

KickStart



The Tools to End Poverty ▲

**Maurice & Josephine Simatei; 9 children ages 3 – 20.
Eldoret, Kenya**

Maurice is a youthful 70 year-old *Mzee* (old man), a wise farmer whose neighbors and fellow farmers respect as a mentor. He farms a plot of land in the green, lush hills near Eldoret, in the northern Rift Valley region of Kenya. We visited him and his family in October of this year.



When Maurice's father died 12 years ago, he inherited his family's land, along with a large loan his father had taken out on the farm. Maurice could not repay the loan so the family was forced off their land. That same year, they lost all their livestock. Destitute and landless, Maurice and his family became squatters on government owned land.

In 1996, they started again, built a small mud hut and started irrigating their tiny plot with a bucket. With the few crops they raised, they saved enough money to buy a cow.

In 1999, Maurice saw a Super-MoneyMaker Pump being used along the side of the main road into Eldoret, and he was amazed at how easily his fellow farmer was able to irrigate his crops. He instantly realized that a MoneyMaker pump could change his life.

Maurice visited his local retailer where a KickStart salesman demonstrated the pump. The salesman even brought the pump to Maurice's shamba (farm) so he could show his wife Josephine, who was using buckets to carry water from a stream to their crops. They saw the potential to increase output and improve the quality of their crops and were convinced to buy a pump.

Maurice sold the cow to buy the pump and began irrigating a large plot of tomatoes, kales, and cabbages which he knew he could sell for a good price in his local market.

Prosperity came quickly. Within the first year, he was able to send all of his children back to school. They earned enough to buy a motorized maize mill, which Josephine uses to grind maize into flour, an important staple ingredient in the Kenyan diet. She now has a business selling flour, which generates even more income for the family.

By 2005, Maurice had built his family a bigger house and he decided to buy an expensive motorized pump to increase the area he could irrigate. He gave his MoneyMaker pump to his brother-in-law who used it to start a new tree nursery business. But Maurice now resents the money he has to pay for the petrol for his new pump. He says he plans to buy another MoneyMaker pump for the next crop season after he pays his children's school fees.

Maurice has become a leader in his community and an inspiration to his neighbors.

The day we visited, nine other farmers gathered around to meet us. Three of them had already bought MoneyMaker pumps because they saw Maurice's success. One neighbor told us his own success story. He too was a squatter irrigating with a bucket. Once he saw the success Maurice was having, he saved and bought a pump as well. With the money he made with his pump, he was able to buy a tractor and trailer and now, in addition to farming, he has a transport business.

Toward the end of our visit, Maurice and Josephine insisted we come inside their home to rest. Josephine graciously served tea and chapati (traditional Kenyan flat bread). She said *"The MoneyMaker Pump was a breakthrough for our whole family. We are so happy to meet the man, Dr. Fisher, who designed this pump!"*

2007 Achievements

At KickStart, we love numbers. We want to know that we are **actually helping families escape poverty**. And as you probably know KickStart has one of the best impact monitoring efforts in this sector. We interview new pump buyers to find out how much they were earning before they bought a MoneyMaker pump. We then interview them again after 18 and 36 months to find out how much more they earn after using the pump. This is why we can cite our impact figures with confidence:

Profitable Family Businesses Created using KickStart Tools in 2007 (Jan to Nov)	9,457
People helped Out of Poverty in 2007 (Jan-Nov)	47,287
Total Profitable Enterprises created since 1991 with KickStart Tools	60,000
New Profits and Wages these businesses generate each year	\$66,300,000
Number of new family and waged jobs created	96,000
Number of children enrolled in school or better schools as a result of our work	94,000
Total number of people lifted out of poverty so far	301,000