



**KickStart**



The Tools to End Poverty ▲

ANNUAL REPORT 2016

**KickStart's mission is to lift millions of people in Africa out of poverty quickly, cost-effectively and sustainably.**

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# LETTER FROM CEO & CO-FOUNDER MARTIN FISHER, PHD

Dear Friends,

2016 marks KickStart's 25th Anniversary and thanks to your continued support it has been a year of many milestones.

First and foremost, we celebrated our 1 millionth person out of poverty!—a number we never dreamed of when Nick Moon and I founded the organization in 1991. After 25 years of empowering families to climb out of poverty, our belief that the poor need and deserve an opportunity, not pity, has only grown stronger.

2016 was also the first full year under KickStart's new Strategic Plan and together, we made exciting progress. We entered multiple new countries, instituted new program and staffing structures, retrained our teams on partnership development, kick-started new innovations, and initiated or deepened relationships with hundreds of partners. KickStart now has skilled staff on the ground in 11 African countries, and our growing private sector supply chain makes MoneyMaker pumps available to partners and farmers in 14 countries.

As an organization, we understand and appreciate the huge role our partnerships play in our work—our donors, distributors and retailers, other NGO, government and private sector partners, and most of all, the farmers themselves. Our partners have been the cornerstone of our success and going forward they will enable us to reach the next level of impacts and scale.

Best wishes,  
Martin



In 2016, KickStart celebrated our **one millionth person** moving out of poverty.



# THE CHALLENGE

Africa is a continent made up of farmers that cannot feed itself despite the fact that it holds more than 1/4 of the world's arable land. This challenge contributes to rampant poverty, malnutrition in children and adults, and unfortunate, yet avoidable, health and education outcomes.

Currently, only 4% of farmland in sub-Saharan Africa is irrigated, which means the vast majority of farmers depend on the unreliable rains to grow their crops. With everyone planting and harvesting at the same time, farming families all end up attempting to sell their crops in over-saturated markets for low prices when supply is high, but demand is low.

Unfortunately, just months later, when the rains dry up, these same farming families are left with nothing to eat and without an income, keeping them stuck in a vicious cycle of hunger and poverty.



# OUR SOLUTION

KickStart designs and promotes very low-cost, high quality irrigation pumps, enabling poor farmers to make their own rain, significantly increasing yields, incomes and providing a real path out of poverty.

With the pumps, small-scale farmers start profitable businesses growing and selling high-value crops throughout the year, and lift themselves and their families out of poverty.

# OUR IMPACT

CUMULATIVE IMPACTS TO DATE (as of July 2016)



**287,435**  
Pumps Sold



**1.1 MILLION**  
People Lifted  
Out of Poverty



**220,000**  
New Farming  
Businesses Created



**200,000**  
New Jobs Created



**\$183M/YEAR**  
Earned by Farmers &  
Their Employees in New  
Profits & Wages



**11 MILLION**  
People Fed with  
Fruits & Vegetables



# OUR IMPACT

## HISTORIC MILESTONES

# 25 YEARS OF IMPACT

### FIRST MONEYMAKER PUMPS

designed and produced  
for mass market



1998

### EXPANDED

to West Africa

### CHANGED NAME

to KickStart International



2005

### EXPANDED

to Southern Africa



2012

### PRESENT

in 14 African countries



2016

1991



### FOUNDED

in Kenya by  
Martin Fisher  
and Nick Moon

2000



### EXPANDED

to Tanzania

2006



### PARTNERSHIPS

expanded farmer  
outreach through  
partnerships with  
other NGOS

2015



### LIFTED 1 MILLION PEOPLE OUT OF POVERTY

and launched strategic growth plan  
to reach an additional  
1 million

# OUR IMPACT

## KICKSTART'S ROLE IN THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

In September 2015, world leaders gathered at the United Nations (UN) adopted an ambitious agenda to end poverty, protect the planet and ensure prosperity for all. KickStart's work advances 11 out of the 17 Sustainable Development Goals (SDGs) that must be met in order to secure this bold vision of the future.

Farmers who use a MoneyMaker pump to transform their plots into profitable businesses not only lift themselves out of poverty, they unlock a wide range of positive benefits for their families, communities, countries and the environment. The collaborative approach of KickStart's new strategy is also echoed by the UN in SDG 17 and the group's belief that, "For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and people like you."

# OUR IMPACT

## KICKSTART'S ROLE IN THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT





# OUR IMPACT

FY 2016 AT A GLANCE



**22,000**  
Pumps Sold

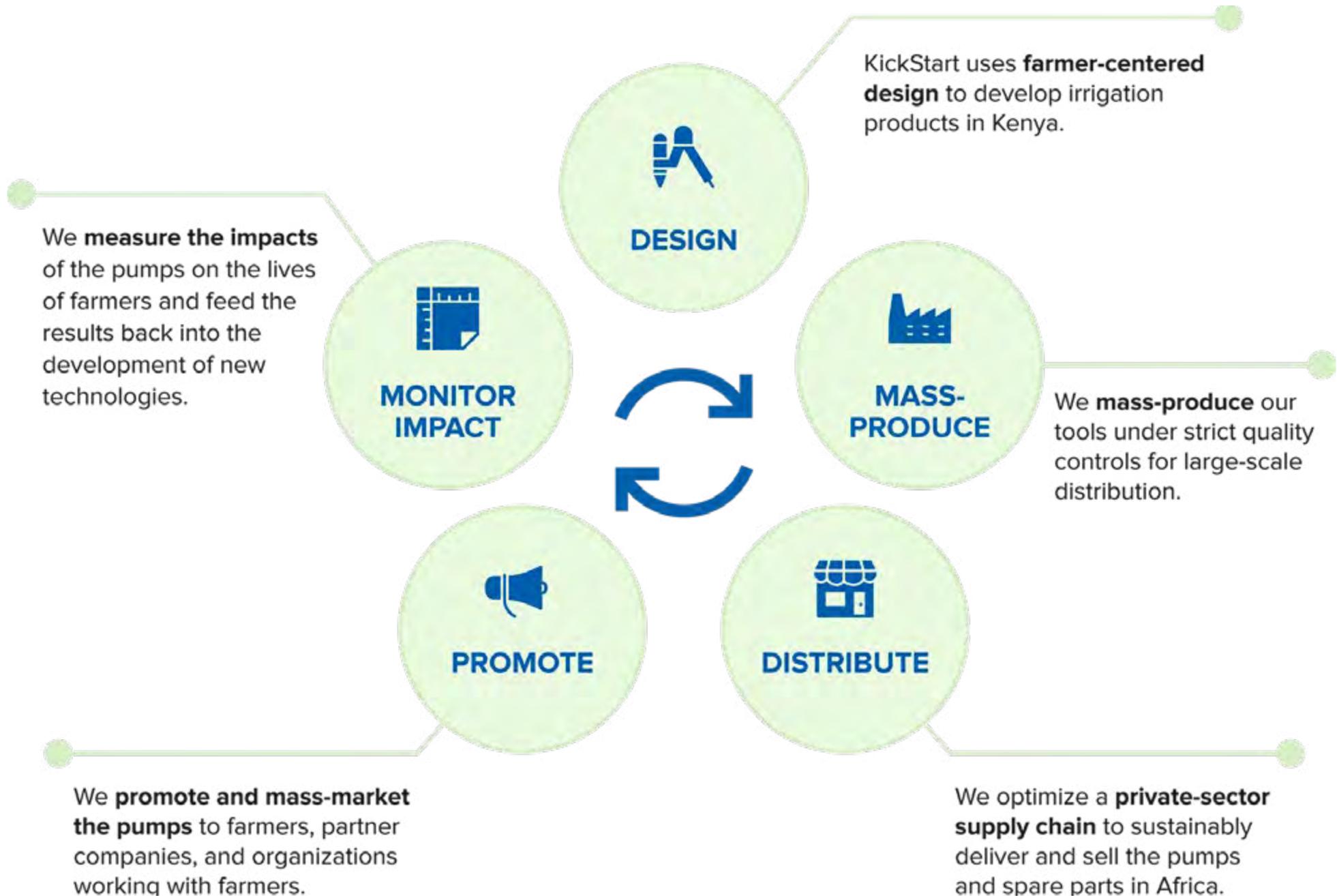


**EVERY 6 MINUTES**  
1 Person Climbed Out of Poverty

Farmers...

- increase their income from irrigation by ~500%
- invest in other businesses and increase their overall income by 400%
- improve food security, nutrition and health for the entire family
- build increased resilience to climate change
- KickStart's pumps empower women to start new farming businesses, increasing their income and their voice.

# OUR MODEL



# STRATEGIC PLAN

This marked the first full year under KickStart's new strategic plan. The plan focuses on two major goals that will scale our work throughout the continent:

## LIFT AN ADDITIONAL 1 MILLION PEOPLE OUT OF POVERTY

KickStart is expanding our highly leveraged partnership based pump distribution model in 16 high-potential target countries across Africa. With a lean team, we work with other NGOs, corporations, governments and UN agencies to help promote irrigation and MoneyMaker products to their networks of small-scale farmers. At the same time, we continue to develop and optimize a private sector distribution chain to ensure sustainability. This model will enable KickStart to sell 270,000 more pumps that will lift one million more people out of poverty.

## DEVELOP NEW IRRIGATION SOLUTIONS & CATALYZE BROAD-SCALE IRRIGATION INTERVENTIONS ACROSS AFRICA

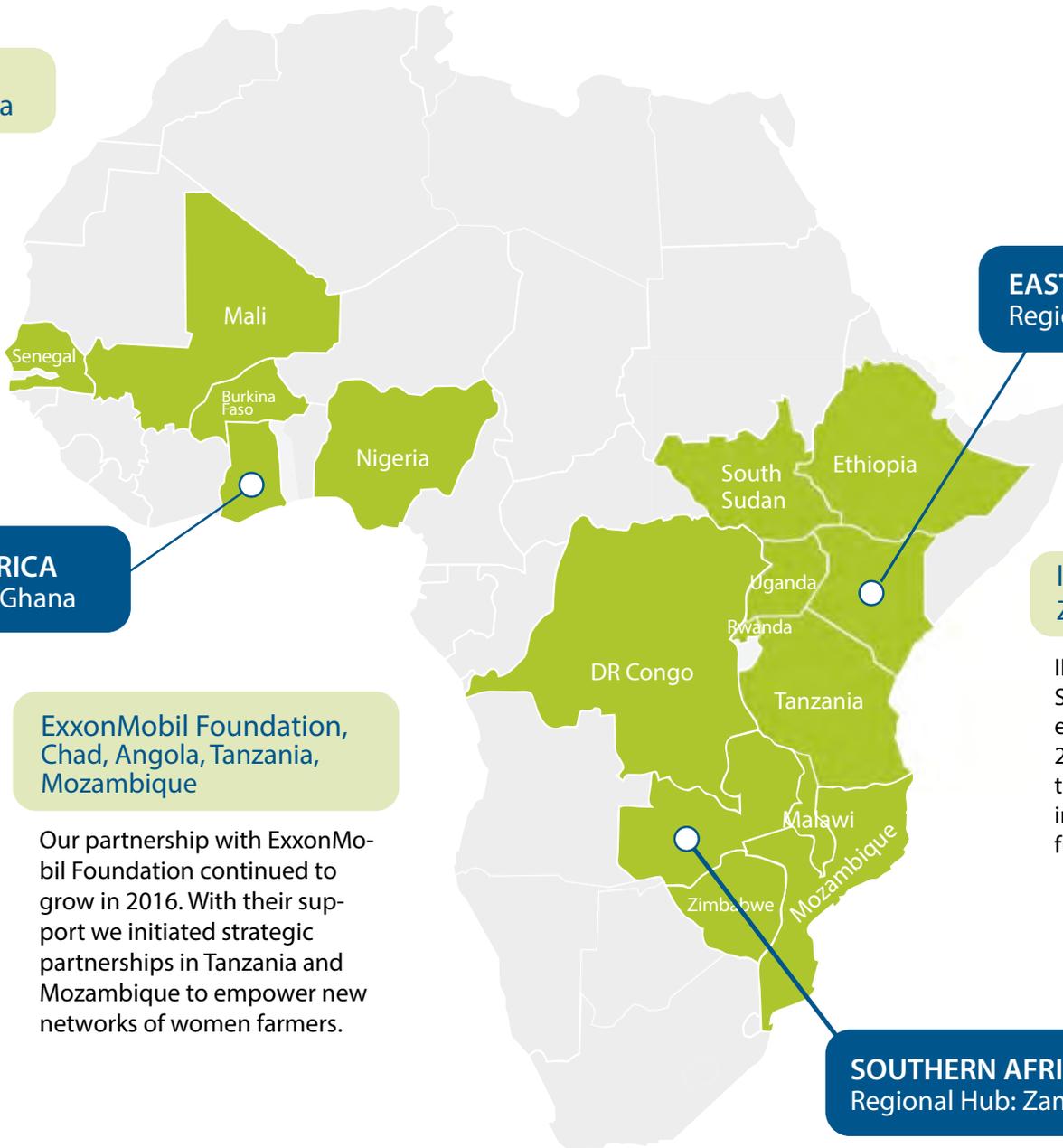
KickStart established an Innovations Hub in Kenya, and is forming partnerships to develop and test new, high-impact irrigation solutions and last-mile innovations. These innovations will enable millions of additional farmers to irrigate. In addition, we will partner with and catalyze the participation of major stakeholders to support and promote small-scale irrigation across the continent.



# WHERE WE WORK

## Alwaleed bin Talal Foundation, West Africa

The generosity of the Alwaleed bin Talal Foundation enabled KickStart to establish our West Africa Hub in Ghana and expand our reach to help thousands of additional farmers in the region.



## WESTERN AFRICA Regional Hub: Ghana

## ExxonMobil Foundation, Chad, Angola, Tanzania, Mozambique

Our partnership with ExxonMobil Foundation continued to grow in 2016. With their support we initiated strategic partnerships in Tanzania and Mozambique to empower new networks of women farmers.

## EASTERN AFRICA Regional Hub: Kenya

## IKEA Foundation, Zambia, Southern Africa

IKEA Foundation's support in Southern Africa has empowered more than 22,000 families to irrigate their crops secure their incomes and create a better future for their children.

## SOUTHERN AFRICA Regional Hub: Zambia

# WHERE WE WORK

## WEST AFRICA

In 2016, KickStart opened a new regional office in Accra, Ghana. The West Africa hub coordinates activities across our five target countries in the region: Burkina Faso, Ghana, Nigeria, Mali, and Senegal. KickStart's lean and dynamic team has engaged current partners and forged relationships with new distributors, government stakeholders, and NGOs working with networks of small-scale farmers. MoneyMaker pumps and spare parts are now available in all of our target countries in the region, with the exception of Senegal.

Roughly 2,500 MoneyMaker pumps were sold in West Africa in FY16, well above our target, representing 40% growth over the prior year. The team implemented a successful product launch in Ghana and appointed a new distributor in Burkina Faso.



**2,509**  
pumps sold



**1,900**  
businesses created



**1,700**  
jobs created



**9,400**  
people lifted out of poverty



**94,000**  
people fed with fruits  
and vegetables



**\$1.6 million/year**  
profits and wages for once  
poor families

# WHERE WE WORK

## SOUTHERN AFRICA

With support from the IKEA Foundation, KickStart established its Southern Africa regional hub in 2013. Since then, Southern Africa has expanded to become one of the top performing regions. A newly appointed regional head and team have generated demand from a strong network of partners, distributors, and dealers in Mozambique, Malawi, Zimbabwe, and the Democratic Republic of the Congo. Roughly 60% of global sales in 2016 took place in Southern Africa and the region demonstrated 40% growth over the prior year.

Throughout the year, KickStart optimized a sustainable supply chain for MoneyMaker pumps across the region. In partnership with a strong distributor, KickStart opened up the markets in Zimbabwe and held a successful product launch which convened senior government stakeholders and NGOs.



**11,743**

pumps sold



**8,800**

businesses created



**7,900**

jobs created



**44,000**

people lifted out of poverty



**440,000**

people fed with fruits  
and vegetables



**\$7.5 million/year**

profits and wages for once  
poor families

# WHERE WE WORK

## EAST AFRICA

East Africa is home to KickStart's longest standing programs. This past year, the program in Tanzania was restructured and transitioned completely to KickStart's partnership-based model in line with the strategic plan. KickStart's East Africa regional hub has now optimized the private sector supply chain for MoneyMaker pumps and spare parts in every priority country in East Africa and currently has at least one active distributor in Ethiopia, South Sudan, Uganda, and Rwanda as well as mature supply chains in Kenya and Tanzania.

Notably, KickStart obtained approval from the Tanzania National Committee for Irrigation and Drainage to work with all nine of their zones across the country. This will scale our strong presence in the country and increase awareness of MoneyMaker pumps.

In 2016, 7,728 pumps were sold in the East Africa region, enabling 29,000 people to be lifted out of poverty.



**7,728**

pumps sold



**5,800**

businesses created



**5,200**

jobs created



**29,000**

people lifted out of poverty



**290,000**

people fed with fruits and vegetables



**\$5 million/year**

profits and wages for once poor families



Photo credit: Alison Jones

# INNOVATIONS HUB

Under KickStart's new strategy, Kenya serves as the organization's Innovations Hub for developing new products and effective ways to get them to farming families through local supply chains.

The team largely focused on two exciting projects this year- the Starter Pump and a solar-powered pump, both to enable new segments of farmers to irrigate as well as to offer an affordable clean energy solution to existing, entrepreneurial MoneyMaker farmers who want to graduate from human-powered irrigation.

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## PRODUCT INNOVATIONS

**Starter Pump** – KickStart's Product Intelligence and Development (PID) team finalized a prototype of the MoneyMaker Starter Pump and met their goal of getting it to operate at 75% of the efficiency of the MoneyMaker Hip Pump but costing only half its price. Once on the market, this will be our lowest-cost pump model at around \$40.

With the prototype complete and field tested, KickStart's marketing innovations team made plans for market testing the Starter Pump in Kenya in FY17. Autodesk Foundation's financial and in-kind support of their proprietary technology and a 3-D printer have made product prototyping and testing in Kenya infinitely quicker and easier.



# INNOVATIONS HUB

## PRODUCT INNOVATIONS

**Solar Pump** – PID also developed several new prototype models of small-scale, solar-powered pumps. The team lab-tested a wide range of promising pump options to incorporate into a new solar-powered irrigation solution. With support from USAID's Powering Agriculture Grand Challenge for Development, KickStart continued these efforts working in partnership with a leading manufacturer of the modern encapsulated brushless dc motor pump.

Our partner is keen to work with us to incorporate their efficient technology into a robust, portable, submersible solar-powered water pump and has recruited an experienced team of designers and industry experts who will work together with KickStart's PID team throughout the product design cycle. Together, we will leverage our collaborators' economy of scale, our team's deep understanding of the needs of farming households, and the expertise of all in order to create the most appropriate and lowest cost solar irrigation solution.

To further reduce the upfront cost for farmers to adopt one of the solar-powered pumps, KickStart also continued experimenting with and refining hardware and software to enable pay-as-you-go (PAYG) financing options.





**MoneyMaker**  
Family • Life • Success  
**MoneyMaker Max**  
Irrigation Pump

# INNOVATIONS HUB

## FIELD INNOVATIONS

### **Randomized Control Trial - Farmer Friendly Financing**

Washington State University (WSU) completed final analysis of the results from the randomized control trial (RCT) studying the value and impact of KickStart's Mobile Layaway (micro-savings) and Rent-to-Own (micro-loan) financing models. The study looked at which, if any, of these financing mechanisms increased pump adoption rates among poor farmers and also looked at the comparative impacts associated with each method of adoption.

Study results indicated that financing programs, like Mobile Layaway, which are structured so that farmers save toward a pump, but do not take possession of it until they have paid in full, proved to be less effective at increasing pump adoption rates. The study also demonstrated less demand for this savings service than payment structure alternatives, including both Rent-to-Own and outright cash purchases, which enable customers to receive and begin using a MoneyMaker pump right away to generate income. Farmers who purchased a pump with Rent-to-Own or with outright cash payments realized immediate economic and food security benefits since they received the equipment at time of the initial transaction.

An additional takeaway from the study, which also supports the value of KickStart's partnership-based strategy, was that the transaction costs required for KickStart to administer financing products are very high. Working with partners is a more cost-efficient way to pair MoneyMaker pumps with appropriate financing options, which we will continue to do rather than implementing our own financing products.

Study results highlighted many actionable lessons for KickStart and the microfinance space more broadly and also supported

existing data showing that irrigation, and MoneyMaker pumps in particular, enable farmers to make a lot more money.

Compared to non-irrigating farmers in the control group, with rare exceptions, farmers who adopted a pump during the study using all three financing options realized statistically significant benefits. These included increases in income from irrigated crops, overall household wealth, and the area of farmland under cultivation as well as reductions in household hunger.

### **Agropreneurship Training Program**

KickStart has developed an innovative training program that focuses not only on how to use and maintain MoneyMaker pumps, but also on business skills and agricultural best practices—or Agropreneurship. The goal of this training is to increase farmers' understanding of the benefits of irrigation and how to approach farming as a business. The program also aims to ensure maximized impacts for individual farmers in terms of increased crop yields and income generation.

This year, KickStart formalized the training program by hiring a dedicated manager, developing new training tools, and expanding the curriculum in response to the needs of farmers and partners. The curriculum consists of several modules, including MoneyMaker Pumps, agropreneurship, financial literacy, soil management, and water harvesting technologies.

Over 3,000 farmers were trained through this program this year, 60% of whom are women. Trainings took place in Chad, Malawi, Tanzania, and Uganda at the request of a wide range of our NGO partners, including Action Aid, World Vision, The Hunger Project, Africare, and Total Land Care.

# GROWING WITH THE MONEYSMAKER STARTER PUMP



# INNOVATIONS HUB

## A STORY FROM THE FIELD

James lives in the bustling town of Ruiru, Kenya. He is a 47-year-old father of four. Three of his children are in school and his eldest child is now working at a hotel in Mombasa.

James previously worked in a coffee factory where he earned about \$50 per month - This area was a sisal and coffee growing district with sisal on either side of the river to the right of the main road. About three years ago, he began farming a rented piece of land on the banks of the Ruiru River. When James first began farming, he irrigated his crops by carrying buckets of water from the river. Although difficult, this allowed him to maintain a very small vegetable plot and to earn about \$120 per month from the sale of his crops.

In December 2015, James was selected to be part of a trial group for KickStart's MoneyMaker starter pump. The starter pump is an entry-level, easy-to-use pump that will retail for about half the price of our current lowest-cost pump. Insights from the field test with James and other farmers will inform the final product design and manufacturing process.

Since working with the starter pump, James has been able to easily access water for his farm, expanded his plot to nearly 10 times its previous size, and has diversified his crops to include kale, spinach,

cow peas, and other indigenous vegetables. His farming business is now generating \$320 per month, improved the quality of life for James' family, and positively benefited the local community.

James is now saving money for his retirement in his bank account—for the first time ever. He is also now able to pay his three children's school fees in advance—a change he is very proud of because he previously he struggled to pay their school fees on time.

When James previously irrigated with buckets, he needed his wife to help him with the farm and this laborious irrigation process each day. Thanks to the MoneyMaker Starter Pump, James has now employed three farmhands, freeing up his wife to open her own business. She now sells M-Pesa products and household items to customers in the community, earning the family even more.

James plans to continue to build on his success by expanding his farm and introducing new crops, like tomatoes, in the coming months. He proudly says that since using the MoneyMaker Starter Pump, he is now respected by people in his community and is the main provider of fresh, nutritious food for his neighbors. Reflecting on how his life has changed over the past few months, he says, "Now I'm a boss. I'm a big man in my community."



# IMPACT MONITORING

## WEST AFRICA FOCUS GROUPS

In April, KickStart's Impact Monitoring team convened focus group discussions (FGDs) among farmers who had bought MoneyMaker pumps in Mali and Burkina Faso. The FGDs reinforced the positive impacts of irrigation on food security, income generation, both from irrigated crops and diversified farming businesses, and overall wellbeing.

A total of 160 individual farmers participated in 20 FGDs, each comprised of either men or women so as to remove the influence of gender dynamics on groups' feedback.

99% of the participants are actively using their MoneyMaker pumps. On average, FDG participants had been using a MoneyMaker pump to irrigate their farms for 4 years, during which time their income from irrigated farming increased significantly as a result of both increased yields and the ability to plant more crop cycles.

Nearly all participants acknowledged that their households' adoption of irrigation had helped to ensure its food security and good nutrition. Farmers described several different pathways through which irrigation had impacted their household food security beyond supporting year-round food production that is not

otherwise possible. Many of them commented that the pumps increased their yield of irrigated produce, which in turn increased their income. They used this additional income to buy major staple foods and/or inputs, such as fertilizers, for growing staple crops themselves in greater quantity or quality.

A large number of participating farmers acknowledged how increased income from irrigation created

opportunities for reinvesting in their farming businesses. The majority reported buying livestock as an investment and even described livestock as their preferred

method for saving money in the absence of financial service institutions in the rural areas.

The increased income earned through the farmers' adoption of MoneyMaker pumps also promoted additional life improvements: Men and women alike reported positive impacts on their overall wellbeing. These improvements (which are listed in order from greatest to least in terms of the number of participants who mentioned them) included the ability to: build or improve housing structures, purchase new assets, send children to school and afford medical services.



**99% OF PARTICIPANTS ARE ACTIVELY USING THEIR MONEYSMAKER PUMPS.**



# IMPACT MONITORING

## IMPACTS FROM KICKSTART & ADPP PARTNERSHIP IN ANGOLA



In Angola, KickStart and Ajuda de Desenvolvimento de Povo para Povo (ADPP) have worked together since 2012 through ADPP's Women's Farmers Clubs project with support from the ExxonMobil Foundation. The objective of the project is to improve living conditions for participating families by

applying more efficient and sustainable technologies that enable female farmers to produce more food on their farms. By also assisting these farmers in obtaining better prices for their produce, heightened productivity results in increased income for women in the groups.

In April 2015 a baseline survey was carried out among 67 randomly selected farming family households soon after acquiring KickStart's MoneyMaker pumps through ADPP's program. In November 2015, a follow-up survey was conducted among the 63 of the initially selected Angolan farming households in Kwanza Sul province. The aim of the follow up survey was to measure the impacts realized from using the pumps to irrigate their farms, and to find out how these impacts had empowered women and improved the livelihoods of their families in general.

The study revealed the following impacts and the many meaningful ways MoneyMaker pumps change the lives of families in Angola, further reinforcing KickStart's broader findings across the geographies where we work:



**592% increase**

Households increased their income from irrigated crops from USD 37 at baseline to USD 219 at follow up



**10x increase**

Increase in area under irrigation



**92% increase**

Crop cycles improved from 1.2 at baseline to 2.3 at follow up

The study also found that in 82% of the cases women accessed the money earned from the sales of irrigated crops, and in 87.5% of the cases they had influence on how the money was used.





# OPERATIONAL PARTNERSHIP SPOTLIGHT

TOTAL LAND CARE

KickStart has been working with Total Land Care (TLC) in Malawi for more than 10 years—a long-standing relationship that has helped us see the powerful value of partnerships. TLC is a non-profit working with small-scale farmers throughout sub-Saharan Africa to create positive impacts on rural livelihoods. By combining the complementary strengths of our organizations, KickStart and TLC are able to together provide the skills and resources that farmers can leverage to lift themselves out of poverty.

Since 2006, we have expanded our work with TLC from Mali to Tabora, Tanzania, and later to Zambia and Mozambique. TLC has introduced over 20,000 of KickStart's MoneyMaker

pumps to the farmers in their programs in these four countries. The most significant of these has been the partnership in Malawi where they are using the pumps widely throughout the country.

In addition to the provision of our technologies, KickStart has worked closely with TLC staff and provided them with pump demonstrations and basic training to teach farmers and TLC staff how to use and maintain the technologies. KickStart has also provided various follow-up trainings to TLC over the years. Together, this partnership alone has helped lift over 75,000 people out of poverty and we look forward to our continued work together in the years to come.

A photograph of three men in suits standing at a conference. The man on the right is speaking into a microphone. The background is a blue wall with some abstract patterns.

## Toward Catalyzing Broad-scale Irrigation Interventions Across Africa

In April 2016, the Water for Food Institute at the University of Nebraska, KickStart and the Bill & Melinda Gates Foundation, in association with the Water, Land and Ecosystems Program of the CGIAR, co-convened a workshop on the opportunities and challenges of increasing irrigation for small-scale farmers in Sub-Saharan Africa (SSA).

A panel of experts provided an introduction to small-scale irrigation in SSA, an overview of recent studies measuring the availability of groundwater in SSA and comparing the yield gaps of irrigated vs. rain-fed agriculture, and reviewed lessons learned on irrigation from the perspective of agricultural water management. Over 150 distinguished presenters

and attendees of the **2016 Water for Food Conference** contributed to the break-out portion of the workshop. Panelists facilitated group discussions to identify the benefits of expanding small-scale irrigation in SSA; the challenges thus far preventing this expansion; and the best next steps to act on and promote smallholder irrigation to improve the lives of millions of the world's poorest farmers.

A synthesis of the ideas that came out of this workshop is reflected in the following draft statement: <http://bit.ly/2bYw1pT>. This marked an important first step in building a platform for aligning broader support for expanding small-scale irrigation in SSA.



# 25 reasons to love KickStart

1. KickStart gives opportunity, not pity
2. KickStart gives children a better education
3. KickStart empowers women
4. KickStart has years of experience of doing development right
5. KickStart creates new jobs – nearly 200,000 to date
6. KickStart closely monitors and evaluates their impacts
7. KickStart gives people living with HIV a healthier and happier life
8. KickStart fights poverty and hunger from the root cause
9. KickStart's pumps increase household income by 400% on average
10. KickStart enables people to lift themselves out of poverty with dignity and pride
11. KickStart helps farmers adapt to climate change by enabling them to make their own rain
12. Right now, KickStart has the potential to lift 60 million families out of poverty with their pumps
13. KickStart's pumps are feeding over 10 million people each year
14. KickStart farmers and their employees are earning \$170 million more each year in new profits and wages
15. KickStart engineers their pumps to be light-weight, affordable, and durable—specifically for rural farmers.
16. KickStart partners with other NGOs for maximum impact and cost-efficiency
17. KickStart keeps their overhead costs low and uses donations to enable farmers to adopt lifechanging tools
18. It only costs a donor \$330 to lift an entire family out of poverty forever
19. KickStart has lifted over 1 million people out of poverty to date
20. KickStart's farmers no longer experience the "Hunger Season"—the few months out of the year where there is no food because the rains haven't come.
21. KickStart's pumps have no harmful environmental impacts because they are human-powered
22. KickStart is one of the first social enterprises and has blazed the trail for other organizations and companies
23. KickStart enables people to dream beyond their circumstances
24. KickStart is changing the way the world fights poverty
25. Our fantastic partners and supporters!



# PARTNERS

## SOME OF OUR PARTNERS ON THE GROUND

AB Bank	ChildFund	Intercooperation	Save the Children
Action Africa Help International	Christian Aid	International Committee of the Red Cross (ICRC)	Self Help Africa
Action Aid	Community Markets for Conservation (COMACO)	International Development Enterprises (IDE)	Solidarités International
African Parks	Concern Universal	International Organization for Migration (IOM)	Tearfund
African Water Facility	Concern Worldwide	International Potato Centre	Total Land Care (TLC)
Africare	COOPI (Cooperazione Internazionale)	Islamic Relief Aid	United States Agency for International Development (USAID)
Agribusiness in Sustainable Natural African Plant Products (ASNAPP)	Development Aid from People to People (DAPP)	Japan International Tobacco (JTI)	Vision Fund International
Ajuda De Desenvolvimento de Povo Para Povo (ADPP)	Emmanuel International	Mozambique Leaf Tobacco Co. Lda.	Welthungerhilfe
AVRDC: The World Vegetable Center	Evangelical Lutheran Development Services	Mercy Corps	World Food Program (WFP)
CAFO (CAFO: Coordination des Associations et ONG Féminines du Mali)	Farmer Organization Support Program (FOSUP)	National Agricultural Research Organization (NARO)	World Relief
Cashew Growers Association of Zambia (CGAZ)	Food and Agriculture Organization of the United Nations (FAO)	New Apostolic Relief Organization (NACRO)	World Vision
CARD (Coalition for African Rice Development)	GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)	Norwegian Corporation	Worldwide Fund for Nature (WWF)
Care International	GOAL	Norwegian People's Aid (NPA)	Zambia National Farmers Union
Caritas International	Heifer International	Opportunity International	Zambia Red Cross
Catholic Relief Services (CRS)	Helvetas Swiss	Plan International	ZOA

***And many more...***

# SUPPORTERS

3ie (International Initiative for Impact Evaluation)	(KHCP)	Centre (KCIC)	University of California San Francisco - UCSF
The Adventure Project	Ford Foundation	The Lakes Charitable Foundation	USAID - Powering Agriculture: An Energy Grand Challenge for Development
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ExxonMobil Foundation	Joshua & Anita Bekenstein	The Skilling & Andrews Foundation	
Fintrac - Kenya Horticulture Competitiveness Project	Kate Ditzler and Stuart Gasner	Theodore & Frances Geballe	
	Kenya Climate Innovation		

*We'd like to extend a special thank you to all the members of The Evergreen Circle, whose recurring support is vital to our work.*







Photo credit: Alison Jones

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# AWARDS & PRESS

## AWARDS

### 2016

Stanford Engineering Hero

Top 100 NGOs by NGO Advisor

### 2014

Finalist for The University of Pennsylvania and Wharton School's Limpan Family Prize

### 2012

US State Department "Innovation Award for the Empowerment of Women and Girls"

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

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

4-Star rating on Charity Navigator

### 2008

OneWorld's Person of the Year Award

Lemelson-MIT Award for Sustainability

Peter F. Drucker Award for Nonprofit Innovation

Design News – 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

Beacon Prize for Creative Giving

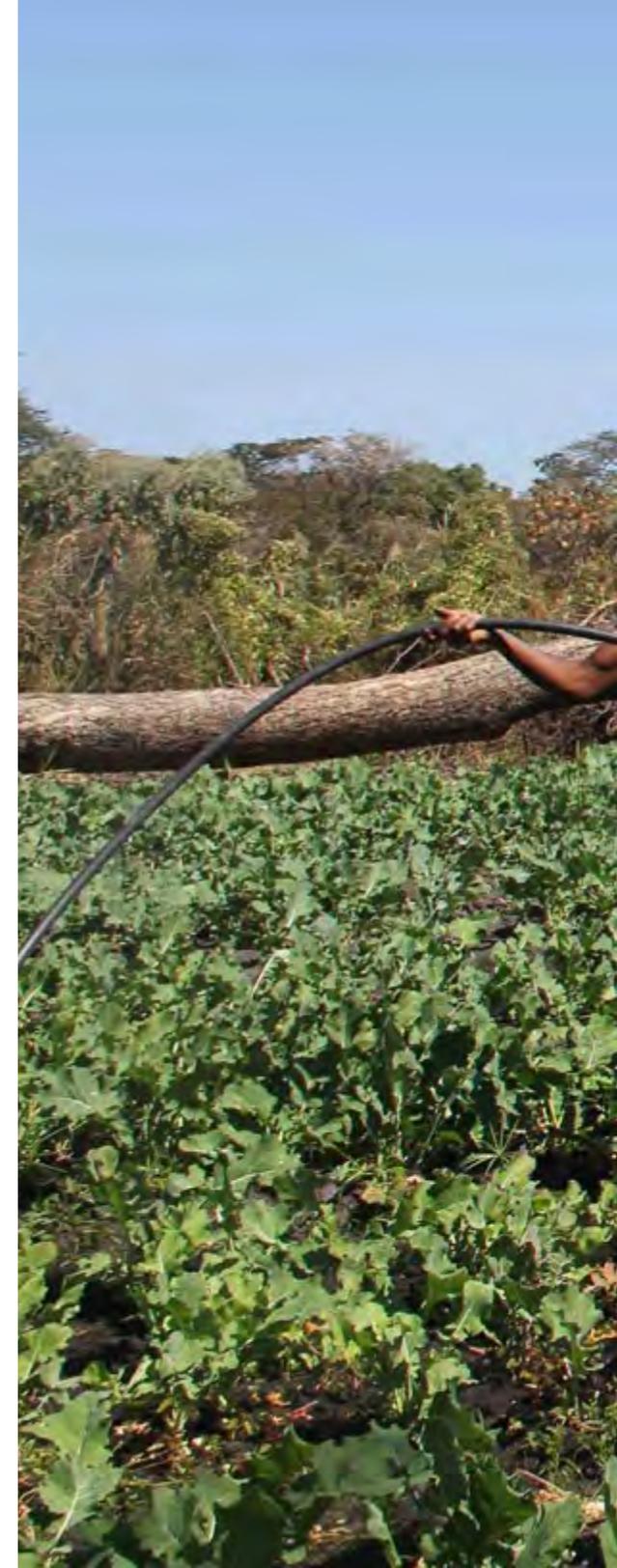
TIME, European Heroes

AGFUND International Prize for Pioneering Development Projects

Newsweek – Inventions That Will Change the World

Gleitsman Award of Achievement

San Jose Tech Museum Award



# AWARDS & PRESS

## PRESS

**100 Most Compassionate Leaders**

*Salt Magazine*

**Three innovators are named Stanford Engineering Heroes**

*Stanford Engineering*

**How KickStart International Is Pumping Up Entrepreneurial Spirit in Africa** *Line//Shape//Space - Autodesk*

**Affordable, High-Performance Solar Irrigation for Smallholder Farmers**

*USAID - Powering Agriculture: A Grant Challenge for Development*

**In Kenya, Improving Food Security and HIV Outcome through Farming**

*Scientific American*

**Green Entrepreneurs Who Will Spark Your Imagination**

*World Bank*



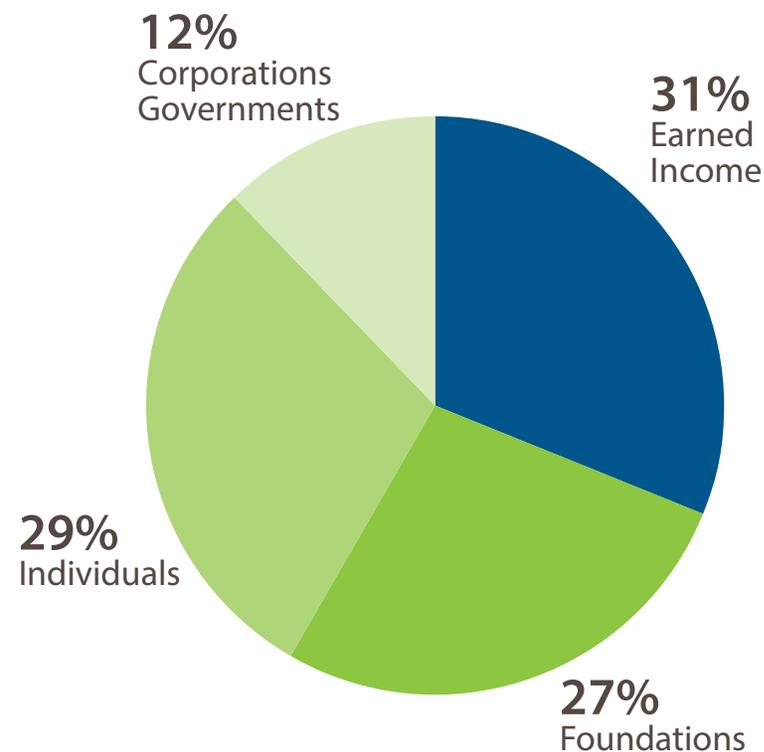
# FINANCIALS

KickStart International, Inc. Condensed Audited Financial Information  
For the Years Ending June 30, 2016 and 2015 (Amounts in Thousands)

## STATEMENT OF ACTIVITIES

	2016	2015
<b>Income</b>	<b>(\$'000)</b>	<b>(\$'000)</b>
Product sales	\$ 1,954	\$ 1,966
Foundations & trusts	1,797	3,075
Individuals	1,900	576
Corporations	309	348
Governments	500	71
Investment & other non-operating activity (net)	79	200
Net change in restricted net assets	1,352	1,792
<b>Total income</b>	<b>\$ 7,891</b>	<b>\$ 8,028</b>
<b>Expenditures</b>		
Program services	\$ 7,053	\$ 7,264
Management & general	381	392
Fundraising	205	306
<b>Gross Expenditures</b>	<b>\$ 7,639</b>	<b>\$ 7,962</b>
<b>Surplus/(Deficit) related to net assets without donor restrictions</b>	<b>\$ 252</b>	<b>\$ 66</b>

## SOURCE OF FUNDS



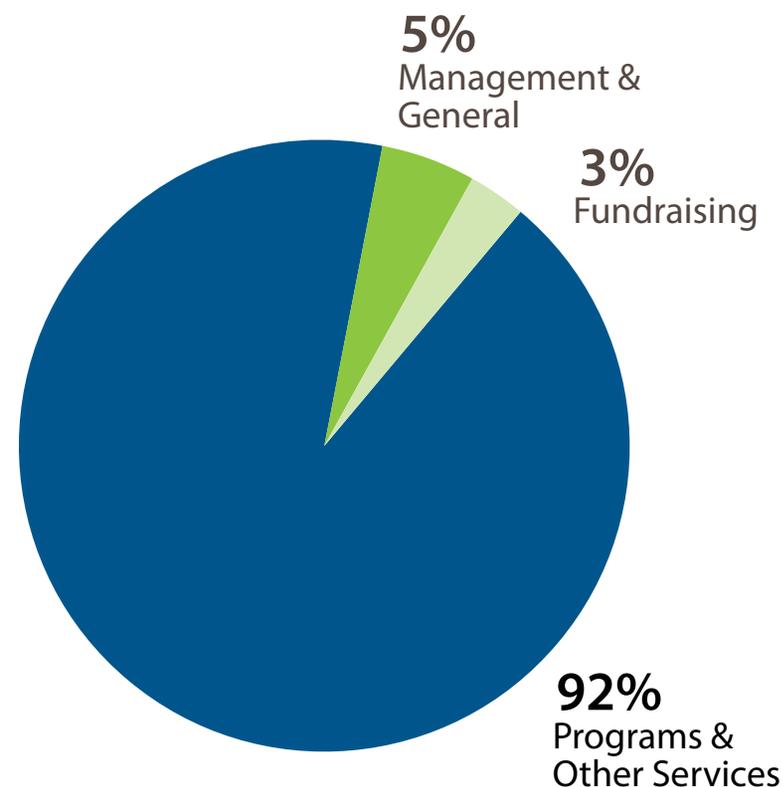
# FINANCIALS

KickStart International, Inc. Condensed Audited Financial Information  
For the Years Ending June 30, 2016 and 2015 (Amounts in Thousands)

## STATEMENT OF FINANCIAL POSITION

	2016	2015
	(\$'000)	(\$'000)
<b>Assets</b>		
Cash & cash equivalents	\$ 885	\$ 756
Trade & other receivables	4,349	5,371
Inventories	709	603
Property, plant and equipment (net)	198	278
<b>Total assets</b>	<b>\$ 6,140</b>	<b>\$ 7,008</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Trade & other payables	\$ 875	\$ 832
Borrowings	1,514	1,325
<b>Total liabilities</b>	<b>\$ 2,389</b>	<b>\$ 2,157</b>
<b>Net assets</b>		
Unrestricted net assets	\$ (381)	\$ (633)
Temporary restricted net assets	4,132	5,484
<b>Total net assets</b>	<b>\$ 3,751</b>	<b>\$ 4,851</b>
<b>Net assets at the end of the year</b>	<b>\$ 6,140</b>	<b>\$ 7,008</b>

## USE OF FUNDS



Complete Financial Statements, audited by PKF, are available upon request.



# THANKS

## TO YOUR SUPPORT

We are helping millions of people in Africa lift themselves out of poverty quickly, cost-effectively and sustainably.





For more information, visit [kickstart.org](http://kickstart.org) or  
contact us at [info@kickstart.org](mailto:info@kickstart.org)

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