

# WORLD

A Newsletter for Friends  
and Supporters of TechnoServe  
September 2015

## LETTER FROM THE PRESIDENT



I've been at TechnoServe for just over a year now, and in that time I learned that there is not enough room in our newsletter to share with you all the ways TechnoServe helps millions of people in 29 countries! Nonetheless, I hope you find this newsletter informative and inspiring.

As you will read in the newsletter, all of us at TechnoServe were excited and gratified that President Obama chose one of our projects in Ethiopia to visit during his recent trip to Africa. When he toured the Faffa Food Share company plant he saw Ethiopia's leading producer of baby food and a major source of fortified foods and flour. TechnoServe assists this business via our innovative partnership with Partners in Food Solutions, which includes some leading US food companies like Cargill and General Mills.

All of us at TechnoServe are deeply grateful to you for your support. It is because of your generosity and partnership that we have been able to help millions of men and women lift themselves out of poverty and create a more promising future for their families and communities. Thank you!

William Warshauer  
President and CEO

## IN THIS ISSUE

Mumbai Youth Improve Workforce Readiness

Volunteer Becomes Entrepreneur

Our Impact: You + TechnoServe

Leaving A Lasting Legacy

## TechnoServe Honored by Visit from President Obama



President Obama Tours TechnoServe Project in Ethiopia.

### ETHIOPIA

TechnoServe is proud to have been honored by a visit from President Barack Obama late July. As part of the first ever visit by a sitting U.S. president to the country, Obama toured the Faffa Food Share Company plant in Addis Ababa and learned about

our work with Partners in Food Solutions (PFS) supported by the U.S. Agency for International Development (USAID).

"We want Ethiopia not only to be able to feed itself, eventually we want Ethiopia to be a food exporter as well," President Obama said on the floor of the Faffa plant.

Faffa is one of 20 food companies across Ethiopia receiving technical advice and business guidance from TechnoServe and PFS. With our combined support, food companies are able to produce more affordable, high-quality food for the local market, improving the nutrition of Ethiopian families and sustaining the demand for crops grown by Ethiopian farmers.

The Faffa plant is Ethiopia's leading producer of baby food for children over six months, and it is also a major source of fortified flour and foods, some of which it supplies to the World Food Program.

Over five years and across five African countries, Ethiopia, Kenya, Malawi, Tanzania and Zambia, PFS and TechnoServe have worked with 700 food companies, helping to create a sustainable market for 829,000 smallholder farmers and supporting nearly 5 million people!

"We are honored to host the first visit by a sitting U.S. President to Ethiopia," said Zeko Kassim, Faffa Food Share CEO. "From the beginning of the company, we have tried to fight the debilitating effect of malnutrition on Ethiopian children by producing low-cost, high-protein weaning food and supporting nutrition for children and families, so we are fundamentally aligned with President Obama's Feed the Future Initiative. Our partnership with USAID, PFS and TechnoServe is helping to substantially improve our quality and boost our growth."

# Mumbai Youth Improve Workforce Readiness

## INDIA

When Noorjahan Ansari first joined TechnoServe's newest youth initiative in India — The Youth

Employability Program (YEP) — she was shy and introverted. By the end of the one-year program, she blossomed into a leader amongst her peers. Impressing trainers and her fellow participants with her planning methods and presentation skills, Noorjahan is now aspiring to become a teacher!

A partnership between TechnoServe and J. P. Morgan India, YEP increases access to skills, training and employment opportunities for youth living in Mumbai. Targeting disadvantaged youth aged 18-25, YEP has already made its mark in the region — especially the young female population.



Mumbai youth receive training to help identify strengths and set realistic goals.

The program brings together three important employability levers — skills training, career counseling and job linkages — enabling the beneficiaries to take up employment suited to their skills and career aspirations.

Punit Gupta, TechnoServe India Country Director said, "It is

imperative that we focus on opportunities for youth in India in order to ensure a stable and prosperous future for our region. With the right support, young people can identify and capitalize on opportunities that will improve their livelihoods and strengthen their communities."

# Former Volunteer Becomes Entrepreneur

## SUB-SAHARAN AFRICA

When Sharon Agaïne first applied to become a Volunteer Consultant with TechnoServe, she

hoped to learn more about the farming industry in Sub-Saharan Africa. Little did she know that her time as a volunteer would lead her to become founder and CEO of her very own company.

Sharon's volunteer assignment with TechnoServe was analyzing productivity of honey in Mozambique. It was during her field work that she met Verinijo Simajani, a struggling honeybee farmer. With few buyers nearby, he lost close to 5,000 liters of honey each year. Sharon listened to him share his frustrations, how he traveled to nearby towns and spent days looking for customers, all while spending money on travel, accommodations and



meals. The solution: reliable customer contacts.

Sharon's entrepreneurial spirit and desire to help others lead her to found AgaSha Group upon completing her volunteer assignment. AgaSha Group connects farmers like Verinijo with customer networks to boost sales. Today, AgaSha Group works in six East African countries — Uganda,

Kenya, Rwanda, Tanzania, Ethiopia, Burundi and will soon expand to South Sudan. In her own words, "I decided to become a social entrepreneur with a business that has a direct, positive impact on the livelihoods of smallholder farmers.

For almost 15 years, TechnoServe Volunteer Consultants like Sharon have made a tremendous impact on farmers living in underdeveloped countries throughout Africa, India, Latin America and the Caribbean. Our program not only helps those we serve, but our local youth as well — instilling philanthropic values and empowering them to help others. We are proud to have engaged more than 900 Volunteer Consultants and look forward to introducing you to our new class of volunteers in the months to come.

# Our Impact: You + TechnoServe

In 2014, TechnoServe worked with enterprising people across 29 countries to build competitive farms businesses and industries.

These efforts generated more than \$61 million in financial benefits and touched the lives of

## 1.7 MILLION PEOPLE\*.



\*Men, women and children who benefited, based on an average of five people per family.

## Financial Benefits

### How much better off are TechnoServe beneficiaries?

We measure our impact in terms of the increased revenue earned by farmers and businesses and the increased employee wages that are directly attributable to TechnoServe's work. These financial benefits help families improve their lives.

## \$61,400,000

INCREASE IN REVENUES AND WAGES FOR:



## Reach

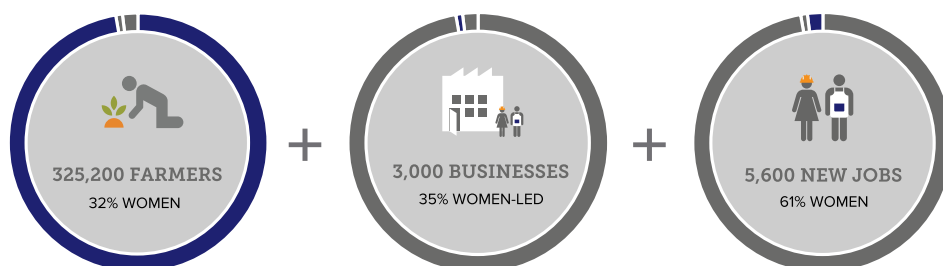
### Who benefited directly from our work?

We work to strengthen market systems so that smallholder farmers can sustainably increase their incomes. We help enterprising women and men build and expand businesses that provide economic opportunity. And we target industries with the potential to create jobs on a large scale in poor communities.

## 333,700

FARMERS, BUSINESSES AND EMPLOYEES BENEFITED DIRECTLY FROM TECHNOSERVE'S WORK

## 32% OF WHOM ARE WOMEN



## Sustainability

### Are these benefits lasting?

We hold ourselves accountable for creating sustainable impact, which means the benefits of each project continue long after TechnoServe's involvement ends. We measure finance mobilized as one proxy for sustainability. Private sector investment in the farms, businesses and industries we support demonstrates the market's confidence in them and enables them to drive real and lasting change.

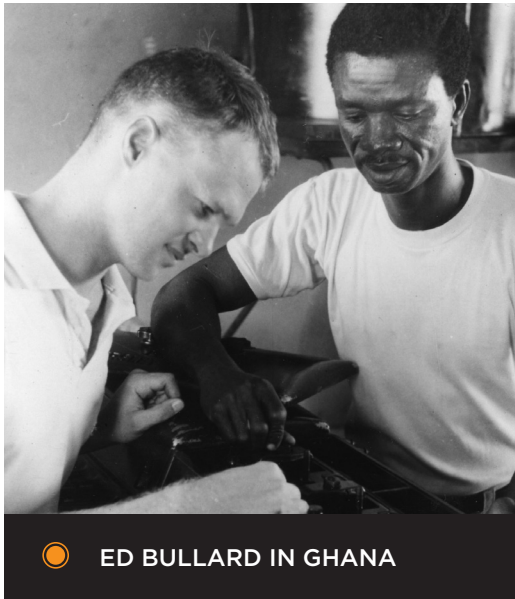
IN 2014, WE HELPED MOBILIZE:

## \$23,890,000

IN FINANCING TO FARMERS AND BUSINESSES







## Leaving A Lasting Legacy

The Ed Bullard Society recognizes donors who have made a planned gift to TechnoServe. Ed Bullard founded TechnoServe and believed in creating an independent and fiscally strong organization for the future. By including TechnoServe in your estate planning, you will help preserve Ed's vision of a fortified TechnoServe as we strive to help the hard working men and women of the developing world create a better future for themselves, their families and their communities.

TechnoServe offers a variety of options for providing long-term support to our work through bequests, charitable gift annuities and other vehicles. Are you interested in becoming a member of the Ed Bullard Society? Have you already included us in your plans? Please contact Daniel Kemp, Director of Major Gifts and Foundations, at [dkemp@tns.org](mailto:dkemp@tns.org) or call 202-650-5720.

### 5 Reasons to Leave A Planned Gift

Planned gifts allow donors to make a personally significant gift, often larger than he or she thought possible. You'll enjoy the satisfaction of providing the means for TechnoServe to fulfill its mission and depending on the gift, you may also receive benefits including:

1. Save on gift and estate taxes.
2. Reduce or avoid capital gains taxes.
3. Pass assets on to family members at reduced tax costs.
4. Possibly receive income for life.
5. Leave a legacy without giving up assets.

## How To Leave A Bequest

To leave a bequest to TechnoServe, please use the following language:

"I give, devise, and bequeath [insert amount or name of gift] to TechnoServe (EIN 132626135) located at 1120 19th Street NW, 8th Floor, Washington, DC 20036."

With your legacy gift you are supporting TechnoServe, an organization that is in the top one percent of all rated charities, based on our fiscal health and commitment to accountability and transparency. You can feel great about helping the world through TechnoServe.



**DONATE** | To donate or learn about other ways to give, visit [technoserve.org/donatenow](http://technoserve.org/donatenow).

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@technoserve.org](mailto:technoserve@technoserve.org)

[technoserve.org](http://technoserve.org)  
[facebook.com/technoserve](https://facebook.com/technoserve)  
[twitter.com/technoserve](https://twitter.com/technoserve)

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.

