

KICKSTART
2020
ANNUAL
REPORT

FROM POVERTY
TO PROSPERITY
IN ONE SEASON





“This is the moment to advocate for solutions that expand access to protective nutritious foods for healthier communities.”

OPENING ADDRESS

Daylight Follows a Dark Night

Dear Friends,

This year has been a lesson in humanity’s fragility, as well as our defining resilience. Near and far, we have watched social inequalities structure access to food, shelter, and income. We’ve seen food systems fail to feed the most vulnerable, as lines at food banks grow, while mass surplus goes to waste. And, further from home, Covid-19 threatens hard-won gains in food security, as many African families stretch resources to navigate a health and economic crisis that compounds with worsening climate conditions. But, within fragility, resilience is born, and human innovation fosters hope for something better.

For KickStart, Covid-19 brought its shocks to our cross-continental operations, disrupting manufacturing, shipping, distribution, farmer outreach and training, fundraising, and advocacy efforts, just when they were their most urgent. But, we adapted and adjusted, and have used this time to launch our new and radically affordable, Starter Pump. With this novel tool, we are now positioned to effect greater impacts and advance a farmer-led agenda in this evolved world. This is the moment to advocate for solutions that expand access to protective nutritious foods for healthier communities, which provide a sustainable income for the most vulnerable, and that prepare communities with tools for resilience against climate change and the future’s untold shocks.

The scope of our current challenge is great, but as the Masai say: “daylight follows a dark night”. In this Annual Report, we reflect on the lessons learned and the successes they have yielded, as we look forward to joining you in a brighter, more food secure, and equitable future.

Thank you for all your support,

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

OUR IMPACTS TO DATE



1.3 MILLION
PEOPLE LIFTED
OUT OF POVERTY



270,000
PROFITABLE
FAMILY FARMS

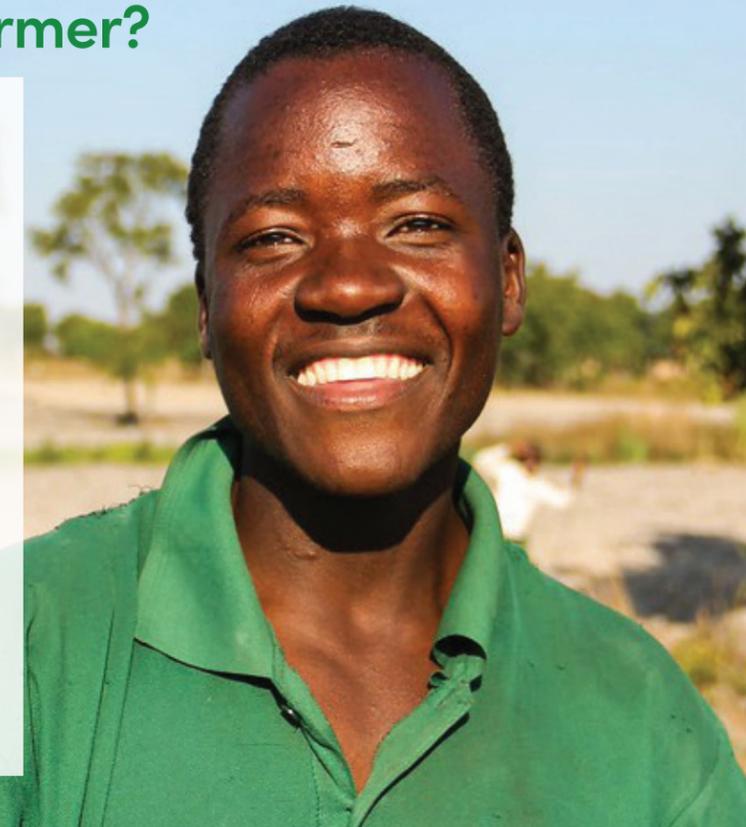


\$230 MILLION
ANNUAL NEW
FARM PROFITS
AND WAGES

Who is the Smallholder Farmer?

PROFILE OF THE SMALLHOLDER

- **65%** of sub-Saharan Africa’s population are subsistence farmers.
- The average farm is less than **5** acres.
- These farms contribute to an estimated **70%** of Africa’s food consumption.
- Women contribute to **50%** of agricultural labor, but are often excluded from productive assets.
- African smallholders pay the world’s **highest** input prices, making farming investments unaffordable.
- **96%** of farming in SSA depends on seasonal rains, so food and profits from harvested crops must stretch over the long dry season.



Covid-19 Impacts on the Smallholder Farmer

- Disrupted access to farming inputs such as fertilizer, high-quality seeds, and livestock.
- Post-harvest loss and supply delays, caused by travel restrictions and increased cost of transport.
- Closures of informal markets in urban and peri-urban areas.
- High prices for imported food and lack of access to fresh produce, meat, eggs, and milk.



HARNESSING THEIR POTENTIAL

- Only **4%** of farmland in SSA is irrigated, using less than **10%** of its renewable ground and surface water.
- More than **¼** of the world’s arable land is located in Africa.
- Economic growth from agriculture is **11X** more effective at reducing extreme poverty in SSA than any other sector.
- The FAO estimates that if women were given the same access to productive resources, crop yields could increase by **20-30%**, resulting in a **17%** reduction in world hunger.

RESPONDING TO COMPOUNDING CRISES

A Year in Review

KickStart worked dynamically and in new ways to continue to support farming families and to reach the most vulnerable rural communities with our tools and trainings. Our dedicated staff inspired hope and demonstrated commitment to both innovation and to the farmers we serve.

SEPTEMBER 2019

Looking Towards Success

KickStart starts our first quarter strong by doubling our impacts from the previous year and hitting a three-month record—enabling smallholders to launch 2,300 profitable farming enterprises, generate \$2M in new profits and wages annually, and empower 12,000 people to take a major step out of poverty.



NOVEMBER 2019

Climatic Disaster

The UN warns that millions of families face danger of starvation as farmers struggle with severe drought, conflict-induced famine, floods, and locust plagues. KickStart promotes outreach in affected regions by forging new partnerships with local governments, community-based orgs, and relief networks to enable farmers to replant and rebuild.



JANUARY 2020

Manufacturing Freeze

KickStart's manufacturer in Wuhan, China closes operations for three months. Our team of engineers in Nairobi mitigates the effects on product development timelines and utilizes supply chain delays to field and market test novel innovations—the solar pump, starter pump, and single-user sprinkler system.



MARCH 2020

Global Lockdown

KickStart implements safety protocols, as governments enforce lockdowns and border closures. Smallholders face collapsing food system, crashing export revenues, rising food prices, inflation, school feeding program closures, and reduced remittances. KickStart experiences worst impact and fundraising quarter to date.



MAY 2020

Pivoting for Impact

The socio-economic toll of the pandemic causes many people to search for alternative livelihoods and inspires a return to farming. KickStart democratizes access to irrigation by testing scalable financial mechanisms and implements a Hip Pump subsidy to support farmers as the agriculture sector faces reduced capital.



JUNE 2020

Thriving & Digitizing

KickStart digitizes farmer training materials for remote learning, adapts field testing protocols for farmers to safely review products, and institutes virtual partner engagement strategy. The popular Subsidized Pump Program offers a successful market test of our newest and most affordable innovation, the Starter Pump.



BUILDING LASTING RESILIENCE

Fortitude for the Future

Our team overcame various challenges and learned many lessons—finalizing technology designs, overcoming supply chain barriers, optimizing our distribution infrastructure—laying the foundation to virtually launch a new product that meets the needs of this time.



WHAT IS FARMER-CENTRIC DESIGN?
The Journey from Design to Impact



FARMER-CENTRIC DESIGN



FIELD & MARKET TESTING



MANUFACTURING



STRATEGIC DISTRIBUTION

TESTING FOR SUCCESS: 60 DECIBELS STUDY

Listening to the Voices of Farmers

The external impact measurement company, 60 Decibels, examined our innovations in-action, using data driven insights from our farmers in Zimbabwe to measure impact-centric performance on the ground.

MEETING A NEED:

97% of farmers

said that KickStart's pumps improved the way they farm.



Farmer Feedback

Ancient Kioko (pictured above) received one of the first 20 Starter Pump prototypes. Ancient provided key feedback for design modifications and helped to inspire the development of our latest innovation: a sprinkler system with a surge chamber to offer single-usage and increased volume capacities, adaptable to all KickStart's pumps.

Data-Driven Insights

90% of farmers with our tools report that their KickStart pump is their only source of irrigation. To optimize product performance, KickStart designed data loggers to remotely monitor solar pump prototypes and measure functional watering efficiency. In addition to data collection, we listen to our farmers' qualitative assessments and check-in on their experience using multiple survey tools to ensure product design meets their needs in the field.

External Impact Monitoring

In addition to in-house monitoring and evaluation KickStart works with third party researchers to continuously measure our impacts through diverse methodologies. In FY20, this included testing our products within the competitive market by the research company, 60 Decibels. The report found only 5% of farmers said they could easily find a good alternative to the MoneyMaker pump.

CROP DIVERSIFICATION

"We are now planting crops in the garden all year round so we are supplementing crops grown by rainfall with those grown using irrigation. (KickStart) introduced more crop varieties since we can easily irrigate."

REDUCING LABOR

"A single person can now irrigate the garden by themselves as opposed to the entire family doing it. I am no longer using cows to help me water my crops. I am now doing other crops that require more water."

BOOSTING INCOMES

"The revenue generated from the sale of garden produce has resulted in our household being financially stable even in the current economy where most people are failing to make ends meet."

HEALTH INNOVATIONS

"We now have access to clean drinking water at home even though the well is a distance away from home as we can connect pipes to have water pumped to the house."

Country Spotlights

NIGERIA

Building Resilience in Crisis

- KickStart expanded its partnerships with humanitarian organizations in north-east Nigeria to provide sustainable income and food relief to vulnerable communities displaced by the Boko Haram insurgency and inter-communal violence.

KENYA

Emergency Response to Covid-19

- KickStart's Subsidized Pump Program provided 795 Hip Pumps to high-vulnerability farmers.
- An additional 370 pumps were distributed and bundled with high-quality seeds, a water tank, and shade nets, as part of the national One Million Kitchen Gardens Initiative, to quickly transform household gardens into income-generating enterprises.

ANGOLA

Forging Public-Private Partnerships

- 2,000 pump were delivered to rural Angolan farmers through the national government and World Bank's Smallholder Agriculture Development and Commercialization Project (MOSAP) to increase smallholder agricultural productivity at scale.

MALAWI

An Architecture for Systems Change

- Over 4,200 pumps were delivered into the hands of farmers, lifting an estimated 16,000 people out of poverty.
- The local retail distribution network grew to 60 agro-dealers.
- KickStart's Southern Africa Hub became 24% more cost-effective, decreasing the marginal donor cost per person out of poverty from \$17 to \$13.

LEGEND

- ★ GLOBAL HEADQUARTERS
- REGIONAL HUBS
- ⚙️ INNOVATIONS HUB



A Story of Resilience and Innovation

Florence Olaniyi, together with her husband, Reverend Olaniyi, manage a 20-acre farm outside Ibadan, Nigeria, which serves as their sole source of income. However, after the Covid-19 pandemic derailed their Spring harvest, an unforeseen drought wiped-out their rain-fed seasonal plantings, just as the dry season approached—landing a devastating double blow.

Facing financial ruin, but determined to find a solution, the Olaniyis attended a local farmer field day hosted by KickStart and ADYINK Agricultural Academy. There, they discovered KickStart's irrigation tools and quickly decided to pool their remaining resources to purchase a pump. Equipped with willful perseverance and the right tool, they immediately began dry season vegetable farming. Within just four months, they completely recovered their investment and earned enough new profits to hire a permanent farm worker to expand their thriving business.

Prepared to face the effects of climate change, the Olaniyis are now planning for their family's future with the earnings from their new year-round agricultural business. In just one season, they can now afford to send all four of their children to university, with renewed confidence in what the future holds.



CLOSING REMARKS

The Daylight that Follows

Dear KickStart Community,

I would like to extend my sincere appreciation to our supporters and partners who have united during these turbulent times to inspire an exceptional year for the smallholder farmer. I am proud of the strides we've taken as a global leader—both in technological innovation and coalition building—to scale access to smallholder irrigation for the most vulnerable. Your commitment to our mission has made all the difference.

Over the years, I have seen the special role that KickStart plays in difficult times—providing a practical tool to earn income and grow more food, but also the hope of real opportunity for a promising future. This year is no exception—our team stepped up to the various challenges, and as a result, we are finding increased efficiency, more strategic partnerships, and an overall strengthened position to advance our impacts across sub-Saharan Africa. With your support, we worked in new ways and across sectors in response to smallholder farmers in crisis—creating access to tools that meet the needs of the moment, while working as connectors, by linking local agribusinesses to smallholder producers to overcome disrupted market access.

In moments like these, our purpose and mission matter most—I thank you for investing in Africa's farmers, in the communities we serve, and in our vision of a food secure future.

Together in service,

Peter Juma, President & CEO

ADVOCACY WINS

In response to Kenya's lockdown on non-essential movement, our team lobbied the national government to include food production as essential, allowing KickStart and other mission-aligned organizations to work beyond Nairobi's borders.

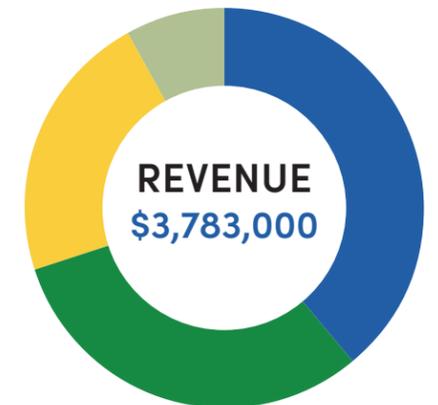


Our team engaged the Rwanda Agricultural Board to include Starter Pumps in their agricultural subsidy scheme and received the Rwandan Bureau of Standards certification to build farmers' trust in this new product.

Financials

KickStart International, Inc. Condensed Audited Financial Information For the Years Ending June 30, 2020 and 2019 (Amounts in Thousands)

STATEMENT OF ACTIVITIES	2020	2019
	(\$'000)	(\$'000)
Operating Income		
Product sales	\$ 882	\$ 1,239
Foundations and trusts	1,483	2,494
Individuals	837	638
Corporations	294	575
Governments	0	8
Investment & other non-operating activity (net)	29	125
Net change in restricted net assets	259	252
Total operating income	\$ 3,783	\$ 5,384
Operating Expenditures		
Program & Other Services	\$ 3,344	\$ 4,663
Management & General	379	522
Fundraising	185	228
Gross Operating Expenditures	\$ 3,908	\$ 5,412
Surplus/(Deficit) related to net assets without donor restrictions	(125)	(29)
Surplus/(Deficit) related to net assets with donor restrictions	(259)	(252)
Total change in net assets	\$ (384)	\$ (281)
Net assets at the beginning of the year	\$ 1,163	\$ 1,444
Sub-total	\$ 1,163	\$ 1,444
Net assets at the end of the year	\$ 780	\$ 1,163



- 39% FOUNDATIONS
- 31% EARNED INCOME
- 22% INDIVIDUALS
- 8% CORPORATIONS

STATEMENT OF FINANCIAL POSITION	2020	2019
	(\$'000)	(\$'000)
Assets		
Cash and cash equivalents	\$ 908	\$ 1,247
Trade and other receivables	1,758	2,421
Inventories	260	477
Property, plant and equipment (Net)	77	92
Total assets	\$ 3,004	\$ 4,237
LIABILITIES AND NET ASSETS		
Liabilities		
Current liabilities		
Trade and other payables	\$ 543	\$ 919
Borrowings	1,675	2,155
Total liabilities	\$ 2,218	\$ 3,074
Net assets		
Unrestricted	\$ (702)	\$ (574)
Temporary restricted	1,488	1,738
Total net assets	\$ 786	\$ 1,163
Total liabilities and net assets	\$ 3,004	\$ 4,237



- 85% PROGRAMS
- 10% MANAGEMENT & OPERATIONS
- 5% FUNDRAISING

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

ACKNOWLEDGEMENTS

Special thanks to KickStart's partners who join us in building a more food secure future through their leadership, dedication, and support.

BOARD OF DIRECTORS

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

Jane Okun Bomba
Denver, CO
President, Saddle Ridge Consulting

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

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

Alex & Lisa Yakubovich

Anonymous (6)

Anthony Kreisel &
Kimberly Faris-Kreisel

David Young

Dorotheie & Martin Hellman

Glenn & Suzanne Aaronson

Guy Cogan

Holly & Jeff Ullman

Hilary & Kevin Greene

Jane Okun Bomba

Jim Burkhart and Sue Levin

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

Roselyne Chroman Swig

William Mayer & Diane Currier

KEY SUPPORTERS

Alastair Riach

Anonymous (2)

Autodesk Foundation

Eucalyptus Foundation

ExxonMobil Foundation

Frey Charitable Foundation

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

Gerry Ohrstrom

Greater Impact Foundation

Horace W. Goldsmith Foundation

Inmaat Foundation

innocent foundation

Jackson Kemper Foundation

James & Rebecca Morgan
Charitable Foundation

Morningstar Foundation

Nancy Blachman & David desJardins

Rowena & Marc Singer

RSF Social Finance

Skoll Foundation

Smart Family Fund

Tawingo Fund

The Adventure Project

The Cynthia & George Mitchell Foundation

The Skilling and Andrews Foundation

The West Foundation

Theodore Geballe

USAID - Powering Agriculture

KICKSTART INTERNATIONAL

459 Fulton St, Suite 207 • San Francisco, CA 94102

info@kickstart.org • (415) 346-4820 • Kickstart.org

 KickStartInternational

 kickstart_international

 KickStart_Intl

 KickStart International Channel