

KickStart 

The Tools to End Poverty 

2013 ANNUAL REPORT



KickStart's mission is to get millions of people out of poverty quickly, cost-effectively and sustainably. And, in doing so, change the way the world fights poverty.

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A WELCOME from our CEO



Dear Friends,

With great thanks to our supporters, this year, KickStart reached a major milestone of lifting over 700,000 people out of poverty!

For us, it has always been important to know that the work we are doing is having a real and measurable impact. I'm excited to share that in FY2013 we completed an in-depth impact study reconfirming that on average, poor farmers using our pumps increase their annual net farm income from irrigation from \$150 to \$850 – nearly a 500% increase. These farmers are truly seizing the opportunity to redefine their futures and change their lives.

KickStart's impact, while significant, is not just a story of numbers, but a story of empowering real individuals to change their lives. It's the smile on a farmer like Patrick's face when he describes to me the successful business he has grown and that he can now afford to send his wife to university. It's the dignity and pride Regina has, a single mother I met this year, because she can now send her children to private school.

“ In FY2013, we completed an in-depth impact study reconfirming that on average, poor farmers using our pumps increase their annual net farm income from irrigation from \$150 to \$850 - nearly a 500% increase. ”

KickStart's impacts to date have been significant in both quantity and quality, and we are thrilled to report that we have expanded our program in Zambia and Southern Africa this year to ensure that we continue this work across the continent.

Without the support of our donors, none of this would be possible. Thank you!

Best Wishes,

Martin Fisher, Ph.D
Co-Founder and CEO



MEASURING OUR IMPACT

Difficult. Time-Consuming. Priceless.

KickStart could base our claims of success on the number of pumps we have sold, but that says nothing about whether or not we are meeting our mission—helping people out of poverty. To truly understand and report our impacts, we have to measure how much more money farmers are earning with our pumps, as well as the direct improvements in their lives, including food security, better nutrition, healthcare, and their children’s education.

Collecting this information is challenging and time-consuming, but priceless. Many of our farmers live far off the grid and miles from the nearest paved road. Often, there are no addresses in rural Africa and only by locating the closest church or school can we pinpoint farmers’ homes. Luckily, our impact monitoring team is comprised of persistent detectives who are able to find the farmers.

Once we track down the farmer, our enumerators ask a series of questions about what and how

much they grow, how much land they cultivate, household income, their children’s education, and diet to get a snapshot of their lives before any real tangible impacts. This is often referred to as the zero-age or baseline survey.

The same farmers are then visited 18-24 months later after measurable changes have occurred, and then again after three (to four) years. By this stage, a family should have optimized the use of the pump to suit their unique circumstances and the data collected paints a picture of how a family’s social and economic status has permanently changed.

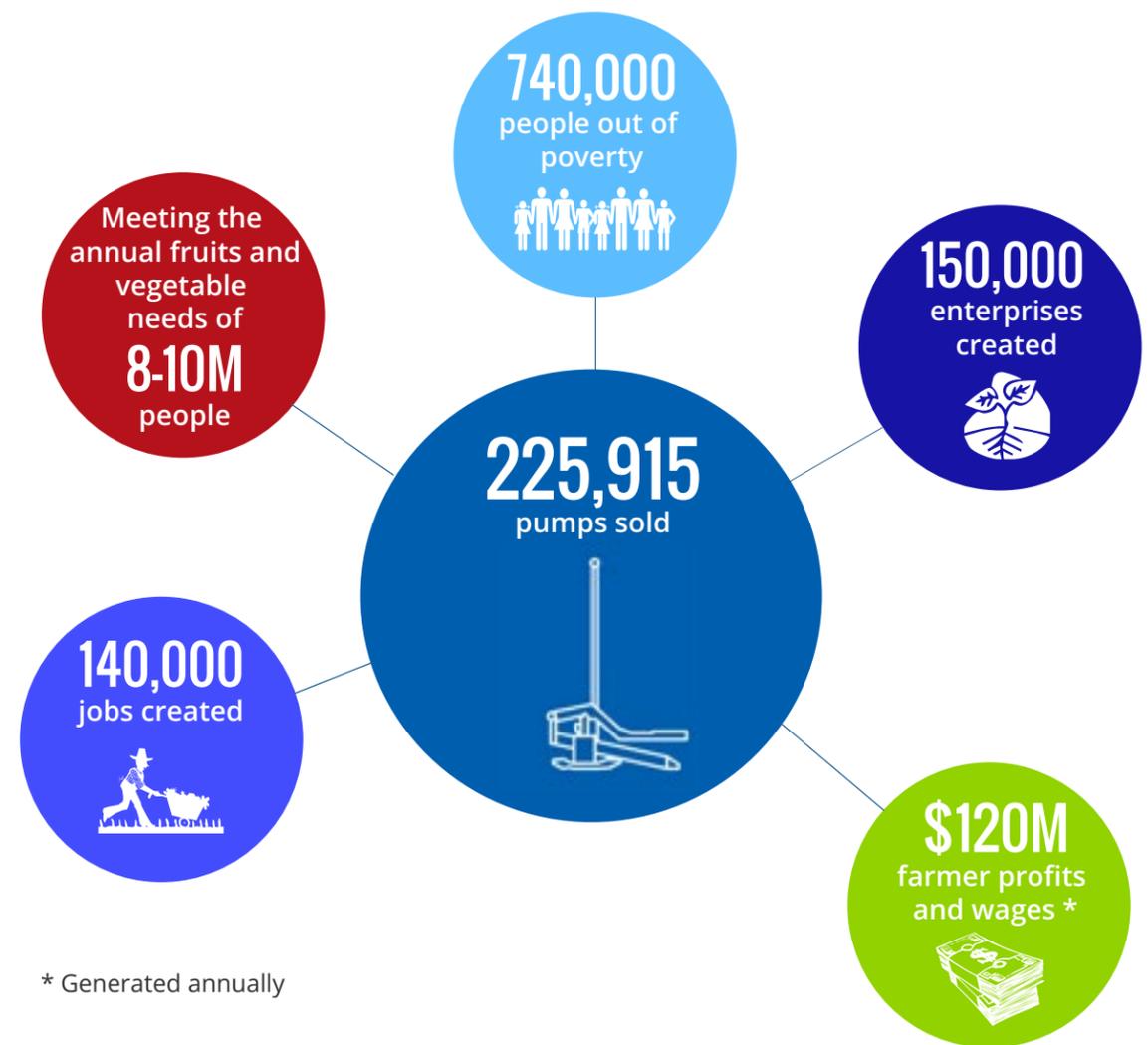


The principal indicator of success is an increased household income level. Greater income allows one to invest in better living conditions, increase the diversity of foods eaten, and secure improved healthcare.

In addition, we also measure other indicators such as the type of housing the family occupies, assets owned, the number of children in school and the type of school they are attending, the number of people employed, the types of crops they grow, and the area of land irrigated/served by the pump.

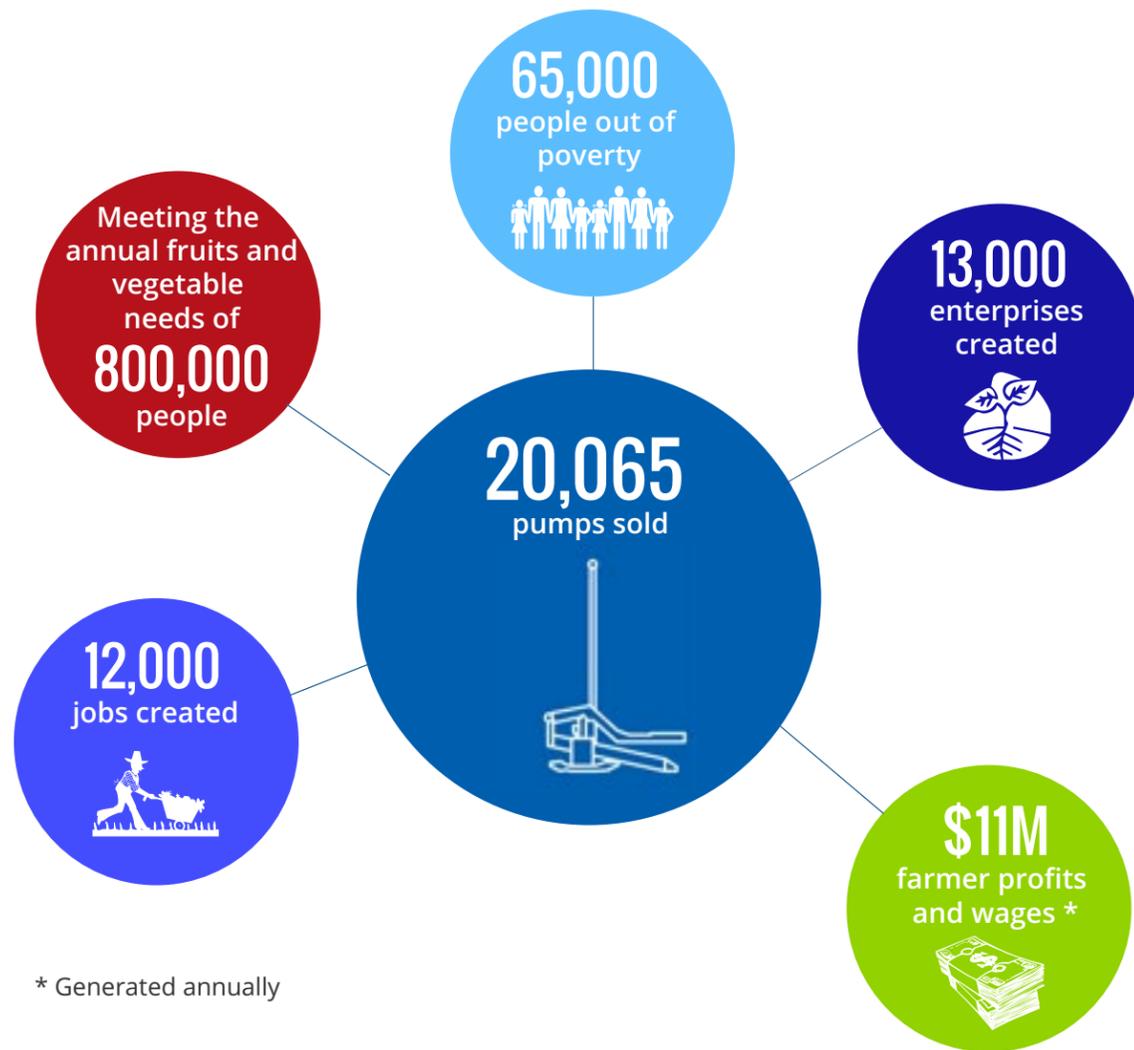
Data collected in the course of these surveys provides KickStart not only with an accurate estimate of the value of new wealth created, but also with important information that can be used by other KickStart programs and functions, like product development and design, supply management, and marketing, to improve our offerings and ensure that we are meeting the needs of poor rural farmers.

CUMULATIVE IMPACTS



* Generated annually

FY 2013 IMPACTS



* Generated annually



INCOME & FOOD SECURITY

KickStart's MoneyMaker pumps empower farming families to start and grow profitable farming businesses that provide a sustainable solution for increased income and food security. Farmers use the pumps to move from rain-fed farming to commercial, irrigated agriculture, pulling water from shallow sources to irrigate up to two acres of crops. With irrigation, farmers produce crops year-round, sell them at a profit—especially during the dry seasons when food prices are highest—and on average, farmers increase their net farm income from irrigation from \$150 to \$850 – nearly a 500% increase.

These farmers are transforming their lives, those of their families, and their communities. Additional income enables these families to afford other necessities like healthcare, clothing, farming inputs, school fees, home repairs, and local labor. Because they have a stable income throughout the year, they no longer fall back into poverty during the long dry season. Food grown from these farms also ensures a sustainable supply of nutritious fruits and vegetables for both farming families and their community.

In 2013, 65,000 people were lifted out of poverty through 13,000 new profitable farming businesses created with KickStart's pumps. On average, each business enables a family of five to take the first major steps out of poverty and transform their lives. These businesses have also created 12,000 local jobs and generated about \$11 million in new profits and wages from the farms. By the end of FY2013, KickStart enabled a total of over 740,000 people across sub-Saharan Africa to lift themselves out of poverty and into the middle class.

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EMPOWERING WOMEN

In sub-Saharan Africa, women make up 70% of the agricultural workforce, yet they have less access to technologies, capital, credit, and education than men. The disparity results in the detriment of women's rights and a lack of empowerment. By enabling women to establish profitable agricultural businesses, KickStart is helping strengthen their position within the household, in their local communities and is enabling them to become entrepreneurs.

Last year, KickStart's work was recognized by The U.S. State Department and the Rockefeller Foundation through their first ever "Innovation Award for the Empowerment of Women and Girls". This year, KickStart has worked hard to promote our life-changing technologies to women by:

1. Conducting direct outreach to women through women's groups and organizations
2. Offering female focused promotions on KickStart's irrigation technologies
3. Developing women-specific marketing messages and collateral

4. Deploying female field staff to reach out to women, demonstrating the pumps and their impacts
5. Offering micro-finance options for women through KickStart's financial service pilot projects

KickStart's work with women is breaking down barriers of inequality by empowering them to establish sustainable businesses and increase their incomes through irrigation. Their new income gives women a greater voice within their household, empowers them to become an equal partner in decision-making, and positions them as role models within their communities.



By enabling women to establish profitable agricultural businesses, KickStart is helping strengthen their position within the household, in their local communities and as entrepreneurs.





AQWALINA'S RESILIENT SPIRIT

Aqwalina suffered the mistreatment of her abusive husband for thirteen years. One day, he left her and their young son, Dennis, with nothing but the land under their feet.

Aqwalina grew vegetables in her garden to sell to neighbors, watering her garden until midnight each day using heavy buckets. However, even after a long day of work, she still couldn't afford Dennis' school fees. The odds were against her, but she didn't give up.

With the help of her family, she bought one of KickStart's pumps and got to work. She turned her small plot of land into an opportunity,

and started a profitable farming business. Aqwalina is now earning enough to pay for Dennis to go to private school – giving him a bright future.

What's even more incredible? Aqwalina is putting herself through college and saving to build a new house next year.





CLIMATE CHANGE ADAPTATION

Increasingly variable rainfall and the ongoing climate crisis continue to underscore the importance of effective water management solutions for the rural poor who often depend on natural rainfall for their livelihoods. KickStart's pumps help rural farmers access water all year long, grow crops steadily throughout the year, increase their crop harvests, water their livestock and secure their livelihoods, despite changing natural weather patterns.

This year, KickStart took part in the Africa Green Revolution Forum in Arusha, Tanzania to publicize a new climate-change-focused research project with the Rockefeller

Foundation that seeks to demonstrate how MoneyMaker pumps are helping farmers increase their resilience to climate change. The research project, conducted by Sokoine University of Agriculture in Tanzania, is demonstrating that practicing small-scale irrigation and using KickStart's MoneyMaker pumps build the resilience of smallholder farmers to climate change, enabling them to continue cultivating into the dry seasons and fair far better than their neighbors.

With funding from the Barr Foundation, KickStart also conducted surveys this year in climate-change sensitive areas of Kenya that demonstrated

that farmers are increasingly aware of climate change issues, and that they are using KickStart's pumps to grow thousands of new tree seedlings to replenish areas of the country that have lost significant tree coverage. The full study will be released in 2014.





FARMER FRIENDLY FINANCING



REACHING FARMERS through INNOVATION

To overcome financial barriers to MoneyMaker pump adoption, KickStart continues to develop and introduce new innovations in financing specifically designed for poor rural farmers. KickStart recognizes the challenges poor farmers face in accessing formal banking services, securing micro-loans, or simply saving cash.

With that in mind, in FY 2013 KickStart continued to offer and build on its Mobile Layaway program and began piloting its rent-to-own model.

Mobile Layaway is a micro-savings service, successfully piloted last year, which enables a poor farmer to save to purchase a pump by making micro-payments toward pump ownership through their mobile phone. The program demonstrated that it helps shorten the time it takes farmers to save to acquire a pump, and continues to increased pump adoption among women and a poorer segment of farmers.

KickStart began testing a rent-to-own model that offers farmers a micro-leasing option

to acquire a pump up front with just a down payment. These farmers then make payments on the pump as they grow their first harvest and start earning money. Already, more than 50 farmers have enrolled in this pilot in Kenya.

In FY2013, KickStart was awarded a grant from USAID's Development Innovation Ventures (DIV) that is now enabling KickStart to further test both of these micro-financing innovations through a randomized control trial in Kenya.

"Development Innovation Ventures (DIV) supports breakthrough solutions to the world's most intractable development challenges. There's a lot of affordable technology that can spur business and better productivity in Africa, but many subsistence farmers struggle to gain access to finance. We are excited to announce a partnership with KickStart that will test new innovations in financing to increase technology adoption, enabling the creation of small businesses to lift people out of poverty."

- Dr. Maura O'Neill, Chief Innovation Officer and Senior Counselor to the Administrator, USAID

Partnership Development

Over the years, KickStart has realized that in order to increase demand for MoneyMaker irrigation pumps across Africa, to operate more cost-effectively, and to reach a larger number of farmers, we must work through partnerships. These include a wide range of players, including local community-based groups, larger NGOs, governments, and micro-finance institutions.

KickStart has created thousands of partnerships with organizations across 22 countries in Africa. Through these partnerships, KickStart is amplifying outreach and creating demand for MoneyMaker products throughout the continent. Continuing to develop strategic relationships and leverage the power of partnerships will be a critical piece of KickStart's strategy going forward.

Agropreneurship Training

KickStart and The Western Union Foundation joined forces in FY13 to develop and pilot an innovative farmer training program on business

skills and agricultural best practices — or Agropreneurship. Such training can increase the impact of the pumps as well as offer farmers more confidence investing in our life-changing products.

This year, KickStart trained Kenya field reps on basic agropreneurship and is currently developing an agropreneurship training package for the field team to use with farmers. This will teach farmers not only how to irrigate, but also best practices in farming and basic business planning to maximize their yields and incomes.

The training materials and brochures we are developing will allow field staff to use simple hands-on tools to help farmers improve their farming businesses. These training materials will concentrate on how best to plant, irrigate and cultivate the most commonly grown crops with irrigation. As KickStart pilots this training, we will build on lessons learned to refine the training material and position the program for larger-scale roll-out.



PRODUCT INNOVATION DEVELOPMENT

Our technologies are at the core of our impacts. KickStart's talented team of engineers and technicians in Kenya are constantly developing and refining new tools that create transformational change for poor farmers across Africa. Currently, KickStart's impacts come from to the use of our MoneyMaker Hip Pump, our lowest cost pump, and the MoneyMaker Max (MMM), a durable and highly efficient treadle pump.

With an eye toward innovation, our Product Innovations Development (PID) team is constantly developing new products to reach an even larger demographic of farmers and increase our impacts. This year alone, PID developed and is working on three new technologies:

STARTER PUMP

A very low-cost pump that will retail for about 50% of the price of the Hip Pump. This will allow us to reach an even poorer segment of farmers.

DEEP LIFT PUMP

A treadle pump that looks similar to the MMM, but can push water from wells as deep as 60 feet (18 meters).

SOLAR PUMP

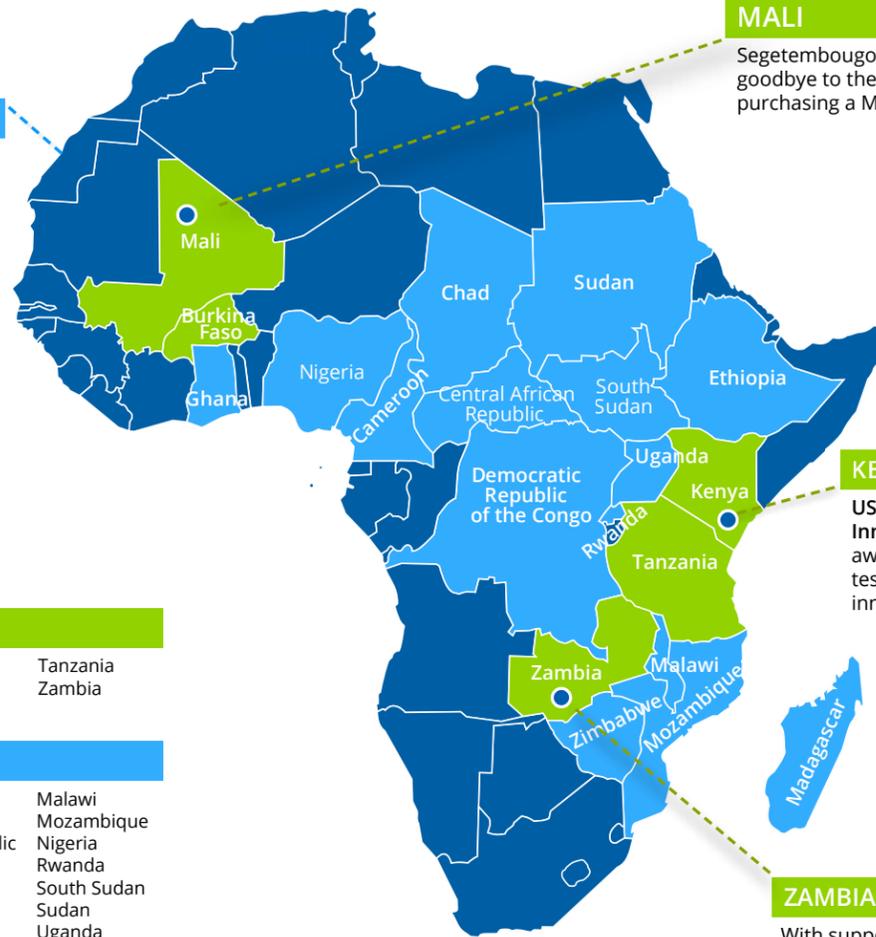
This alternative-energy product will be geared toward wealthier farmers to meet the market demand for alternatives to manually-powered irrigation products. The solar pump is projected to cost significantly less than those currently on the market (around \$450 in contrast to approximately \$2,500+).



WHERE WE WORK

ALL OF AFRICA

In 2013, KickStart began Africa-wide distribution of its new and improved treadle pump, the MoneyMaker Max.



MALI

Segetembougou, a village in Mali, said goodbye to the "hungry season" after purchasing a MoneyMaker Pump.

KENYA

USAID's Development Innovation Ventures (DIV) awarded KickStart a grant to test our micro-financing innovations in Kenya.

ZAMBIA

With support from the **IKEA Foundation**, KickStart launched a new country program in Zambia in 2013.

Country Programs

- Burkina Faso
- Kenya
- Mali
- Tanzania
- Zambia

Partner Programs

- Angola
- Cameroon
- Central African Republic
- Chad
- Congo
- Ethiopia
- Eritrea
- Ghana
- Madagascar
- Malawi
- Mozambique
- Nigeria
- Rwanda
- South Sudan
- Sudan
- Uganda
- Zimbabwe

Country Programs

KickStart has established on-the-ground country programs in Kenya, Tanzania, Mali, and Burkina Faso. In FY13 KickStart launched a new country program in Zambia with funding from the IKEA Foundation, expanding our reach in Southern Africa. Across these countries, KickStart operates with a team of over 80 locally-based field agents that implement extensive marketing, education, and awareness building activities designed to encourage adoption and generate demand for our manually-powered irrigation pumps.

Changing the behavior of farmers who have practiced rain-fed farming for generations is a long process. So KickStart's agents use a variety of

tactics to demonstrate the life-changing impacts of irrigation and encourage the adoption of the pumps. An essential part of our outreach strategy is to partner with NGOs, agricultural companies, local farmer co-operatives and women's groups. We demonstrate the pumps to their membership and educate the partners on the critical role irrigation can play in helping farmers secure their livelihoods and take themselves out of poverty.

While KickStart builds market demand for irrigation pumps, it also optimizes a sustainable supply chain through a network of over 400 local, private sector dealer shops across these countries. The dealers work closely with KickStart's field agents as the main point of sale for the pumps. Creating sustainable local



knowledge about irrigation, training farmers on how to use the pumps, and building a local for-profit supply chain to sell the pumps and spare parts are the essential components of KickStart's work to create long-term sustainable impacts for farmers.

Partner Programs

KickStart's Global Institutional Partnerships (GIP) Program enables us to reach smallholder farmers in 17 other African countries and helps to significantly extend our work beyond our main country programs. This export effort serves as a key component of the organization's multi-dimensional model and provides KickStart opportunities for expanding impacts even further through partnerships.

Since the program enables KickStart to work in countries where it does not have an on-the-ground country program, KickStart works with local private sector distributors and locally operating NGOs, CBOs and Government

departments to raise awareness, increase the adoption of our pumps, and help seed the market with good quality irrigation products.

KickStart's level of engagement with each of these partners varies country to country and partnership to partnership, but in general KickStart trains the partners on the use and impacts of the products and encourages them, and the farmers they support, to purchase their pumps through the local distributors.





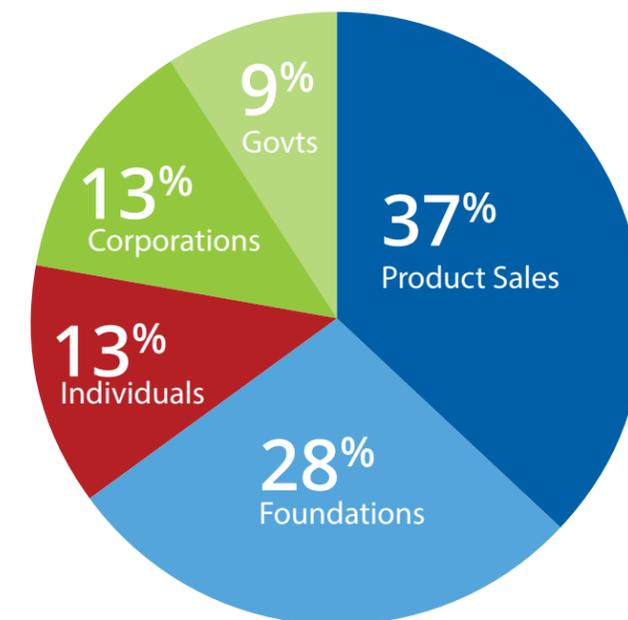
FINANCIALS

For the Years Ending June 30, 2013 and 2012
(Amounts in Thousands)

STATEMENT OF ACTIVITIES

	2013 (\$'000)		2012 (\$'000)
Operating Income			
Product sales	\$ 2,199	\$	2,292
Foundations & trusts	1,676		10,470
Individuals	775		494
Corporations	781		226
Governments	553		632
Total operating income	\$ 5,984	\$	14,113
Operating Expenditures			
Program services	\$ 7,218	\$	8,073
Management & general	406		467
Fundraising	241		335
Gross Operating Expenditures	\$ 7,864	\$	8,875
Surplus/(Deficit) related to unrestricted fund	\$ (73)	\$	(873)
Surplus/(Deficit) related to temporarily restricted funds	(1,807)		6,111
Investment & other non-operating activity (net)	(81)		(19)
Change in net assets	\$ (1,961)	\$	5,219
Net assets at the beginning of the year	\$ 8,931	\$	3,711
Net assets at the end of the year	\$ 6,970	\$	8,931

SOURCES OF FUNDS



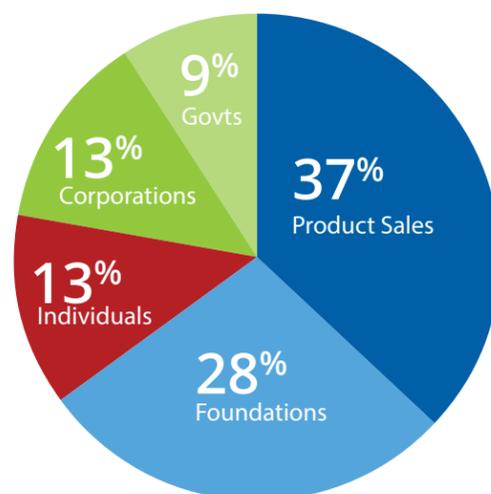
FINANCIALS

For the Years Ending June 30, 2013 and 2012
(Amounts in Thousands)

STATEMENT OF FINANCIAL POSITION

	2013 (\$'000)	2012 (\$'000)
Assets		
Cash & cash equivalents	\$ 651	\$ 304
Trade & other receivables	7,665	9,772
Inventories	595	581
Property, plant and equipment (net)	171	272
Total assets	\$ 9,082	\$ 10,928
LIABILITIES AND NET ASSETS		
Liabilities		
Current liabilities		
Trade & other payables	\$ 840	832
Borrowings	1,272	1,166
Total liabilities	\$ 2,112	1,997
Net assets		
Unrestricted net assets	\$ (921)	(872)
Temporary restricted net assets	7,890	9,803
Total net assets	\$ 6,970	8,931
Total liabilities & net assets	\$ 9,082	10,928

SOURCES OF FUNDS



USE OF FUNDS



SUPPORTERS

- Aaron Slettehaugh
- Adam and Kim Borchert
- Alwaleed bin Talal Foundation
- AusAid – KE
- Barr Foundation
- Bill and Melinda Gates Foundation
- Boehm Gladen Foundation
- Cardno Emerging Markets
- Clif Bar Family Foundation
- Deere & Company
- Eileen & Jay Walker
- Eric Aroesty, Ronald Aroesty, and Lewis Katz
- Eucalyptus Foundation
- Fintrac – TZ
- Greater Impact Foundation
- Guy Cogan
- IKEA Foundation
- International Food Policy Research Institute (IFPRI) – GAAP (Gender Program)
- Janji, LLC
- Jasmine Social Investments
- Jester 003 Charitable Trust
- Josh and Anita Bekenstein
- May & Stanley Smith Charitable Trust
- Meyer Family Fund
- New Zealand Aid Programme (NZAID)
- Olivia White
- Peery Foundation
- Peter & Laurie Thomsen
- Planet Wheeler Foundation
- Rockefeller Foundation – Climate Smart Rural Development
- Samuel and Jennifer Hartwell
- Sarita Kenedy East Foundation
- Segal Family Foundation
- Skoll Foundation
- SoSense
- Susan Whitehead
- Technoserve – TZ
- The Adventure Project
- The French Embassy – TZ
- The Hall STEPS Foundation
- The Horace W. Goldsmith Foundation
- The Mulago Foundation
- The Pershing Square Foundation
- The Royal Danish Embassy – KE
- The Schauble Family Foundation
- The Skilling and Andrews Foundation
- The Staples Trust
- Mrs. Frances K. Geballe
- U.S. Department of State – TZ
- Vanderbilt Family Foundation
- Voxtra Foundation
- Western Union Foundation
- William Mayer and Diane Currier
- William Miller
- ...Plus many, many other generous individual donors

PARTNERS

Action Aid

ADPP in partnership with the ExxonMobil Foundation

Africare in partnership with the ExxonMobil Foundation

Agency for Technical Cooperation and Development

Alliance for Commodity Trade in Eastern and Southern Africa

BRAC – Bangladesh Rural Advancement Committee

Catholic Relief Services

Center for Research in Water Solutions

Common Market for Eastern and Southern Africa

Concern Worldwide

Danish refugee council

DAPP – Development Aid from People to People

DFID – Department for International Development

Environment Africa Malawi

First Quantum Minerals

FAO – Food and Agriculture Organization of the United Nations

Forum for Agricultural Research in Africa

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit

Heifer International

International Committee of the Red Cross

International Potato Centre



IOM – International Organization for Migration

Japan International Tobacco

Lumwana Barrack Mine

Lutheran World Foundation

Mercy corps

Netherlands Embassy

Oxfam-Zambia

Plan International

Rural Infrastructure Development Programme

Samaritan Purse

Save the Children

Solidarities International

Swedish Embassy

Tear Fund

Total Land Care

United States Agency for International Development (USAID)

Vision Fund

Welt Hunger Hilfe (formerly German Agro Action)

World Food Program

World Relief

World Vision

Worldwide Fund for Nature

And numerous other NGOs and CBOs

AWARDS



2012 US State Department “Innovation Award for the Empowerment of Women and Girls”

2012 The Global Journal – KickStart listed among the “Top 100 Best NGOs in the World”

2011 CIO Magazine’s Top 100 companies using Information and Communications Technology

2011 Forbes Magazine, Impact 30 List (World’s leading social entrepreneurs)

2011 4-Star rating on Charity Navigator

2008 OneWorld’s Person of the Year Award

2008 Lemelson-MIT Award for Sustainability

2008 Peter F. Drucker Award for Nonprofit Innovation

2008 Design News - 2008 Engineer of the Year

2007 Social Capitalist Award Fast Company Magazine & the Monitor Group

2006 Argosy Foundation and eTown E-Achievement Award

2005 Skoll Social Entrepreneur

2004 IDSA Gold Award

2003 Schwab Outstanding Social Entrepreneurs

2003 Beacon Prize for Creative Giving

2003 TIME, European Heroes

2003 AGFUND International Prize for Pioneering Development Projects

2003 Newsweek - Inventions That Will Change the World

2003 Gleitsman Award of Achievement

2002 San Jose Tech Museum Award

RECENT PRESS

Top 100 NGOs
The Global Journal, January 2013

Janji: Waving the Flag
Runner's World Magazine, March 2013

Armed with Water Pumps
Aftenposten Innskit, December 2012

Africa's Time is Now
Port Magazine, December 2012

Garbage site turns into bread basket in Tanzania
The People Daily, October 2012

Interview with Martin Fisher
Modern Tech News (KZSU Stanford), November 2012

Bill Clinton Urges Donors to Think About Results from the Start
The Chronicle of Philanthropy, September 2012

Africa Innovations: 15 Ideas Helping to Transform a Continent
The Guardian, August 2012

Africa's Coming Agricultural Revolution
The Atlantic, August 2012

Sure, We Can Build a Better Toilet. But Will People Use It?
WIRED Magazine, August 2012

Renowned Columnist Nicholas D. Kristof Visits KickStart Farmers in Malawi
The New York Times, July 2012



For more information,
visit www.kickstart.org or
contact us at info@kickstart.org.