KICKSTART 2020 ANNUAL REPORT

FROM POVERTY TO PROSPERITY IN ONE SEASON
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 unfold 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
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RESPONDING TO COMPOUNDING CRISIS
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.
Farmer Feedback
Ancent Kioko (pictured above) received one of the first 20 Starter Pump prototypes. Ancent 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.

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.

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

MEETING A NEED:
97% of farmers said that KickStart’s pumps improved the way they farm.

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.”

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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


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<tr>
<th>STATEMENT OF ACTIVITIES</th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Operating Income ($’000)</td>
<td></td>
<td></td>
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<tr>
<td>Product sales</td>
<td>882</td>
<td>1,239</td>
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<tr>
<td>Foundations and trusts</td>
<td>1,483</td>
<td>2,494</td>
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<td>Individuals</td>
<td>637</td>
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<td>Corporations</td>
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<td>575</td>
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<td>Governments</td>
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<td>8</td>
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<tr>
<td>Investment &amp; other non-operating activity (net)</td>
<td>29</td>
<td>125</td>
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<tr>
<td>Net change in restricted net assets</td>
<td>259</td>
<td>252</td>
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<tr>
<td>Total operating income</td>
<td>3,783</td>
<td>5,384</td>
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</table>

Operating Expenditures

| Program & Other Services ($’000) | 3,344 | 4,663 |
| Management & General ($’000)    | 379   | 522   |
| Fundraising ($’000)              | 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 |

STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Assets ($’000)</td>
<td></td>
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<tr>
<td>Cash and cash equivalents</td>
<td>908</td>
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<tr>
<td>Trade and other receivables</td>
<td>1,956</td>
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<td>Inventories</td>
<td>260</td>
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<td>Property, plant and equipment (Net)</td>
<td>77</td>
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<tr>
<td>Total assets</td>
<td>$3,004</td>
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</table>

LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td></td>
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<tr>
<td>Trade and other payables</td>
<td>$543</td>
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<tr>
<td>Borrowings</td>
<td>1,676</td>
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<tr>
<td>Total liabilities</td>
<td>$2,218</td>
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Net assets

<table>
<thead>
<tr>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>($702)</td>
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<tr>
<td>Temporary restricted</td>
<td>1,488</td>
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<tr>
<td>Total net assets</td>
<td>$786</td>
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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.

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