knowledge. His idea stemmed from a belief that the true solution to poverty lay in sustainable agricultural development. Giving the poorest of the poor the tools and knowledge they needed to grow and market better crops, he argued, was the only way to help them break free of the devastating cycle of subsistence farming, where each day can be a struggle for survival.

Though its ideology was bold, the first TechnoServe office was

nothing if not humble: a single desk with a lone telephone in the borrowed space of a church hallway in New York. As an unknown player in the development field, few donors were willing to meet with my father. Despite many failures and frustrations in those first years, my father remained optimistic by staying focused on the "big picture." The



Rauben Rugambwa and his wife with their coffee investment

only benchmark of success that he ever used was the question he asked himself every day: "Have I helped the individual poor rural farmer in Africa or Latin America?"

Four decades later, I recently traveled 7,000 miles to Uganda, one of more than 30 countries where TechnoServe has worked since 1968, for a firsthand look at the evolution

of my father's vision. Standing in a matooke (green banana) field with some local farmers, I asked Rauben Rugambwa about his experience with TechnoServe, and whether small farmers had benefited.

"They are the ones who have been helped the most," Rauben responded with a beaming smile. "The small producer is no longer taken advantage of, as they now receive the same price as everyone else."

While chalkboards



TechnoServe meeting with the Rwabambana Matooke Group

and the most basic farming and business skills have been replaced by PowerPoint presentations and advanced horticultural techniques and marketing strategies, the fundamental idea of transferring knowledge remains at the heart of the TechnoServe model. Unlike the old days, when few listened and years passed before even the smallest gains were made, TechnoServe is now a well-known entity that is eagerly welcomed by governments, local officials, businesses and farmers

across the globe.

Local business advisors are able to spend the majority of their time in the field, working directly with farmers rather than struggling to overcome bureaucratic barriers or limited support.

I smiled as I shook Rauben's hand and congratulated him on his success. This man, his family, his village, his country, his continent, and millions around the globe just like him are living testaments to my father's legacy and his extraordinary idea.

TechnoServe Launches New Coffee Initiative

The Bill & Melinda Gates Foundation has awarded a \$48 million grant to TechnoServe to launch a project designed to help small-scale farmers in East Africa boost their income by improving the quality of the coffee they produce.

TechnoServe will partner with approximately 180,000 farmers over four years to provide support in the areas of quality management and agronomy. If successful, it is envisioned that this project would then be expanded beyond four years, as there are more than three million farmers who grow coffee in East Africa.

"Even in the world's poorest regions there are the people who, provided with the right information and tools, will seize the opportunity to build a better life for themselves and their families and transform their communities in the process," says TechnoServe president and CEO Bruce McNamer.



Tanzanian coffee farmer at work in the field

The Ed Bullard Legacy Society Profile: Pat Howe

TechnoServe's planned giving program, the Ed Bullard Legacy Society, was established in 2006 in honor of TechnoServe's founder. Planned gifts support the organization's reserve fund, and are therefore critical to the organization's future.

Legacy Society member Pat Howe served on TechnoServe's board of directors for almost 20 years and worked with Ed Bullard during TechnoServe's first two decades. "Now I am thrilled to be working once again on behalf of TechnoServe as a committee member of

the Ed Bullard Legacy Society. While there are many ways to support the Legacy Society, the most appropriate for me personally was to pledge a portion of my IRA.

"Ed Bullard was a good friend, as well as a neighbor. I had long been involved with many charitable causes, but meeting Ed and getting to know him was in many ways an inspiration to me.

"When thinking of Ed Bullard, the word that comes to mind first is 'empathy.' And within that word is

'respect.' Even the poorest farmer sensed that Ed respected him fully, and it was out of that respect that the relationship of love and trust evolved."



Shirley and Pat Howe with Carol Bullard (center) in Nicaragua in 1998

Women Entrepreneurs Inspired by Cultural Heritage *(continued from page 1)*

ongoing support. "Soon after [the competition], TechnoServe helped us secure a further \$10,000 grant to buy new equipment. They are also supporting us with a part-time consultant who is helping us in organizational development and sales," Gladis says.

The new equipment is changing the way the women do business, and since its installation they have seen their

raw material losses cut in half. They are able to roast and mill the nuts more efficiently and with less waste, steadily moving them toward profitability.

Alimentos NutriNaturales has provided much-needed hope and opportunity to women in a struggling community. The women's additional incomes are allowing them to provide school books and pencils for their

children and to serve as inspirations to other women.

"This is a huge opportunity for me because before I would only take care of my seven children at home and would barely go out. Now I have a great motivation and joy, and this also means more income for my family," says Benedicta Dionisio, an Alimentos employee.

TechnoServe: Gearing Up to Address Key Challenges Facing India's Poor

In recent years, the dynamic Indian economy has made global headlines. The millionaire population grew faster than almost anywhere else, the national GDP surpassed a trillion dollars, and an Indian CEO became the richest man in the world. In stark contrast, hundreds of millions of Indians still live on less than half a dollar a day and almost half the nation's children are malnourished.

Most development initiatives launched in the 60 years since independence have failed to transform the lives of the country's poor. There is little reason to believe the current boom will prove to be any different. The time is right for a more effective development approach – an approach that gives a hand up instead of a hand out to the Indian poor.

TechnoServe launched several small projects in India in 2006. Like our global colleagues, the India team believes that a market-based approach will lead to sustainable and widespread economic development. Our initial findings are both promising (there is a strong entrepreneurial spirit among India's poor) and perplexing (despite market growth, gains remain very modest). India's poor are sidelined from broader economic gains not due to lack of market opportunities, but due to gaps in business skills, institutions and access to capital.

By helping small-scale entrepreneurs take part in India's massive and booming economy, TechnoServe faces one of its biggest opportunities yet to stimulate economic growth among the rural poor. Our initial work has

focused on helping farmers and rural entrepreneurs improve agricultural practices, produce higher-value items and access new, more profitable markets. Now we want to scale up such initiatives.

In taking on the leadership role in India, I am honored to join the passionate and accomplished TechnoServe family. The scale and complexity of tackling poverty in India is daunting, but my team and I are ready to rise to the challenge. We aspire to help the rural poor of India achieve significant and sustainable economic growth. As we work to turn this dream into reality, we look forward to your continued support.

*Parth S. Tewari
Country Director
TechnoServe/India*

WAYS YOU CAN SUPPORT TECHNOSERVE

Direct Contributions

Gifts of cash, real estate or personal property will support our work in Latin America, Africa and India.

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.



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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 more than 2,000 businesses, benefiting millions of people in more than 30 countries.