



# 2019 ANNUAL REPORT

**KickStart**   
The Tools to End Poverty 

A photograph of a farmer, Benedict Mulinge, in Kenya, watering a field of tobacco plants. He is wearing a dark polo shirt and trousers, and is holding a blue nozzle that sprays water onto the plants. The plants have thick, light-colored stems and large green leaves. The soil is dark and appears to be volcanic ash. The background shows a line of trees under a bright sky.

# CONTENTS

- 1** Opening Address
- 2** Why Smallholder Irrigation?
- 3** Innovating A Family of Irrigation Tools
- 4** Where In the World?
- 5** Country Spotlights
- 6** Impact Focus Areas
- 8** Farming for the Future: Agropreneurship Tools
- 9** From the Field: Transitioning From Tobacco Cultivation to Diverse Farming
- 10** Scaling Smallholder Irrigation
- 11** Meet KickStart's...
- 12** Financials
- 13** Acknowledgements

*This page: Kenya, farmer Benedict Mulinge ©GIZ/Böthling*

*On the cover: Mali, Tending Banana Trees with KickStart Irrigation Pump*

# OPENING ADDRESS

## DEAR FRIENDS,

FY19 was a year of transitions at KickStart.

In October 2018, KickStart tragically lost our beloved co-Founder and leader, Nick Moon. Nick arrived in Kenya in 1982, and never left. With a unique ability to see the inherent potential within every individual he met, he dedicated his life to empowering the poor and disenfranchised with an opportunity to succeed.

But with every passing there are new beginnings and in March 2019, I was thrilled to appoint Peter Juma as KickStart's new President and COO. Peter is a dynamic and inspiring leader, who is confidently and adroitly managing KickStart's operations across Africa, steering the organization through its next phase of growth.

And thanks to all of you, our committed partners and generous supporters, who made it possible for KickStart to bring year-round harvests, newfound profits, climate resilience, and food security to more farming communities across sub-Saharan Africa this year.

Thank You & Best Wishes,



**Dr. Martin J. Fisher**  
Co-Founder & CEO

**REMEMBERING  
NICK MOON**  
DECEMBER 10, 1954 –  
OCTOBER 10, 2018



# THE GROUND VIEW

## DEAR KICKSTART COMMUNITY,

I am honored to lead this organization, which continually inspires me by the transformative impacts it has on the lives of farming families across Africa.

With the pivot to our partnership-based model complete, in 2019 KickStart expanded its innovations and social impacts to new and exciting frontiers, while dramatically improving cost-effectiveness and reach. Through strong and diverse partnerships, we will further scale access to irrigation and expand its intersecting benefits to millions more, from income and livelihoods, to climate resilience and food security, to improved nutrition and the empowerment of women.

Looking forward, we are preparing to launch the next generation of radically affordable high-quality irrigation technologies, including our lowest cost tool to date: the "Starter Pump". These exciting strides in innovation fuel our mission for systemic change, as we continue our targeted, multiscalar advocacy campaign to *Irrigate Africa!* and amplify the voices of smallholder farmers across the continent.

FY19 was an exceptional year, and I hope you enjoy reading about the impacts you helped create in this Annual Report. With your valued investment, we look forward to continuing our fight for a more climate resilient, prosperous, and food secure future.

With Gratitude,



**Peter Juma,**  
President & COO

## OUR IMPACTS TO DATE



**1.3 MILLION**  
PEOPLE LIFTED  
OUT OF POVERTY



**260,000**  
BUSINESSES  
CREATED



**13 MILLION**  
PEOPLE FED  
EACH YEAR



**240,000**  
JOBS  
CREATED



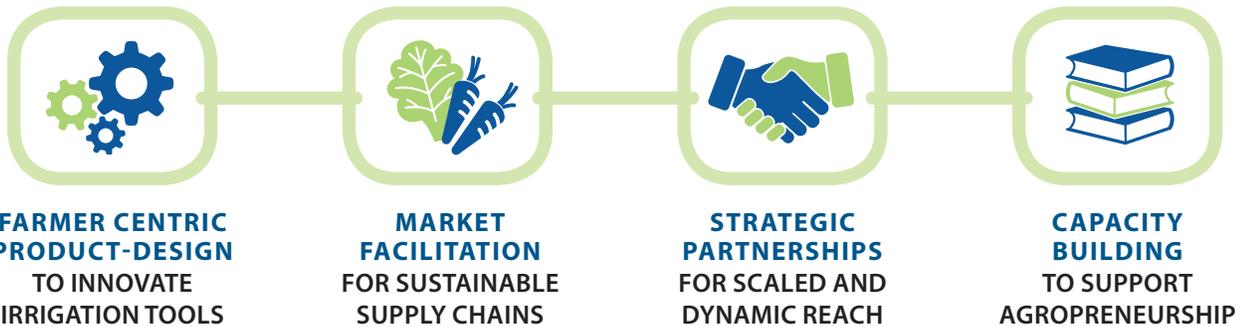
**\$220 MILLION**  
ANNUAL NEW FARM  
PROFITS AND WAGES

# WHY SMALLHOLDER IRRIGATION?

## WHO WE ARE

KickStart International is an award-winning nonprofit social enterprise that equips smallholder farmers with income-generating irrigation pumps that enable a transition from subsistence agriculture to highly-productive year-round farming enterprises. This drives our vision for millions of people across sub-Saharan Africa to effectively break the cycle of poverty, and forge pathways to a more resilient and prosperous future.

## OUR MODEL



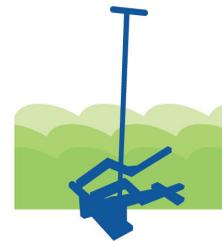
## THE TRANSFORMATIVE EFFECTS OF IRRIGATION

In sub-Saharan Africa, the vast majority of farmers depend on seasonal rains to water their crops, creating a natural limitation to local food production capacities. With simple irrigation tools, smallholder farmers can overcome this barrier to productivity by harvesting nutritious crops for their families and communities year-round.

### RAIN-FED SUBSISTENCE FARMING



### COMMERCIAL IRRIGATED FARMING



1-2 HARVESTS PER YEAR
DRY SEASON FOOD INSECURITY
SATURATED MARKETS
LOW PROFITS / POVERTY
VULNERABLE TO CLIMATE CHANGE

HARVEST WEEKLY
BOUNTY YEAR ROUND
HIGH DEMAND
HIGH PROFITS / FINANCIAL FREEDOM
RESILIENT & SUSTAINABLE FARMING

# INNOVATING A FAMILY OF IRRIGATION TOOLS

At KickStart's Nairobi Innovations Hub, our Product Intelligence and Development (PID) team designs and refines our MoneyMaker irrigation pumps through farmer-centered design methodologies for maximized durability, efficiency, and affordability. In FY19, PID employed cutting-edge smart digital design and 3D printing to achieve breakthrough innovations in prototype development and product optimization.

## STARTER PUMP

In FY19, KickStart's PID team finalized the design of the Starter Pump, now ready for mass-manufacturing and set to be the lowest cost, easiest to use, most portable, high-quality irrigation pump on the market. This innovation in affordability critically expands our pool of target beneficiaries, offering incredible potential to scale our impacts through unprecedented inclusivity of financially marginalized households .



**STARTER PUMP**  
RETAIL PRICE: ~\$50  
IRRIGATES UP TO  
0.8 ACRE PER DAY



**HIP PUMP**  
RETAIL PRICE: ~\$100  
IRRIGATES UP TO  
1.2 ACRES PER DAY



**MAX PUMP**  
RETAIL PRICE: ~\$170  
IRRIGATES UP TO  
2 ACRES PER DAY



**SOLAR PUMP**  
RETAIL PRICE: ~\$410  
IRRIGATES UP TO  
1 ACRE PER DAY

## SOLAR PUMP

PID made major gains in the development of our game-changing low-cost submersible, solar-powered irrigation pump. This durable, high-quality tool will provide a unique opportunity for farmers to streamline their operations through sustainable, clean-energy capacities, while critically ensuring a role for irrigation in Africa's transition to a climate economy.

\*Prices vary depending on country, government smart subsidies, or NGO partner assistance.

# WHERE IN THE WORLD?



# COUNTRY SPOTLIGHTS

## MOZAMBIQUE: SOUTHERN HUB

In March of 2019, Cyclone Idai slammed into the southern coast of Africa with unprecedented force, damaging homes and infrastructure, contaminating food and water systems, and wiping out critical harvests. In response, KickStart partnered with relief organizations to distribute our pumps as a sustainable alternative to short-term food aid. With irrigation capacities, farmers were able to repair damage done to the soil, rebuild their family businesses, and feed their communities, while building resilience against future natural disasters.



## NIGERIA: WESTERN HUB

In north-eastern Nigeria, KickStart collaborated with relief partners to build critical food production and resilience capacities to smallholder farmers displaced by Boko Haram insurgencies. The project ensured at least 50% of pumps were distributed to women farmers, who bear disproportionate effects of conflict-induced famine. In Keffi of the Nasarawa State, KickStart's pumps were incorporated and showcased at the Training on Dry-season Farming Management of Agricultural Commodity Value Share for Agribusiness, held by the Federal Ministry of Agriculture – highlighting the critical role that governments play in support of integrated agricultural policy.



## RWANDA: EASTERN HUB

KickStart's Rwanda team achieved high uptake of irrigation pumps by leveraging our network of partners and utilizing support from the Rwandan government. Through multilevel partnerships that deepened our presence in the country, KickStart built the technical capacity of nearly 800 farmers through focused training sessions. Our team also facilitated the access of farmers, agri-dealers and private-sector distributors to qualify for Rwanda's government agriculture subsidy, which reduces the cost of MoneyMaker pumps by 50%.



# IMPACT FOCUS AREAS



## SECURING VIBRANT LIVELIHOODS

### AMPLIFYING FARMER VOICES

With new software support, farmers using KickStart's tools in Western Kenya were able to self-report the transformative impacts they experienced as a result of irrigation, from health and education, to food security and housing.

**90%** of households used the extra income from irrigation to pay for school fees.

**32%** of pump owners upgraded housing materials with the additional income.

**33%** of farmers reported that they created a new farming business, founded a microenterprise, or financed a major investment with the additional money earned from irrigation.

**56%** of farmers opened their first bank account after acquiring their pump.

## CLIMATE CHANGE RESILIENCE WEATHERING THE NEXT STORM

As agricultural conditions worsen across sub-Saharan Africa due to the effects of climate change, researchers project GDP exposure will grow from \$895 billion in 2018 to about \$1.4 trillion in 2023--approximately half of the continent's entire GDP. Irrigation equips farmers with a vital tool to fight these effects, providing resilient capacities to harvest year-round, even when the rains fail. Florence Njeri, a long-time user of KickStart tools, has joined our movement for energy efficient, climate-resilient technologies by transitioning from the Hip Pump to the portable Solar Pump, pictured right.

**100%** of farmers reported that KickStart's pump helped them combat the effects of climate change.

### REASONS INCLUDE:

- Ability to use harvested rainwater for irrigation and for livestock/domestic uses
- Ability to access deep water sources for irrigation
- Irrigate crops when rains fail or are unreliable





## EMPOWERING WOMEN FARMERS

### IRRIGATION & INTERSECTIONALITY

Women carry a double burden of agriculture and domestic duties—often charged with cultivation, transporting water, selling crops at market, and managing the profits to stretch across the long dry season. They are also positioned to benefit most from the empowering effects of irrigation—research shows that after acquiring a pump, women assert more power through their traditional roles in water management and farming, establish improved household and community standing, and, incredibly, are less vulnerable to gender-based violence.

**100%** of women farmers felt empowered since acquiring a pump.

#### REASONS INCLUDE:

- The ability to send children to school
- Earn more income
- Upgrade their home
- Improve nutrition
- Have authority/ownership of irrigation tool

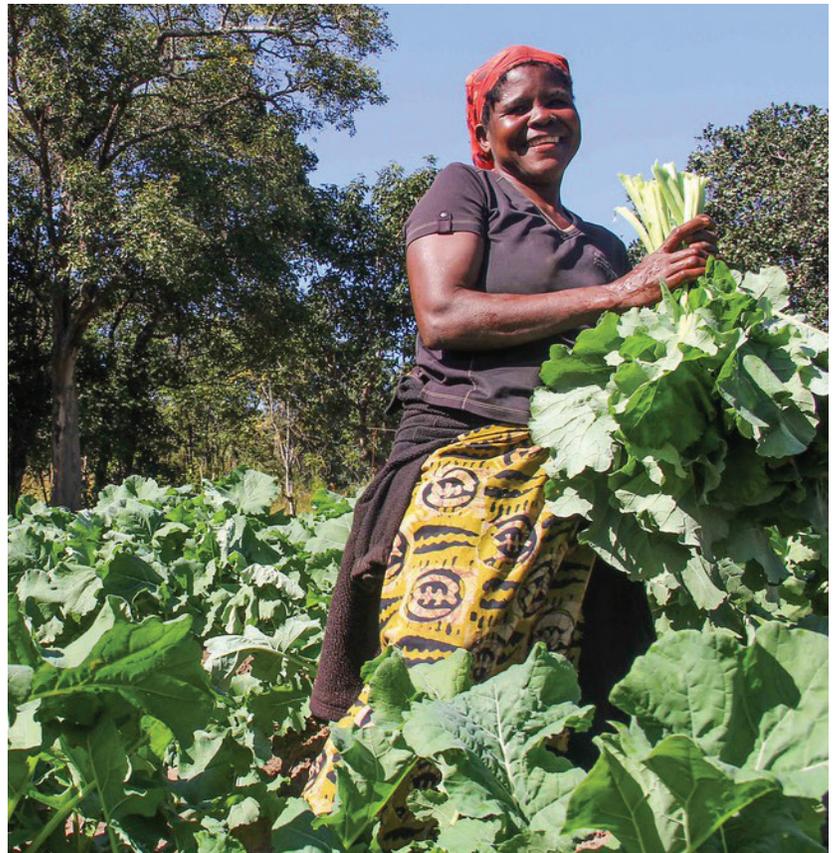
## BUILDING FOOD SECURITY

### “JUST ADD WATER”

Food security is at the heart of KickStart’s impacts—irrigation engages with the root cause of systemic food insecurity by enabling farmers to overcome dependence on erratic seasonal rains, and providing year-round access to agriculture’s most vital administered element: water.

**97%** of families reported that the irrigation pump helped them to overcome food shortages.

**28%** of households bought dairy cows with income from the pump.



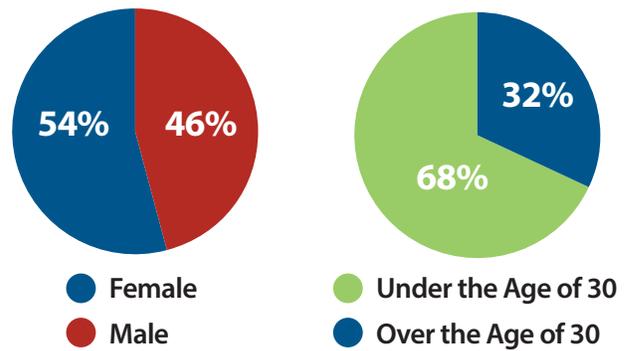
# FARMING FOR THE FUTURE: AGROPRENEURSHIP TOOLS

To enhance the impacts farmers realize from adopting irrigation technology, KickStart offers agropreneurship training to partner staff (lead trainers), partner farmer networks, and lead farmers. These locally-focused training sessions are customized for the specific needs of partners and farmers, covering agronomy, market-led production, and low-volume irrigation best practices.

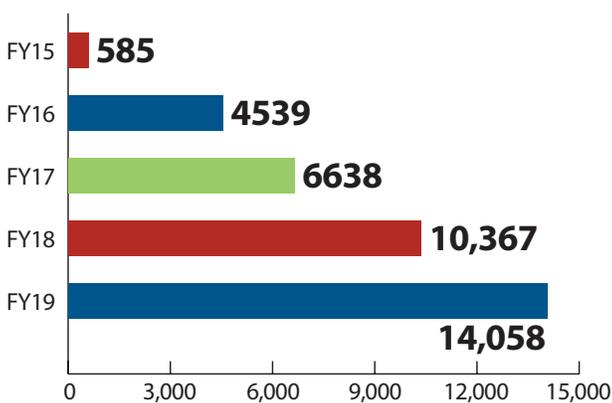
In addition to pump usage demonstrations conducted across all country programs, in FY19, KickStart administered specialized agropreneurship trainings in five priority countries, and equipped approximately 3,700 individuals, including lead trainers and farmers, with the skills to build a dynamic farming business, and a learning framework to educate others.

<b>SAMPLE LESSON PLAN: AGROPRENEURSHIP TRAINING</b>
1. Intro to Agronomy
2. Tips for 10 Go-To-Crops!
3. Seed Selection + Nursery Prep
4. Healthy Soil Management
5. Irrigating Powerfully – Water Usage
6. Harvesting, Crop Storage & Packaging
7. Costing & Pricing of Produce
8. Record Keeping + Financial Literacy
9. Environmental Stewardship
10. Crop Diversification

## TRAINING RECIPIENT DEMOGRAPHICS IN FY19



## INDIVIDUALS WHO RECEIVED AGROPRENEURSHIP TRAINING



\*Data represents cumulative totals

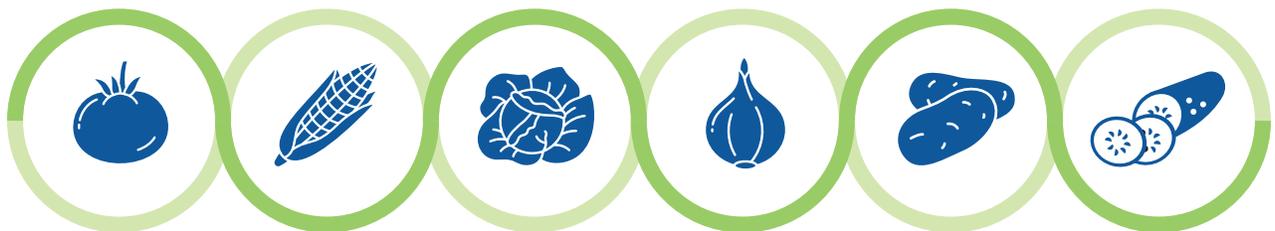




## FROM THE FIELD:

# TRANSITIONING FROM TOBACCO CULTIVATION TO DIVERSE FARMING

In collaboration with partners, KickStart works with smallholder farmers in Mozambique to transition from dependence on the perennial cash crop, tobacco, to diversified and regenerative food crop cultivation—improving nutritional and environmental securities. With global demand for tobacco in rapid decline, it is critical to reduce livelihood reliance on this unstable commodity market, and to establish sustainable and profitable practices for the production of crops for household consumption and sale .



**OVER 550** farmers trained on good agricultural practices (GAP) in Mozambique.

**OVER 60%** of those trained were youth, part of KickStart's efforts to empower Africa's future farmers with technological innovations and ideations to transform the sector.

# SCALING SMALLHOLDER IRRIGATION

## NATIONAL POLICY

National-level advocacy efforts yielded major success in Malawi, where the federal government endorsed MoneyMaker pumps as a highly reliable technology, and invited KickStart to help draft the Malawi Irrigation Investment Strategy. This key support helped catalyze wide-scale investment in smallholder irrigation across Malawi, with various multinational organizations, including the World Bank, FAO, Save the Children, and Heifer International, integrating MoneyMaker pumps into their programs.



## GLOBAL ADVOCACY

KickStart continued its *Irrigate Africa!* advocacy campaign, by contributing critical research, galvanizing stakeholder support, and shaping a global dialogue to catalyze systemic take-up of irrigation interventions across sub-Saharan Africa.

WATER FOR FOOD

ALLIANCE FOR GREEN REVOLUTION IN AFRICA FORUM (AGRF)

CHICAGO COUNCIL



## LOCAL LEADERSHIP

KickStart partnered with the Kano state government to promote the use of irrigation tools among high-vulnerability farming communities in northeastern Nigeria—kicking off the initiative with an official product launch, attended by the deputy governor, hundreds of civil society leaders, local farmers, and government officials.



# MEET KICKSTART'S...



## ELECTRICAL ENGINEER

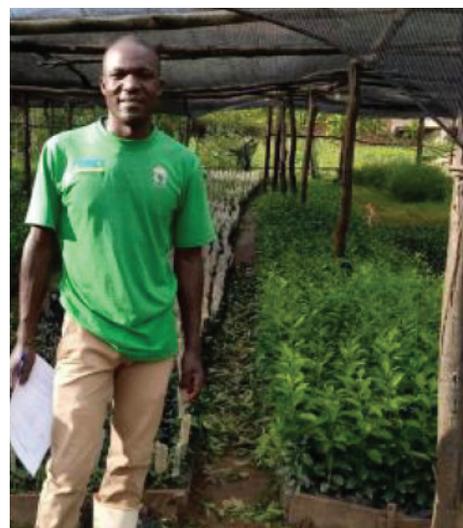
Cynthia Musonye works on the development of KickStart's Solar Pump to improve its durability, test performance, and design, in addition to collecting and analyzing data from farmer feedback. She started at KickStart as an intern through the recommendation of her university professor in Nairobi, where she graduated at the top of her class, and as one of only two women.

*"My work is extremely meaningful because both of my parents are farmers and in my village a lot of people need access to quality and affordable solar pumps to help in food production during the dry season. I hope to further my education in a part-time Masters Program in Renewable Energy, instilling more skills that will benefit KickStart's product innovations and farming communities across Africa."*

## FARMER & ENTREPRENEUR

Eulade Nzayinambaho is a 30 year-old, university graduate and farmer in Rwanda, who utilizes his pump to fulfil his dream of starting a fruit tree seedlings agribusiness.

*"I specialize in making fruit tree nurseries that include mango, oranges, avocado, and macadamia seedlings. I used to water my nursery of more than 20,000 seedlings with a watering can, spending 1½ hours daily. With the MoneyMaker pump, I can cover it in 30 minutes and have time to utilize the land around the nursery for different vegetables, especially during the dry season when they are expensive. This pump has boosted my work as an agriculturalist, cultivating the whole year and hiring an additional worker at the same wage."*



## SENIOR TRAINER

Denivas Onyancha has led KickStart's training program since 2015, using his expertise to develop our innovative agropreneurship framework to equip partner staff, farmer networks, and smallholders with farming and agribusiness best practices across sub-Saharan Africa.

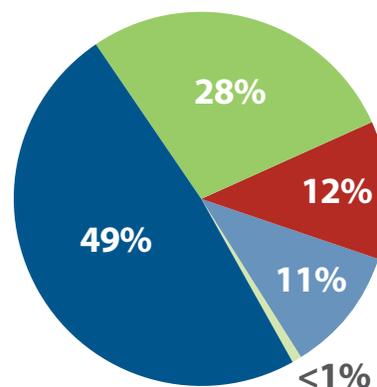
*"Long before KickStart, taking part in improving the livelihoods of rural folks across Africa was my dream. The training program harnesses the potential of the farmer alongside the technology, to bring the best of his/her entrepreneurial skills for food and income security."*

# FINANCIALS

KickStart International, Inc. Condensed Audited Financial Information For the Years Ending June 30, 2019 and 2018 (Amounts in Thousands)

## STATEMENT OF ACTIVITIES

	2019	2018
<b>Operating Income</b>	<b>(\$'000)</b>	<b>(\$'000)</b>
Product sales	\$ 1,239	\$ 2,078
Foundations and trusts	2,494	1,680
Individuals	638	1,238
Corporations	575	418
Governments	8	0
Investment & other non-operating activity (net)	125	110
Net change in restricted net assets	252	593
<b>Total operating income</b>	<b>\$ 5,384</b>	<b>\$ 6,117</b>
<b>Operating Expenditures</b>		
Program & Other Services	\$ 4,663	\$ 5,377
Management & General	522	310
Fundraising	228	253
<b>Gross Operating Expenditures</b>	<b>\$5,412</b>	<b>\$ 5,940</b>
Surplus/(Deficit) related to net assets without donor restrictions	(29)	177
Surplus/(Deficit) related to net assets with donor restrictions	(252)	(593)
<b>Total change in net assets</b>	<b>\$ (281)</b>	<b>\$ (416)</b>
Net assets at the beginning of the year	\$ 1,444	\$ 1,923
<b>Sub-total</b>	<b>\$ 1,444</b>	<b>\$ 1,923</b>
<b>Net assets at the end of the year</b>	<b>\$ 1,163</b>	<b>\$ 1,507</b>

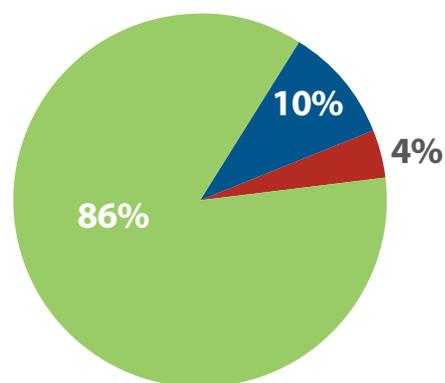


## FY19 SOURCE OF FUNDS

FOUNDATIONS	49%
EARNED INCOME	28%
INDIVIDUALS	12%
CORPORATIONS	11%
GOVERNMENTS	<1%

## STATEMENT OF FINANCIAL POSITION

	2019	2018
<b>Assets</b>	<b>(\$'000)</b>	<b>(\$'000)</b>
Cash and cash equivalents	\$ 1,247	\$ 1,324
Trade and other receivables	2,421	2,993
Inventories	477	351
Property, plant and equipment (Net)	92	91
<b>Total assets</b>	<b>\$ 4,237</b>	<b>\$ 4,760</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities		
Current liabilities		
Trade and other payables	\$ 919	\$ 967
Borrowings	2,155	2,286
<b>Total liabilities</b>	<b>\$ 3,074</b>	<b>\$ 3,253</b>
<b>Net assets</b>		
Unrestricted	\$ (574)	\$ (483)
Temporary restricted	1,738	1,990
<b>Total net assets</b>	<b>\$ 1,163</b>	<b>\$ 1,507</b>
<b>Total liabilities and net assets</b>	<b>\$ 4,237</b>	<b>\$ 4,760</b>



## FY19 USE OF FUNDS

PROGRAMS & OTHER SERVICES	86%
MANAGEMENT & GENERAL	10%
FUNDRAISING	4%

Complete Financial Statements, audited by our auditors PKF CPA, are available upon request

*We are able to successfully serve in our mission due to our committed leaders, supporters, and partners.*

## BOARD OF DIRECTORS

**William Mayer**, Chairman of the Board  
**Boston, MA**  
Partner, Goodwin Procter LLP

**Jane Okun Bomba**  
**Denver, CO**  
President, Saddle Ridge Consulting

**Adrienne Dreiss Ropp**  
**Houston, TX**  
VP, Cynthia & George Mitchell Foundation

**Martin Fisher**  
**San Francisco, CA**  
Co-founder & CEO, KickStart

**Kris Manos**  
**Salado, TX**  
Partner, Sanderson Berry

**Robert Meaney**  
**Riverside, CT**  
Business Consultant

**Sander Pruijs**  
**San Francisco, CA**  
Head of Global Rural & Retail Clients,  
Rabobank

**Chris Young**  
**Montreal, Quebec**  
VP Entertainment Creation Products,  
Autodesk

**David Young**  
**Boston, MA**  
Senior Partner & Managing Director -  
Social Impact, The Boston  
Consulting Group

## ENTERPRISE COUNCIL

Adam & Kimberly Borchert

Alchemy Foundation

Anonymous (6)

Anthony Kreisel &  
Kimberly Faris-Kreisel

David Young

Dorothe & Martin Hellman

Glenn & Suzanne Aaronson

Guy Cogan

Holly & Jeff Ullman

Hilary & Kevin Greene

Jane Okun Bomba

Jim Burkhart and Sue Levin

Kris Manos

Laurie & Kevin Carnahan

Laurie & Peter Thomsen

Meyer Family Fund

Michael Jackson

Mollie Richardson & Sander Pruijs

Patricia White and James Nickel

Robert & Angenette Meaney

Robert & Carrie Zeidman

William Mayer & Diane Carrier

## KEY SUPPORTERS

Alastair Riach

Anonymous (5)

Autodesk Foundation

David & Sarah Epstein

Eucalyptus Foundation

ExxonMobil Foundation

Frey Charitable Foundation

Garrett Gruener & Amy Slater Family Fund  
at the East Bay Community Foundation

Greater Impact Foundation

High Water Global

Horace W. Goldsmith Foundation

Inmaat Foundation

innocent foundation

Jackson Kemper Foundation

Joshua & Anita Bekenstein

Salesforce.com Foundation

Sheila and Jason Lawrence

Tawingo Fund

The Adventure Project

The Cynthia & George Mitchell Foundation

The Skilling and Andrews Foundation

The West Foundation

Theodore & Frances Geballe

Todd Cronan

USAID - Powering Agriculture

William K Bowes, Jr. Foundation



**KickStart**   
The Tools to End Poverty ▲

KickStart • 1385 Mission St, Suite 300 • San Francisco, CA 94103  
info@kickstart.org • (415) 346-4820 • kickstart.org