



2018  
ANNUAL REPORT

**KickStart**   
The Tools to End Poverty 



*Many thanks  
for making 2018  
an incredible year!*

# ABOUT KICKSTART



## WHO WE ARE

KickStart International is a non-profit social enterprise with a mission to lift millions of people out of poverty quickly, cost-effectively, and sustainably, by enabling them to earn a lot more money. Co-founded by Dr. Martin Fisher and Nick Moon, KickStart has been celebrated for our work and innovation since our inception over 25 years ago.

## WHAT WE DO

We introduce Sub-Saharan Africa's small-scale farmers to irrigation technologies that enable them to make more money, year-round, and thereby take a major step out of poverty. Since 2015, KickStart has

leveraged our partnership model towards our two strategic goals of lifting a second million people out of poverty, and developing new irrigation solutions and catalyzing broad-scale irrigation across Africa.

## HOW WE WORK

KickStart designs and mass-produces durable yet affordable "MoneyMaker" branded irrigation pumps for small-scale farmers in Sub-Saharan Africa. We sell these pumps to private sector distributors across 17 countries in Southern, Eastern, and Western Africa. At the same time, we partner with nongovernmental organizations and government agencies to promote the sales and distribution of pumps to rural farmers in their beneficiary networks.

## OUR IMPACTS TO DATE (AS OF JULY 2018)



**1.2 MILLION**  
PEOPLE LIFTED  
OUT OF POVERTY



**240,000**  
BUSINESSES  
CREATED



**12 MILLION**  
PEOPLE FED  
EACH YEAR



**220,000**  
JOBS  
CREATED



**\$210 MILLION**  
ANNUAL NEW FARM  
PROFITS AND WAGES

# WHERE WE WORK



## LEGEND

- ★ GLOBAL HEADQUARTERS
- REGIONAL HUBS
- WEST AFRICA
- EAST AFRICA
- SOUTHERN AFRICA





# PARTNERING FOR SCALE

After launching our strategic plan in 2015, KickStart has worked in thoughtful collaboration with credible, effective, and mission-aligned local partners who are already engaging with large networks of small-scale farmers. **Through these highly leveraged partnerships, KickStart can cost-efficiently impact rural families, reaching remote communities within a wide geographic region where irrigation is urgently needed.**

Our model ensures the success, scalability, and long-term sustainability of our impacts across multiple countries. We sell our pumps directly to private sector distributors. Meanwhile, we work with partners to promote the sales and distribution of pumps to farmers within their networks. KickStart's collaborations are holistic in nature, effectively reaching both the grassroots level and the international headquarters of our partners. Often, partners' core programs provide ongoing support for

a farmer's transition to irrigated farming by enabling complementary activities such as agricultural trainings and farmer friendly financing. Recently, we have focused on engaging non-governmental partners who have the following qualities: existing relationships with KickStart, a prior history of integrating our irrigation tools into their programs, overlap in multiple target countries, and the potential to rapidly scale pumps to thousands of farmers across Africa.

By operating through this model, KickStart is able to introduce irrigation strategies, our "MoneyMaker" pumps, and our agropreneurship trainings to impact even more partners and farmers, and at a lower cost than before. Farmers targeted by KickStart and our partners are empowered to establish profitable businesses, thereby building their own resilience to climate change and securing their own livelihoods and futures.

## **PARTNERSHIP HIGHLIGHT:** **VISIONFUND INTERNATIONAL**

Through our partnership with VisionFund International, the microfinance arm of WorldVision, we combine our comprehensive agropreneurship trainings with an irrigation-specific loan financing package in order to create a platform that addresses both the financial and agricultural needs of farmers. KickStart's technology and trainings make it possible for farmers to increase the profit from their farms, which means that they can easily pay back the loans they have taken out with VisionFund. Following a recent pilot program of 3,000 farmers from Zambia, there was a 95% successful repayment rate of irrigation-specific loans, demonstrating that this partnership is effective in making the pumps more easily affordable for farmers, and accelerating their ability to make significant economic strides. By partnering with microfinance institutions (MFIs), such as VisionFund, KickStart makes funds more accessible for farmers to purchase pumps, and increases awareness and demand for smallholder irrigation.



**95% REPAYMENT  
RATE ON PUMP LOANS  
THROUGH PILOT PROGRAM**



# CHAMPIONING POLICIES & INVESTMENTS

In recent years, KickStart has partnered with a range of stakeholders to bring irrigation to the forefront of the conversation on poverty alleviation and inclusive growth in Africa. While an estimated 20% of all farmland worldwide is irrigated, less than 5% of arable land in Africa is irrigated. In contrast, 35% of India's farmland is irrigated. **Small-scale irrigation was a key driver of increased agricultural yield during a series of research, development, and technology transfer initiatives from the 1940s to the 1970s, known as the Green Revolution.**

**Despite irrigation's role in the economic transformation of other world regions, small-scale irrigation in Africa has been de-prioritized by governments, donor agencies, and the private sector.** Reasons include a history of poorly planned, easily corruptible, and costly large-scale irrigation schemes in the 1970s and 80s, along with a lack of clear ownership, as irrigation falls between the ministries of water, agriculture, and the environment.

Together with various partners, KickStart is building a broad consensus around the transformative impact of smallholder irrigation and how its potential can be realized through effective research, policies, and investments. New critical developments signal growing recognition of small-scale irrigation's ability to create resilience to climate change, greatly improve food and economic security, and change lives.

Over this past fiscal year, we continued to see mounting traction from this approach. In early 2018, the World Bank hosted its first ever convening dedicated exclusively to small-scale irrigation, and USAID hosted a symposium where it shared the results of its Feed the Future Innovation Lab for Small-Scale Irrigation (ILSSI). These events brought together experts, donors, government representatives and practitioners, and highlighted the huge potential for small-scale irrigation in Sub-Saharan Africa. KickStart contributed as a panelist, participant and advisor.

# INNOVATIONS & PRODUCT DEVELOPMENT

Beyond developing new irrigation technologies, KickStart's Innovations Hub in Kenya is **dedicated to ensuring that our products reach and positively impact farming households, and to understanding the multi-dimensional benefits that stem from their use.** To this end, KickStart's Field Innovations team conducts a wide range of experiments and pilots new initiatives, particularly those targeting difficult-to-reach groups, including women and youth. In 2018, KickStart's Product Intelligence and Design (PID) team made significant progress in the product development and testing of our newest irrigation innovations, the Starter and Solar Pumps.

Our human-powered Starter Pump is expected to be KickStart's most affordable and lowest-cost pump yet, with a projected retail price of less than a 1/3 the cost of our bestselling MoneyMaker Max pump. The Starter Pump promises quick, high returns: farmers can immediately and dramatically increase their productivity and incomes and repay the low cost of the pump in a single crop cycle. In FY18, our Product Innovations and Design (PID) team continued field and initial market testing for the Starter Pump, in preparation for its launch on the broader market, starting in Kenya. PID works closely with our Field Innovations team, alongside our partners and farmers, to continue incorporating farmer feedback and lessons learned from lab and field tests into the pump's final design.

KickStart is playing a key role in partnering with Encap Technologies to design what we believe will be **one of the world's lowest cost, most efficient, solar-powered irrigation pumps.** To ensure that the pump is appropriate for small-scale farmers in Africa, we conducted and led the lab and field testing work and iterated on key technical components, including a new methodology for accessing deeper water wells. Despite a few technical delays, most of the research and design is now complete, and the project is at an exciting



junction. Furthermore, this new irrigation technology has generated a tremendous amount of interest from a broad base of nonprofit and private sector leaders, who value the solar pump's game-changing potential. KickStart, Encap, and a number of other entities are market testing and field testing prototypes. As the demand for this product grows, KickStart will hire a solar product manager to oversee this project and explore new collaborations with companies who have complementary interests and goals.



# TRAINING FARMERS

Through our innovative **agropreneurship program**, KickStart trains partner staff and farmer networks on business skills, agricultural and irrigation best practices, in addition to pump usage and maintenance. Participating farmers learn the agronomic and financial acumen necessary to approaching farming as a dynamic business. From a partnership perspective, the program also increases KickStart's value proposition to our partners, and complements our innovations and partner sales. **By engaging in these trainings, more farmers are increasing their incomes and crop yields, making it possible for individuals to transform their small-scale farms into life-changing enterprises.**



**KICKSTART HAS PROVIDED AGROPRENEURSHIP TRAININGS TO OVER 6,500 PEOPLE ACROSS SEVEN COUNTRIES, THE MAJORITY OF WHOM WERE WOMEN & YOUTH.**

# OUR IMPACTS ON WOMEN AND YOUTH

Africa is the youngest and fastest-growing continent in the world: by 2100, almost half of the world's youth will be African. New technologies and solutions are still needed for millions more small-scale farmers in Africa to harness the transformative potential of irrigation. **Vulnerable populations, like women and youth, show enormous promise to benefit from access to profitable economic opportunities like resilient, irrigated farming.**

Current trends indicate that the **youth** population in Africa struggles to see farming as a desirable career and would sooner seek employment in cities. However, massive rural to urban migration by the youth majority would seriously threaten food security, and the formal sector cannot absorb them. Creative approaches and forms of support are needed to make farming attractive to young people. KickStart is collaborating with partner organizations to design irrigation solutions that can help disadvantaged youth make informed choices, develop labor-market oriented skills, and gain financial literacy.

**Women** farmers face unique obstacles in accessing resources and gaining ownership of land and farming inputs. Our impact studies have consistently shown that, when equipped with our irrigation pumps, women often benefit from and control the financial gains from irrigation, increasing their gender role both in and outside of the home. Furthermore, women play a critical role in determining their families' first investments with surplus incomes generated by irrigation, often putting their savings towards their children's school fees or affordable healthcare. Not surprisingly, women farmers have reported experiencing an increase in their decision-making role within their families and communities, and feeling more empowered.



**RECENT STUDIES CONDUCTED IN OUR SOUTHERN AFRICAN REGION DEMONSTRATED DRAMATIC IMPACTS ON EDUCATION IN HOUSEHOLDS THAT USE KICKSTART'S PUMPS.**

**23% INCREASE IN CHILDREN ENROLLED IN EARLY EDUCATION**

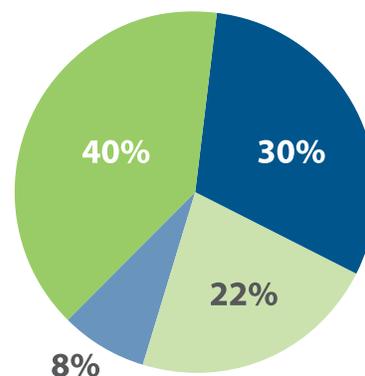
**74% DECREASE IN SCHOOL-AGE CHILDREN MISSING SCHOOL**

**82% OF HOUSEHOLDS PAID FOR SCHOOL FEES AND EXPENSES WITH THE ADDITIONAL INCOME FROM IRRIGATED AGRICULTURE**

# FINANCIALS

KickStart International, Inc. Condensed Audited Financial Information For the Years Ending June 30, 2018 and 2017 (Amounts in Thousands)

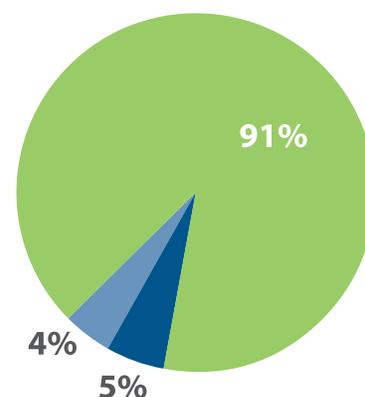
| <b>STATEMENT OF ACTIVITIES</b>                                     | <b>2018</b>     | <b>2017</b>       |
|--|-----------------|-------------------|
| <b>Operating Income</b>  | <b>(\$'000)</b> | <b>(\$'000)</b>   |
| Product sales  | \$ 2,078        | \$ 1,698          |
| Foundations and trusts   | 1,680           | 2,130             |
| Individuals  | 1,238           | 531               |
| Corporations   | 418             | 420               |
| Governments  | 0               | 51                |
| Investment & other non-operating activity (net)                    | 110             | 83                |
| Net change in restricted net assets                                | 593             | 1,677             |
| <b>Total operating income</b>                                      | <b>\$ 6,117</b> | <b>\$ 6,591</b>   |
| <b>Operating Expenditures</b>                                      |                 |                   |
| Program & Other Services   | \$ 5,377        | \$ 6,142          |
| Management & General   | 310             | 356               |
| Fundraising  | 253             | 244               |
| <b>Gross Operating Expenditures</b>                                | <b>\$ 5,940</b> | <b>\$ 6,742</b>   |
| Surplus/(Deficit) related to net assets without donor restrictions | 177             | (151)             |
| Surplus/(Deficit) related to net assets with donor restrictions    | (593)           | (1,677)           |
| <b>Total change in net assets</b>                                  | <b>\$ (416)</b> | <b>\$ (1,828)</b> |
| Net assets at the beginning of the year                            | \$ 1,923        | \$ 3,751          |
| <b>Sub-total</b>   | <b>\$ 1,923</b> | <b>\$ 3,751</b>   |
| <b>Net assets at the end of the year</b>                           | <b>\$ 1,507</b> | <b>\$ 1,923</b>   |



## SOURCES OF FUNDS

|                    |     |
|--------------------|-----|
| EARNED INCOME..... | 40% |
| FOUNDATIONS.....   | 30% |
| INDIVIDUALS.....   | 22% |
| CORPORATIONS.....  | 8%  |

| <b>STATEMENT OF FINANCIAL POSITION</b>  | <b>2018</b>     | <b>2017</b>     |
|---|-----------------|-----------------|
| <b>Assets</b>                           | <b>(\$'000)</b> | <b>(\$'000)</b> |
| Cash and cash equivalents               | \$ 1,324        | \$ 775          |
| Trade and other receivables             | 2,993           | 2,883           |
| Inventories                             | 351             | 406             |
| Property, plant and equipment (Net)     | 91              | 133             |
| <b>Total assets</b>                     | <b>\$ 4,760</b> | <b>\$ 4,197</b> |
| <b>LIABILITIES AND NET ASSETS</b>       |                 |                 |
| Liabilities                             |                 |                 |
| Current liabilities                     |                 |                 |
| Trade and other payables                | \$ 967          | \$ 479          |
| Borrowings                              | 2,286           | 1,795           |
| <b>Total liabilities</b>                | <b>\$ 3,253</b> | <b>\$ 2,274</b> |
| <b>Net assets</b>                       |                 |                 |
| Unrestricted                            | \$ (483)        | \$ (660)        |
| Temporary restricted                    | 1,990           | 2,583           |
| <b>Total net assets</b>                 | <b>\$ 1,507</b> | <b>\$ 1,923</b> |
| <b>Total liabilities and net assets</b> | <b>\$ 4,760</b> | <b>\$ 4,197</b> |



## USE OF FUNDS

|                                |     |
|--------------------------------|-----|
| PROGRAMS & OTHER SERVICES..... | 91% |
| MANAGEMENT & GENERAL.....      | 5%  |
| FUNDRAISING.....               | 4%  |

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

# *Our work is made possible because of significant partners like you – Thank You!*

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