TechnoServe
Business Solutions to Poverty™



SEEDING PROSPERITY

Annual Report 2024

TechnoServe
Business Solutions to Poverty™

We believe that everyone deserves the opportunity to build a better life.

Our Mission

To fight poverty by helping people build regenerative farms, businesses, and markets that increase incomes.



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Cover: Golebilemang Kgosintwa, an entrepreneur in Botswana, runs a poultry business, providing fresh eggs for sale. (Mpho Seanego / Reshoot Photography)
Above: "Me siento feliz, mujeres cafe" / I feel happy, women coffee. (Olinda Huamán, participant in the Mujeres CAFÉ program in Peru)



Nearly 60 years ago, TechnoServe was founded on the pioneering notion that business was among the most powerful tools for fighting poverty.

In all the years since, we have never wavered from this approach — because it works. Our efforts assisting clients create positive benefits year in and year out.

When people earn more money through their own efforts, they improve their lives. They are empowered to create positive change. They can afford better housing, education, and health care. They have greater freedom in how they spend their money and their time.

In 2024, our mission to improve incomes and lives continued to produce real results:

- The highest-ever total financial benefits for our clients: **$491 million**
- The highest-ever number of beneficiaries: **1.2 million**
- **73,000** jobs created or strengthened
- **126,000** tons of CO_2e emissions mitigated
- Forty two percent (**42%**) of beneficiaries are women

This impact is rooted in our founding principle of sustainable and lasting solutions to poverty. As you will read further in our report, our work also:

Creates a positive ripple effect: After working with TechnoServe in Ethiopia, smallholder farmer Lubaba Mekonnen was able to build a new house, connect it to electricity, start three new enterprises, and send both her children to school. This year, her daughter will graduate high school, and her son will become one of the 6% of people in Ethiopia with a college degree.

Is cost-effective: Despite working in some of the world's most challenging economic environments, every program dollar spent by TechnoServe helps our clients increase their revenue by an average of $7.60. And it includes truly catalytic impact based on time-tested approaches, such as enterprise development work in Latin America that returned an ROI of nearly $30-to-$1.

Promotes self-sustaining change: Connecting small producers to larger markets creates "win-win" business relationships that last on their own. In Mexico, Jacqueline Castillo worked with TechnoServe to gain business and agronomy skills and start a farmer business group. Within a few years, the farmer group increased its sales to Walmart (the largest grocer in Mexico) by 1,400%, and it has created or strengthened over 300 jobs.

This is what seeding prosperity looks like: local solutions that help to make markets work for local people, increasing incomes and improving lives. We thank you for helping us plant seeds of change in so many places over so many years, and invite you to continue with us in cultivating a better world.



William Warshauer
President and CEO
TechnoServe



Michael J. Bush
Board Co-Chair
TechnoServe



Rachel Hines
Board Co-Chair
TechnoServe



$491 MILLION

FINANCIAL BENEFITS

Increased revenue for people and businesses benefiting from TechnoServe's work.

1.2 MILLION

BENEFICIARIES

TechnoServe clients who grew their revenue in the past year, as well as others for whom we have data indicating revenue growth.





42%

WOMEN

Represents the percentage of people and enterprises we supported that were women or women-owned businesses.

$7.60

RETURN ON INVESTMENT

Average revenue increase for TechnoServe clients for every $1 invested in TechnoServe programs. TechnoServe programs consistently deliver positive ROI, which varies across programs, sometimes significantly based on sector and type of intervention.





73,000 BETTER JOBS

Jobs created, strengthened, or filled as a result of TechnoServe's work. This includes entrepreneurs who started their own businesses with our support, new jobs generated by businesses that expanded with TechnoServe's guidance, and low-income individuals who gained skills through our programs to secure employment.



189,000 ha LAND UNDER REGENERATIVE MANAGEMENT

Farmland or natural areas where TechnoServe clients implemented regenerative practices, leading to attributable improvements in protection, management, or restoration of land and water through project activities.

In this second year of measurement, results reflect 14 projects, or 23% of active projects, with most agriculture projects expected to report by 2026 (not relevant for all projects).



126,000 TONS OF CO_2E EMISSIONS MITIGATED

An estimate of greenhouse gases avoided, reduced, or sequestered by projects that promote regenerative practices.

In this second year of measurement, results reflect 20% of active projects reporting impact. Most are expected to report by 2026 (not relevant for a small share of projects).

	Financial Benefits	Beneficiaries	Percent Women	Better Jobs	Emissions Mitigated *tons of CO_2e*
COFFEE	$126,799,000	161,860	34%	0	8,480
ENTERPRISE DEVELOPMENT	$212,755,000	311,600	90%	52,530	101,420
FOOD PROCESSING	$19,964,000	186,090	51%	4,830	0
HIGH MARGIN AGRICULTURE	$108,187,000	430,180	35%	11,330	15,990
OTHER	$22,933,000	130,000	40%	4,200	0
TOTAL	**$490,638,000** Financial Benefits	**1,219,730** Beneficiaries	**42%** Percent Women	**72,900** Better Jobs	**125,890** Emissions Mitigated tons of CO_2e

3.1 MILLION LIVES IMPROVED

People whose lives improved directly through TechnoServe's work and those who benefited indirectly, such as our clients' family members and individuals whose jobs were created or strengthened by our services.

Regional and Country Impact in 2024

1.2M
Beneficiaries (BENS)

$491M
Financial Benefits ($ Benefits)

42%
Women (♀%)



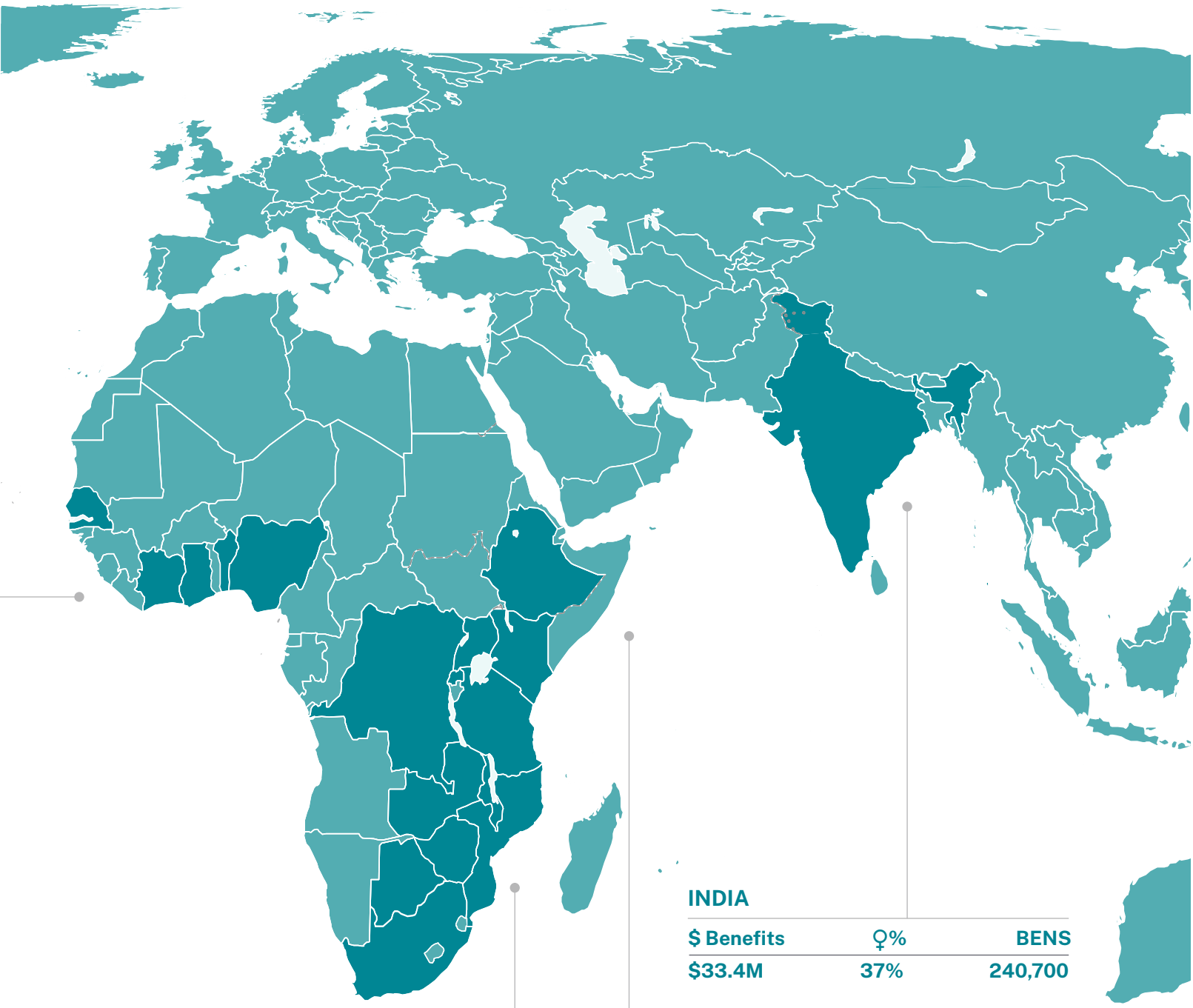
LATIN AMERICA & THE CARIBBEAN

Country	$ Benefits	♀%	BENS
BRAZIL	$1,221,000	60%	270
CHILE	$23,320,000	65%	1,700
COLOMBIA	$15,326,000	43%	180
COSTA RICA	$880,000	67%	40
ECUADOR	$11,090,000	35%	4,450
EL SALVADOR	$24,744,000	36%	4,800
GUATEMALA	$31,353,000	37%	16,580
HONDURAS	$40,896,700	32%	24,080
MEXICO	$7,199,000	17%	10,200
NICARAGUA	$10,249,000	34%	9,410
PANAMA	$701,600	66%	70
PERU	$43,105,000	35%	14,950
PUERTO RICO (U.S.)	$6,793,300	18%	960
LAC	**$216.9M**	**34%**	**87,690**

WEST AFRICA

Country	$ Benefits	♀%	BENS
BENIN	$58,063,000	38%	110,950
CÔTE D'IVOIRE	$29,625,000	67%	64,800
GHANA	$863,000	50%	2
NIGERIA	$7,610,000	17%	14,270
SENEGAL	$535,700	75%	7,450
W AFRICA	**$96.7M**	**36%**	**197,472**

Base map: ©United Nations, published 2023, Map no. 4651. TechnoServe uses the official world map published by the United Nations. The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of TechnoServe concerning the legal status of any country, territory, city or area or of its authorities or concerning the delimitation of its frontiers or boundaries.



INDIA

$ Benefits	♀%	BENS
$33.4M	**37%**	**240,700**

SOUTHERN AFRICA

Country	$ Benefits	♀%	BENS
BOTSWANA	$12,508,000	57%	200
MALAWI	—	64%	1,700
MOZAMBIQUE	$26,601,000	92%	447,300
SOUTH AFRICA	$31,858,000	60%	721
ZAMBIA	$5,398,000	48%	48,500
ZIMBABWE	$940,000	53%	670
S AFRICA	**$77.3M**	**91%**	**499,091**

EAST AFRICA

Country	$ Benefits	♀%	BENS
D.R.C.	$6,478,000	52%	16,500
ETHIOPIA	$23,264,000	26%	114,200
KENYA	$10,778,000	64%	5,286
RWANDA	$3,974,000	14%	7
TANZANIA	$6,311,000	46%	7,150
UGANDA	$16,059,000	39%	51,400
E AFRICA	**$66.9M**	**37%**	**194,543**







32,000+
FARMERS

received training in agronomic practices through the Pequeño Productor Program

68,000
HECTARES OF LAND

were shifted into regenerative production

1,400%
SALES GROWTH

over four years for the Uelitini Tonatiuteotl agribusiness after participation in the program

Top: Jaqueline standing at her greenhouse in Tomatlán. (TechnoServe) Middle, bottom: Uelitini's packaging facility now employs 50 people, offering stable, year-round jobs. (TechnoServe / Daniel Lizarraga)

"I started from nothing, learning with my hands in the soil. Now, I see what we've built. This business has changed my life, my family's life, and the lives of so many others."

— Jacqueline Castillo, President of Utelini Tonatiuteotl in Tomatlán, Mexico

SEEDING PROSPERITY

Learning with My Hands in the Soil

In the heart of Tomatlán, Mexico — a town whose name means "among tomatoes" in Nahuatl — Jacqueline Castillo is seeding prosperity. As the president of Utelini Tonatiuteotl, a local agribusiness, she has been able to help her entire community thrive.

"When a region grows, everyone grows," she said. "The key is to work together, to overcome fear, and to seek opportunities."

Jacqueline's journey in agriculture began unexpectedly. She was a teacher and administrative assistant. When the school where she taught closed, she had to find a new livelihood. She took a leap of faith and started a greenhouse on a small plot of land that her father had left to her and her siblings.

Lacking technical knowledge, they struggled to make the business profitable. "We were on the verge of giving up," she admitted.

A turning point came when a friend introduced her to the Pequeño Productor Program, an initiative led by the Walmart Mexico Foundation and implemented by TechnoServe. The program provides agronomic and business training to small farmers and the opportunity to connect to new markets. At first, Jacqueline was skeptical.

"I thought, 'How am I supposed to sell to a buyer like Walmart when I can't even manage a successful harvest?'" she laughed.

But her family's confidence inspired her to take the opportunity. Determined, she gathered other farmers to attend a TechnoServe training session with her.

"Many had been deceived before, so they didn't trust easily," she explained. "But I told them, 'You have nothing to lose. It's free. At least you'll learn something.'"

Regenerative farming is one of the practices that Jacqueline and the other farmers learned, reducing their reliance on chemicals. "At first, we thought more fertilizers meant better production. Now, we know better," she said. "We use compost, bees for pollination, and focus on soil health."

Over time, Jacqueline and her fellow farmers also formalized their agribusiness by establishing Uelitini Tonatiuteotl. The transition wasn't easy. Shifting mindsets from individual, family-oriented farming to collective business action required patience and perseverance.

In 2020, they secured their first formal sale to Walmart Mexico — 239 tons of tomatoes. By 2024, their sales grew to 3,629 tons, representing a 1,400% growth in sales. This success earned them Walmart Mexico's Pequeño Productor Supplier of the Year award in 2022.

"We used to think this wasn't possible," Jacqueline reflected. "But look at what we've accomplished."

Today, the agribusiness includes 17 core producers, with another 105 growers supplying their produce, generating 256 jobs annually. Their packaging facility now employs 50 people, providing year-round jobs instead of seasonal work.

Looking back at her journey — from starting with a single greenhouse to leading a thriving agribusiness — Jacqueline feels a deep sense of pride. "I started from nothing, learning with my hands in the soil," she reflected. "Now, I see what we've built. This business has changed my life, my family's life, and the lives of so many others."

Thanks to programs like Pequeño Productor, small farmers in Mexico are building a future of economic self-sufficiency.

"Our journey with TechnoServe and Greenr has been very exciting. We have received a lot of support, specifically in the three challenges we were facing, which were fundraising, hiring, and taking strategic decisions."

— Tanmay Pandya, founder of Brisil Technologies in Gujarat, India

SEEDING PROSPERITY

Scaling Up a Sustainable Solution

Where others saw a nuisance, engineer and entrepreneur Tanmay Pandya saw an opportunity. Now, he's turning his innovation into a thriving business.

Rice husks — the protective coating removed from grains of rice when they are hulled — are an important biofuel in India, where rice is a staple crop. But when rice husks are burned as part of this process, it creates large volumes of rice husk ash, a pollutant that companies in the sector struggle to dispose of safely. The ash is often dumped at landfills or quarries, but due to its light weight, it ends up being picked up in the air, where it becomes a pollutant.

A Circular Solution to Two Environmental Problems

Tanmay Pandya, a chemical engineer, was focused on creating a sustainable solution for this problem. He knew that with the right process, rice husk ash could be turned into silica, a key ingredient in products ranging from tires to athletic gear. Not only would this solve the problem of how to dispose of rice husk ash, it would help address the environmental impacts of silica production. Silica is normally derived from sand mined from rivers, and its production both pollutes waterways and releases large amounts of carbon into the atmosphere. Silica derived from rice husk ash would avoid those problems.

In 2018, Tanmay founded Brisil Technologies in the Indian state of Gujarat to commercialize this innovation. But while the innovative product was a success, the business had trouble scaling up its operations. Like many entrepreneurs in the circular economy — which aims to preserve and restore natural resources by sharing, reusing, repairing, and recycling materials — he found it difficult to access the finance, skilled personnel, and markets to reach more customers.

Enterprise Development for Job Growth and Environmental Impact

Tanmay recognized that he needed assistance and enrolled in the Greenr program, a partnership between the IKEA Foundation, Visa Foundation, and TechnoServe. The program accelerates the growth of sustainable small businesses in India's circular economy.

Tanmay was paired with TechnoServe business advisor Ayan Bhattacharya, who helped Brisil sign agreements with leading chemical distributors. These relationships allowed Brisil to distribute its silica to some of India's leading companies. Because the distributors pay up-front, this also addressed the company's lack of working capital.

"Our journey with TechnoServe and Greenr has been very exciting," said Tanmay. "We have received a lot of support, specifically in the three challenges we were facing, which were fundraising, hiring, and taking strategic decisions."

Before these changes, Brisil used just 45% of its production capacity, but it is now operating at 100% capacity. Between April 2023 and August 2024, its monthly revenue increased 10-fold. As a result of this growth, the company has created 30 permanent jobs and hired 35 contract employees.

"It has propagated our scale-up journey very fast," said Tanmay.

Brisil's success also delivers the environmental impact that Tanmay had dreamed of. Because of the company's silica manufacturing, more than 25,000 tons of rice husk ash are no longer dumped each year, improving the air quality for families across western India.

Opposite top: Tanmay Pandya, founder and CEO of Brisil Technologies. (TechnoServe / Gunapal Shetty) Opposite, left: Silica produced from rice husk ash by Brisil Technologies. (TechnoServe / Gunapal Shetty) Opposite, right: Rice husk ash is transformed into silica for products such as tires. (Adobe Stock / Luckybusiness)


ECOPRENEUR
SUSTAINABILITY BRAND







Above: Lubaba sits for an interview outside her home. (TechnoServe / Zacharias Abubeker) Opposite, top: Lubaba and her son, Mohammed Jamal, stand in front of their home in 2020. (TechnoServe / Olivia Sakai) Opposite, bottom: Lubaba sells everyday items from her small shop, which she started with income from her coffee farm. (TechnoServe / Tamiru Gebre)

SEEDING PROSPERITY

Lubaba's Life, 10 Years After TechnoServe

In Ethiopia's Jimma zone, Lubaba Mekonnen once struggled to manage a one-hectare coffee farm after separating from her husband. Raising two young children on her own and learning to manage the farm was a daunting challenge, but it was one that Lubaba took on willingly to ensure a better future for her kids.

In 2012, Lubaba joined TechnoServe's Coffee Initiative, where she learned how to transform her farm into a profitable enterprise. Through monthly training sessions, she gained key skills to improve her coffee production. She implemented proven techniques, such as stumping old trees, regular weeding, and composting—practical changes that led to measurable results.

These new skills unlocked significant economic opportunities. By 2020, Lubaba's coffee income had **increased by 200%**, enabling her to hire two day laborers and contribute to local job creation. "The day I started training in coffee agronomy practices, I felt the weight of my life's concerns instantly lift off my shoulders," she recalled.

The initial success of her coffee farm became a foundation for broader economic self-sufficiency. Demonstrating strong entrepreneurial skills, Lubaba diversified her income streams by establishing a small retail shop, launching a beekeeping operation with five hives, and developing a eucalyptus plantation for timber sales. She also invested in future income generation by purchasing land to build a small rental property.

Most significantly, Lubaba's success created opportunities for the next generation. In a country where only 6% of the population holds a college degree, she has funded her son's accounting studies at Jimma University, and with Lubaba's support, her daughter plans to study medical science next year.

"Now I see a lot of opportunities, and it begins by being courageous," Lubaba reflected. "The journey began with me understanding my coffee farm and giving it the best, and indeed, the farm also gave me the best."



“The day I started training in coffee agronomy practices, I felt the weight of my life’s concerns instantly lift off my shoulders.”

— Lubaba Mekonnen, TechnoServe’s Coffee Initiative Client in Ethiopia

Through projects such as the Coffee Initiative, TechnoServe helps entrepreneurs like Lubaba access the tools and training they need to build sustainable businesses, creating pathways to prosperity that strengthen families and communities. **The Coffee Initiative, which ran from 2008 to 2015 and was funded by the Gates Foundation, benefited 267,987 farmers across East Africa, increasing incomes by an average of 27%.**

Looking ahead, Lubaba continues to expand her business ventures and improve her farm, contributing to the growing network of successful local enterprises that form the backbone of Ethiopia’s economic stability.

“Coffee is the basis of my life,” Lubaba shared. “Coffee raised and has taught my children and made me lead a happy life.”



A New Lens on Life with Mujeres CAFÉ

Women manage approximately one-quarter of Peru's coffee farms, yet these farms often lag in productivity and profitability. Female farmers face a complex web of challenges that limit their economic prosperity — restricted land ownership, limited access to financial services, barriers to agricultural training, and difficulties negotiating fair market prices. Additionally, they must balance farm work with household responsibilities while having minimal decision-making power within their communities.

TechnoServe's Mujeres CAFÉ project is transforming this reality. Working with 1,300 women coffee farmers in Peru's San Martín and Huánuco regions, this initiative — supported by The Starbucks Foundation — equips women with leadership and communication skills essential for economic empowerment and community resilience.

Capturing Progress Through a New Lens

In 2024, sixty Mujeres CAFÉ participants deepened their leadership journey through PhotoVoice, an innovative visual storytelling method. TechnoServe trained the women to use cameras to document reflections on their lives, communities, challenges, and achievements as coffee farmers. Through facilitated group discussions, they analyzed their images, shared personal narratives, and reflected on their path toward autonomy and effective decision-making.

This collaborative process revealed powerful shared themes:

- Women's profound connection with nature — viewing it both as a source of inspiration and as a precious resource requiring protection to ensure their families' future prosperity
- Pride in their identity as farmers and their vital contributions to quality coffee production
- Growing self-recognition as courageous, independent, and enterprising leaders building resilience in their communities.

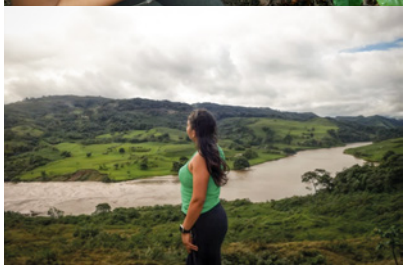
The photography-storytelling combination created an inclusive platform where women of all literacy levels could actively participate, strengthening their communication skills and public speaking confidence.

Building Sustainable Economic Prosperity

By supporting women in developing the skills and confidence needed for leadership and strategic decision-making, Mujeres CAFÉ drives positive transformation throughout coffee-growing communities. The initiative not only empowers women economically but also strengthens the overall resilience of the coffee value chain, fostering sustainable growth and inclusivity.









Clockwise from top: Untitled. (Herlinda Ruiz) "Mujer Luchadora" / Determined woman. (Lila Tocto Padilla) "Mi bienestar es prioridad" / My well-being is a priority. (Delfina Chinchay Chanta) "Querer es poder" / Where there's a will, there's a way. (Mayurith Sandobal Campoverde)

The results speak to profound change:

- 48% of participants report increased self-efficacy
- 88% have gained greater decision-making power in households and farms
- 59% of participants secured leadership positions in coffee-producing organizations
- 97% exercise greater control over their income

Through Mujeres CAFÉ, TechnoServe is helping build a more equitable and prosperous coffee sector in Peru. As women gain economic empowerment and leadership skills, entire communities benefit from their increased participation, creating a ripple effect of opportunity and resilience that extends far beyond individual farms.

By viewing their world through a new lens — both literally through cameras and figuratively through enhanced perspective — these women are reshaping coffee-growing communities and cultivating a future where prosperity is possible for all.

Watch the Mujeres CAFÉ story
tsrv.link/PhotoVoiceCAFE

"TechnoServe's work is permanent. It changes people's lives. And it goes on for generations."
— Charlie Reardon, a champion of TechnoServe's work since 2020

Why an Award-Winning Advisor Is Betting on TechnoServe

Charlie Reardon knows what makes businesses grow — and fail. Coming from a long line of entrepreneurs, he has spent 40 years starting, buying, operating, financing, and selling firms, as well as advising leadership on managing these activities. His experience has made him a nationally recognized restructuring advisor, who has navigated countless high-stakes situations and distressed M&A deals, and earned multiple "Transactions of the Year" awards. As a member of numerous private and public boards, Charlie also steps in to address the financial and operational challenges of various organizations.

Looking back over his career, Charlie notes that both start-ups and distressed companies often suffer from the same basic challenges: lack of money and skilled personnel. He has observed firsthand these issues causing business failures, leading to a devastating economic and emotional toll on employees, suppliers, and families, especially in rural regions where his clients were the primary employers.

For this reason, Charlie was drawn to TechnoServe's "business solutions to poverty." He saw an organization tackling these core issues head-on by teaching the business skills to succeed. Intrigued by the organization's approach, Charlie traveled to El Salvador and saw firsthand how TechnoServe's field personnel empowered clients to build sustainable, profitable businesses. This experience solidified his belief in TechnoServe's mission.





"One reason I love TechnoServe is that you teach people how not to make common mistakes," Charlie said. "In El Salvador, every entrepreneur said the most important lesson from TechnoServe was not how to run a farm, furniture manufacturer, or restaurant. It was how to run a business."

In El Salvador, Charlie met entrepreneurs, such as smallholder coffee farmers, who faced challenges similar to those of his C-suite clients. The business-owners were eager to learn skills, build networks, and gain confidence, resulting in significant positive change in their regional communities.

"I saw in every entrepreneur the desire to give back to their community, and every person was doing that in different ways," he noted. **"So, it's not just a person, not just their family. It's this much broader effect."**

Charlie is now actively involved with TechnoServe. In 2021 he joined the Global Advisory Council, a community of supporters providing financial support, strategic advice, and connections to advance TechnoServe's work. Charlie also supported a project that provided coffee pulper machines to 70 farms in Zimbabwe, and he and his family recently agreed to co-fund a new TechnoServe project to provide approximately 32,000 coffee farms with the tools and training to increase their harvest yields and quality.

"When else are you going to get the chance to help families lift themselves out of poverty for generations?" he said. "I can't do that by myself, but TechnoServe makes it possible. **TechnoServe's work is permanent. It changes people's lives. And it goes on for generations."**

Please consider joining Charlie and TechnoServe in seeding prosperity for hardworking people around the world.

Top: Photo provided by Charlie Reardon. Left: Charlie Reardon (center) meets with entrepreneur Arturo Landaverde (left of center) at his furniture factory, Artu Furniture, in San Salvador, El Salvador. (Milagro Menjivar)



JANUARY 2024

TechnoServe collaborated with the World Economic Forum's Global Future Council on the Future of Job Creation. "Key Issues Shaping and Driving Global Job Creation" aligns with TechnoServe's goals and highlights the importance of supporting small and medium-sized enterprises to create quality jobs for growing populations.



We developed the Digital Farm Extension Monitoring System, a mobile application, in partnership with the Government of Rwanda and the Bank of Kigali to address critical challenges in Rwanda's coffee supply chain. The field data collection tools and dashboards will highlight areas that need more support and investment.

FEBRUARY

TechnoServe's Juan Carlos Thomas led a panel with Yield Lab, Fondo de Fondos in Mexico, and Irving Solena at the Latin American Impact Investing Forum in Mérida, Mexico. They discussed the importance of collaboration and timely action to guarantee food security globally.





TechnoServe's Kindra Halvorson was interviewed as an 'MSME Champion' as part of an advocacy campaign for the International Day for Micro, Small and Medium-sized Enterprises (MSMEs). She highlighted the barriers women often face when accessing finance and the activities TechnoServe has done to change the status quo.



APRIL

TechnoServe's Greenr Sustainability Accelerator helped startups that are turning plastic pollution in India into new ways to help our planet by linking them to knowledge, capital, and markets. Supported by the IKEA Foundation and Visa Foundation, TechnoServe offers experienced strategic advisors without equity dilution and no program participation fees.

MAY

IGNITE Program Director Rizwan Yusufali was interviewed on Kenya's KTN News, where he discussed TechnoServe's Millers for Nutrition initiative which aims to help processors reach 1 billion people with adequately fortified rice, edible oil, and flour by 2026.





JUNE

TechnoServe and Benin's Agency for the Development of Small and Medium Enterprises signed a partnership agreement to align efforts supporting the growth and development of local small and growing businesses. We will take a collaborative approach to creating and implementing activities annually, guided by market systems principles.



Farmers from TechnoServe's Pequeño Productor Program spoke at the Regenerative Agriculture and Food Systems Summit in Mexico City. Funded by Fundación Walmart de México, the program has trained more than 32,000 smallholder farmers in agronomic practices, shifting over 68,000 hectares of land into regenerative production.

JULY



TechnoServe's Jane Grob and Daniel Hamos were quoted in The New York Times on why many cocoa farmers remain in poverty despite rising cocoa prices. Jane noted that farmers often get contradictory instructions and poor follow-up from aid projects. "It's a top-down approach," she said. "No one looks at the effects on individual farmers."



AUGUST

TechnoServe's BlueBiz program creates pathways for dignified and fulfilling work for young women and men in Kenya's coastal communities. Three young Kenyans were selected for the Youth Advisory Council's pilot phase. Over the next three and a half years, the program will support 15,000 young entrepreneurs, build the capacity of local organizations, and increase access to financial solutions.

SEPTEMBER

TechnoServe co-hosted NutriVision 2024 with Nile University in Nigeria. This pan-African youth dialogue on nutrition brought together experts, partners, and youth to highlight the challenges of nutrition, food security, sustainable agriculture, and financing in Nigeria and across Africa. The event featured a conversation with Bill Gates and influencers such as Tosin Samuels, Aproko Doctor, and Jon Batiste.



In a *World Economic Forum* article, TechnoServe CEO William Warshauer underscored the importance of long-term impact measurement that is built into project design from the outset. He noted this was needed across all international development projects to find and fund what delivers lasting results.





OCTOBER

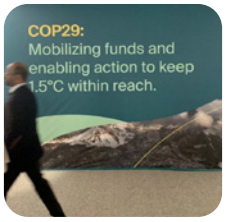
TechnoServe's Mujeres CAFÉ project worked with sixty women using a participatory photography method called PhotoVoice. TechnoServe trained the women to use visual storytelling through photography to reflect on their lives, communities, challenges, and achievements as coffee farmers and individuals.

TechnoServe contributed strategic insights and technology to help smallholder farmers comply with EU Deforestation Regulation for crops like coffee and cocoa. We donated TerraTrac's source code to the Linux Foundation's AgStack Initiative to build core digital public infrastructure, benefiting the value chain, accelerating private-sector innovation, and improving supply chain traceability for forest-risk commodities.

NOVEMBER

TechnoServe's Tony Siantonas and Margarita Guerra joined conservation leaders at the U.N. Biodiversity COP16 in Colombia to emphasize the impact of biodiversity loss on poverty in rural communities and how TechnoServe's regenerative business projects protect nature and people.

TechnoServe's Katarina Kahlmann represented the organization at the U.N. Climate COP29 in Azerbaijan. This annual gathering of world leaders is important to TechnoServe because the negotiations matter to our clients — the smallholder farmers and small business owners — who are among the most vulnerable to climate change impacts.



DECEMBER 2024



TechnoServe's EmpleaT program partnered with Anglo American to showcase solutions for women and youth facing employment barriers at the Labor Ecosystem Seminar. The event emphasized collaborative efforts to create sustainable, inclusive job opportunities. EmpleaT was also featured in a World Economic Forum case study.

TechnoServe's white paper, *Raw Material Sourcing as a Lever for Shared Value*, highlighted how strategic sourcing models can benefit food processors and smallholder farmers. It suggested investing in solutions to strengthen smallholder supply chains, addressing sourcing challenges while improving farmers' livelihoods.

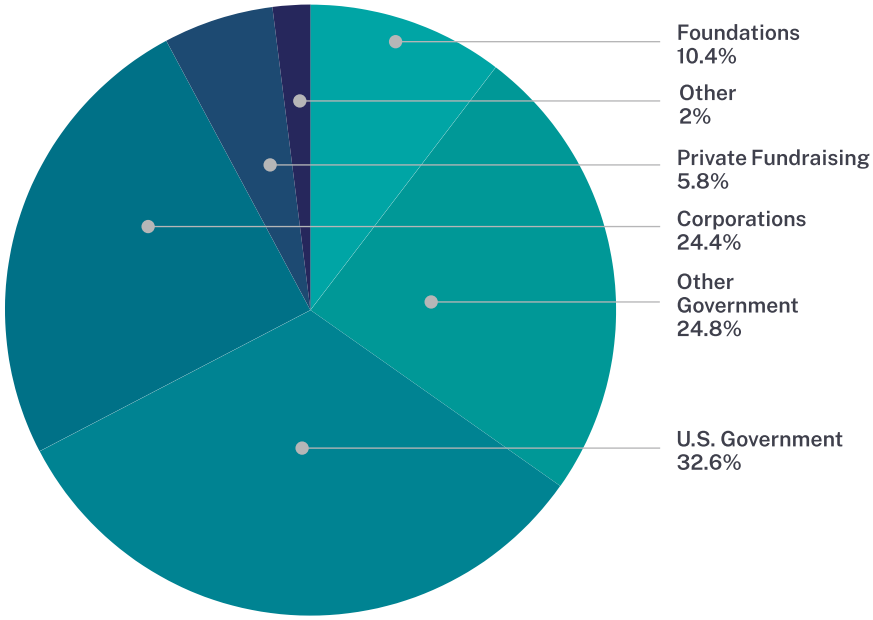




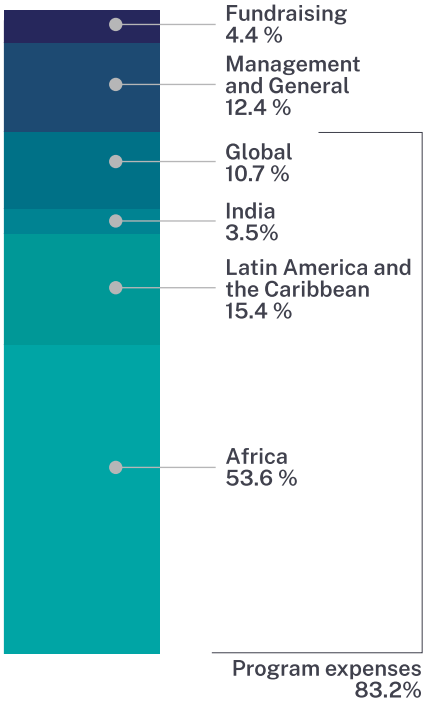
The first cohort of Rachel Hines Fellows completed projects in Peru, Tanzania, Madagascar, Comoros, and India, advancing regenerative business solutions through circular economy initiatives, measuring carbon benefits of sustainable coffee farming, and supporting biodiversity conservation and job creation in coastal communities.

TechnoServe strives for maximum accountability, transparency, and efficiency. See our consolidated financial report at TechnoServe.org/Financials.*

2024 SOURCES OF FUNDS



2024 ALLOCATION OF EXPENSES



Total revenue of
$125,201,089

2024 Sources of Funds

Foundations	$12,978,835
Corporations	$30,542,070
U.S. Government	$40,809,055
Other Government	$31,077,326
Private Fundraising	$7,299,026
Other	$2,494,777

Total expenses of
$126,668,302

2024 Use of Funds

Program	$105,408,127
Management and General	$15,687,207
Fundraising	$5,572,968

*Audited financial information for 2024 was not available at the time of publication — the numbers presented here are unaudited. Official, audited figures will be published at technoserve.org/financials when they become available.

End of Year Net Assets
$12,790,000

This report was assembled by the Communications team at TechnoServe. The authors and contributors are Trishna Gurung, Julieta Ocampo, Nick Rosen, Olivia Sakai, Rebecca Regan-Sachs, Bethany Peevy Downie, Rebecca King, James Tinker, and Smitha Allapat. Design and layout by Liz Beeles and Lyvi Sieg.

Back cover: The Jangu family processes their guar crop in Rajasthan, India. TechnoServe supports local farmers with agricultural training. (TechnoServe / Suzanne Lee)

TechnoServe's success is made possible by partnerships with leading foundations, corporations, public-sector agencies, and multilateral organizations. Below is a sampling of our partners in 2024. Learn more: tsrv.link/Partners

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