

WORLD

A Newsletter for Friends
and Supporters of TechnoServe
January 2016

LETTER FROM THE PRESIDENT



It's a new year and as a committed TechnoServe supporter, I want to remind you of the many ways your partnership with TechnoServe is resulting in improved lives for so many people around the world.

In this issue we share the news about the first coffee to be exported from South Sudan – as you know, the result of years of work by TechnoServe, Nespresso and hundreds of local farmers.

You will also read about how in Peru, a partnership between TechnoServe and volunteers from global investment management firm PIMCO has resulted in a new model that will help Peru's farmers access the credit they need to increase their yields and their incomes.

Last, but definitely not least, we'd like to pay tribute to founding board member, John Caron. Over four decades he made sure the programs that donors like you care about operated efficiently and effectively providing the most help to the greatest number of people.

I'm glad that you are on board with us in this new year as we continue to help millions of people in 29 countries. Thank you for your support!

William Warshauer
President and CEO

TechnoServe – Nespresso Partnership Makes History



Coffee processing facility.



SOUTH SUDAN

Coffee grows wild on South Sudan's hillsides but decades of warfare and unrest had left the industry in tatters by the time the country achieved independence in 2011. That's when TechnoServe joined with George Clooney and Nespresso to help revive the coffee industry in South Sudan.

With support from Nespresso, TechnoServe has provided roughly 500 farmers in South Sudan with training on how to grow high-quality coffee beans and helped them form cooperatives and build mills to process coffee.

Coffee represents the first significant non-oil export for the world's youngest country and serves as a source for optimism for participating farmers. "I have seen there is great change within the community. We want to produce the right quality. People now have hope. We will be able to pay school fees for children and in the end develop the country," said Joseph Malish Thomas, one of the coffee growers.

Nespresso will invest \$2.5 million in South Sudan and the partnership between Nespresso and TechnoServe aims to expand the program to reach 8,000 farmers by 2020. Suluja ti South Sudan, the first coffee produced by this historic partnership, is being enjoyed in Europe right now. It is described as having a smooth texture and rich flavor profile.

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Looking Out for TechnoServe Since 1969

KENYA

In 1968, Ed Bullard launched TechnoServe after volunteering in Ghana. He immediately

attracted others who believed in what was a truly innovative solution to fighting poverty – using business models and methods.



Stalwart TechnoServe supporter John Caron holding his namesake award for impact.

One of those people was John Caron. John was a founding board member, Vice Chairman, and former Chairman of TechnoServe until his recent retirement in 2015.

During his 46 years of service, John demonstrated thoughtful leadership and a strong commitment to TechnoServe's mission. He was a tireless advocate for measuring our impact in terms of project effectiveness and efficiency. John's role has been integral to the organization's growth. From our start in Ghana in 1969, TechnoServe has worked in more than 40 countries across the globe, assisting millions of farmers and transforming thousands of communities.

To honor John and his many important contributions to TechnoServe, we have created the annual John B. Caron Impact

Award, which will be given each year to the TechnoServe country program that generates the greatest amount of financial benefits for our beneficiaries in a given year.

We are pleased to announce that **TechnoServe Kenya is the first recipient of the John B. Caron Impact Award**, having generated \$13 million of incremental revenue in 2014. Congratulations to team Kenya!

Volunteers Help Peru's Farmers

PERU

Recently TechnoServe welcomed volunteers from the global investment management firm

PIMCO who traveled to Peru to work with TechnoServe to address the challenges faced by cocoa farmers.

On the edge of the Peruvian rain forest, many farmers struggle to make their cocoa and coffee farms profitable. Low crop yields provide little income, and the lack of income prevents them from purchasing the inputs they need to increase their yields. It's a cycle that keeps them mired in poverty.

TechnoServe has worked with these farmers and has successfully been able to increase their profitability and yields. But we always seek ways to make programs even more



PIMCO volunteers survey crops with Peruvian farmer.

successful. Volunteers from PIMCO were up for the challenge.

TechnoServe shared their knowledge of Peru's agricultural sector and arranged meetings with important actors in the market such as cooperatives, fertilizer vendors, and lending institutions so PIMCO volunteers could analyze the situation and develop alternatives.

The result of this collaboration between TechnoServe staff and PIMCO volunteers is a new model for input financing for Peru's farmers. Under this model, borrowing will be conducted by cooperatives and then dispersed to individual farmers who would not have been able to access credit themselves. This project will be rolled out this year and could reach as many as 30,000 farmers!

Including Women Makes for Better Business

HONDURAS

The multinational business community is recognizing that when you fully integrate women into the

economy it reaps rewards: higher sales, a more diverse talent pool and expanded markets.

Honduran entrepreneur Daniel Vasquez is demonstrating that small and growing businesses can also tap into this potential. Daniel's business Dartma sells plantain chips and other snacks to mom-and-pop convenience stores in Honduran towns. Over the past year, business revenues grew by 20 percent thanks to Daniel's hard work and support from TechnoServe's Central American business accelerator program – Impulsa Tu Empresa – which helped him improve Dartma's accounting system and make better financial decisions.



At a plantain business in Honduras, expanding the role of women is driving profit and growth.

But future business growth depends on securing a sustainable plantain supply. With TechnoServe's encouragement, Daniel integrated female plantain growers into his supply chain and immediately noticed results.

Daniel said, "The main benefit of buying raw materials from women is that they deliver a higher quality product, they always deliver the right order and on time. The other benefit is that the money reaches their hands and they invest it in their children."

As a strong believer in women's inclusion in business, Daniel has built a gender-balanced team with both men and women in key sales and production positions. His business Dartma is one of nearly 300 businesses receiving advice from TechnoServe on how to implement good gender practices such as offering parental leave for employees and producing gender-aware marketing materials.

Better Barley Production Improves Livelihoods

ETHIOPIA

A partnership between Diageo, the Ethiopian government and TechnoServe is transforming the

livelihoods of thousands of Ethiopian barley farmers. The program connects Meta Abo – a local brewing company owned by Diageo – with barley farmers, providing them with a contract at the start of the season that guarantees a stable price and gives them access to finance as well as key agricultural inputs, like seeds and fertilizers. TechnoServe trains and supports farmers to produce more barley of better quality in order to boost their incomes. These farmers are all members of farmer organizations, called cooperatives, and TechnoServe is working to

strengthen the cooperatives so that they operate more like businesses, with improved operations and financial management.

The feedback from participants is overwhelmingly positive.

"I am benefiting from this barley because I am able to send my children to school, and my son got a third level driving license. He is a driver now," said one female farmer. "I am raising my children using the income from this."

The successful partnership has grown to engage more than 6,000 farmers, who have seen their yields grow by an average of 50 percent.



New Year Planning Ideas

It's a new year – and a time many people like to start fresh – getting affairs in order, simplifying, and determining the best way to help others. Let us suggest two ways: Monthly Giving and Planned Giving. The benefits of each are outlined below. Thank you for your support of TechnoServe.

Monthly Giving – To Help Families All Year Long

Help lift families out of poverty all year by making a recurring donation today.

The demand for TechnoServe's work is constant. Your consistent, monthly support enables us to commit to delivering assistance where it will have the greatest impact. It ensures that the hardworking men and women in developing countries who we work with receive your ongoing support.

Please consider joining us as a monthly giver today – visit donate.technoserve.org/recurring. Sign up and you're set for the year!



Planned Giving – To Have A Lasting Impact

Leave a lasting legacy that can benefit you, too.

TechnoServe offers a variety of options for providing long-term support to our work through bequests, a pooled income fund, charitable gift annuities and other vehicles. When you make a planned gift you are honored as a member of the Ed Bullard Legacy Society. Ed Bullard founded TechnoServe and you'll be helping to preserve his vision.

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."

Have you already included us in your plans? Would you like to learn about what planned gifts are right for you? Please contact Daniel Kemp, Director of Major Gifts and Foundations, at dkemp@tns.org or call 202-650-5720.



For ten consecutive years, Charity Navigator has awarded TechnoServe with its highest rating, placing us in the top 1 percent of all charities rated on fiscal health, accountability and transparency.

DONATE

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

Paul E. Tierney, Jr., Chairman
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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.

