



2022 ANNUAL REPORT



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A Note from KickStart



Dr. Martin Fisher
Co-founder & CEO



Peter Juma
President & COO

Dear Friends,

A warm hello from KickStart. We are thrilled to share KickStart’s 2022 Annual Report, showcasing our progress as we enabled thousands more farmers across Sub-Saharan Africa to climb out of poverty and adapt to climate change.

With your support, in Fiscal Year 2022 KickStart delivered over 13,000 MoneyMaker pumps to farmers and their families—a 33% increase over 2021—as our outreach and partnership development recovered from the COVID-19 slowdown. We deepened and broadened our impacts with new tools, and we strengthened our training and product services to help farmers go the extra mile. In FY22, our pumps enabled over 50,000 people to move out of poverty (over 140 people every day), establishing a foundation for long-term prosperity through highly profitable and sustainable farming enterprises.

Climate adaptation demands urgent action and offers an opportunity to unlock Africa’s potential through more resilient, productive, and profitable food systems. Fertilizer prices have more than doubled in the past two years and millions of farmers in East Africa are enduring the worst drought in over 40 years. The region is facing increased water and temperature stresses, less predictable rains, and more frequent droughts and floods—all leading to lower yields and crop failures.

“Climate adaptation demands urgent action and offers an opportunity to unlock Africa’s potential through more resilient, productive, and profitable food systems.”

Africa’s smallholders produce the majority of the food consumed, so the continent’s future food security depends on their ability to adapt. Only with irrigation can they grow crops independent of the rains, save crops in droughts and replant quickly after floods. Getting as many of our solutions, as quickly as possible, into the hands of climate-vulnerable farmers is our top priority. And we thank you for joining us to make it possible.

Our report is a testament to your generosity, and how you have already helped thousands of farmers and their families to thrive. Their feats of resilience, the new enterprises they’ve built, and the brighter futures they’ve forged, are your stories as well.

With gratitude,
Martin & Peter

About KickStart

KickStart is unleashing the power of enterprise with the irrigation tools that enable millions of smallholder farmers across Sub-Saharan Africa to adapt to climate change and tackle poverty on their terms.

With our innovative water pumps, farming families break their dependence on seasonal rains, harvest high-value crops year-round, improve their quality of life, reduce hunger, build businesses, and strengthen their livelihoods.

OUR IMPACTS

KickStart's pumps enable farmers to grow, harvest, and sell high-value crops throughout the year—especially in long dry “hungry seasons,” when food is scarce, and prices are high. By offering a sustainable opportunity to increase earnings, KickStart's interventions don't just generate a small bump in income, they enable a family to climb out of poverty.

Farmers create successful businesses that generate around \$700 in new profits and wages per year over a 5–7-year lifespan of a pump, which families use to expand their enterprises, adapt to climate change, educate their children, and invest in their futures.



OUR IMPACTS AS OF FY2022

+1.4 million

people out of poverty

+\$190 million

generated in new profits
& wages annually

+14 million

people fed with fruits and vegetables

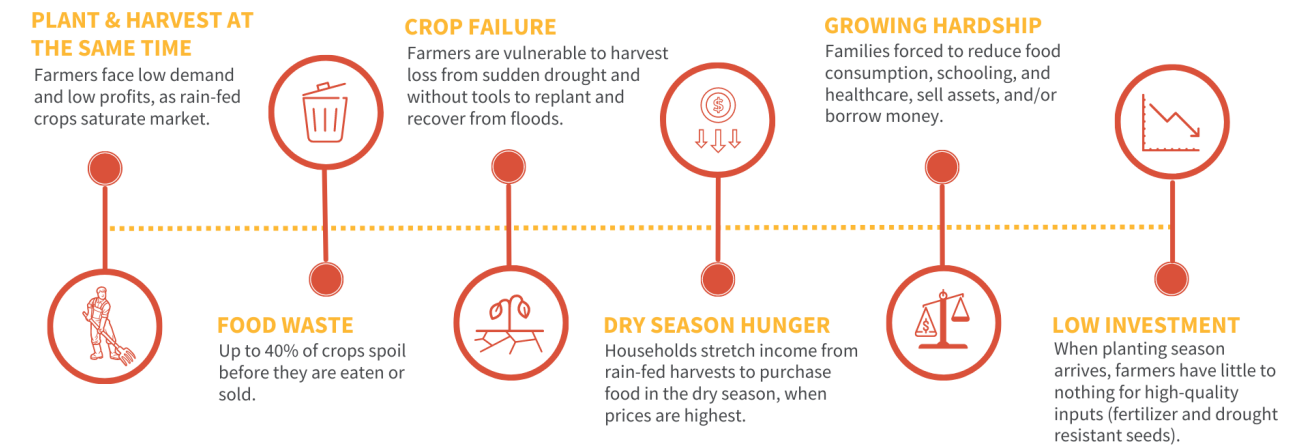
+375,000

pumps distributed

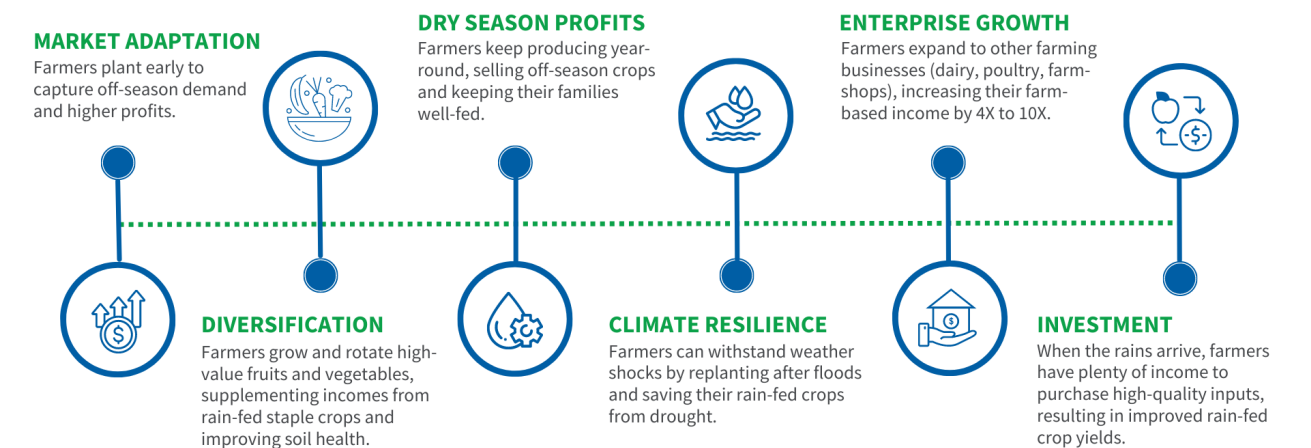
Why Irrigation

By moving from rain-fed subsistence farming to irrigated agriculture, farmers unlock a productive cycle of increased profits, crop diversification, and climate resilience that turns their small plots of land into a commercial enterprise.

CHALLENGES FACED BY RAIN-FED FARMERS



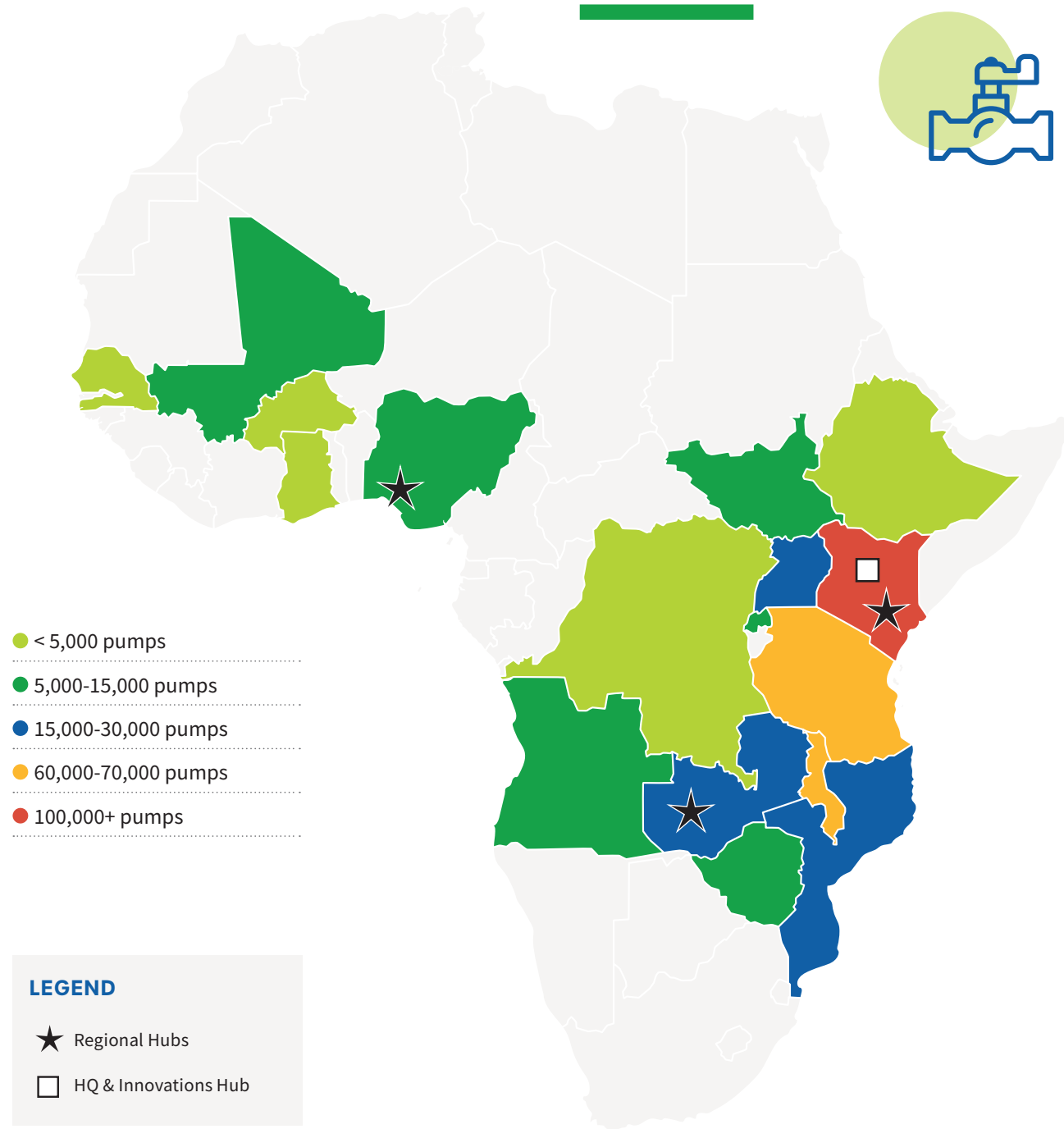
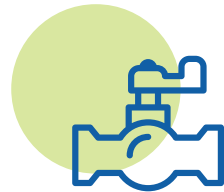
MAKING FARMING A SUCCESSFUL BUSINESS



Continent-wide Reach

KickStart works in 17 priority countries to scale our technologies, where irrigation can create the most opportunities for smallholders—managed from our three Regional Hubs in Kenya, Nigeria, and Zambia.

+375,000 people are using our high-impact irrigation pumps across Sub-Saharan Africa.



- < 5,000 pumps
- 5,000-15,000 pumps
- 15,000-30,000 pumps
- 60,000-70,000 pumps
- 100,000+ pumps

LEGEND

- ★ Regional Hubs
- HQ & Innovations Hub

Supply Chain for Scaling

To reach as many farmers as possible, KickStart works to build a sustainable supply chain of private sector distributors and local retail shops, that sell our pumps and spare parts in rural communities across Africa.

CENTERING LOCAL SYSTEM ACTORS IS KEY TO OUR MISSION.

KickStart’s teams work to support and expand—not compete with—the independent private sector network, utilizing its durable and far-reaching supply chain to reach our impact goals. As a result, KickStart’s pumps are delivered far and wide, available at any one of the over 250 agro-dealers, where farmers can purchase our low-cost irrigation solutions in their own communities.

These independent and profitable supply chains make our pumps, spares and services locally accessible and self-sustaining—disrupting the traditional aid-recipient paradigm by placing local players in a commanding position to drive KickStart’s program and product offerings.



+250 Agro-dealers sell KickStart’s pumps.



A SUSTAINABLE & LOCAL INFRASTRUCTURE FOR IRRIGATION

KickStart works diligently to build a vibrant market for smallholder irrigation. Our country teams recruit, support, and monitor local distribution networks, and provide retailers with branding, training, and marketing collateral. And they work to generate farmer-led demand, by running radio advertising and awareness campaigns, leveraging partnerships, and linking local financing options.

29% **Direct to Farmer Sales**
Farmers who purchased their pumps independently from local retail shops

71% **Partner-based Sales**
Groups of farmers that acquired pumps through cooperatives, NGOs, etc.



Partnership and Outreach

WE'RE IRRIGATING AFRICA, BUT WE CAN'T DO IT ALONE.

KickStart works with over 350 mission-aligned organizations to scale the powerful benefits of irrigation to an even wider network of farmers. Our tools help to drive diverse development goals—spanning food security, livelihoods, climate adaptation, and many others. From international nonprofits to farmer cooperatives and local agribusinesses, we're building a far-reaching coalition of partners and farmers that are leading their communities to a food secure future through irrigation.

32 new partners joined KickStart's efforts in FY22, bringing irrigation to thousands of farming families.



ALIGNING LOCAL NEEDS

To mobilize the widespread adoption of irrigation, KickStart works at the community level to raise awareness, align goals, foster cooperation, and build capacity.

STAKEHOLDER FORUMS

KickStart hosts Stakeholder Forums in high-potential rural communities where irrigation can have a big impact. We bring together local government agencies, civil society groups, and farmer cooperatives to discuss community challenges, learn about and try-out KickStart technologies, and discuss ways irrigation can contribute to solutions. This dialogue brings multiple voices to the fore and galvanizes local networks to act, often yielding creative solutions suited to their unique community—from pump-sharing groups, cooperative financing, joint water harvesting, and many others.

12 Stakeholder Forums held across Kenya in FY22.



Embracing Profit-Making Farming at Bamba Stakeholder Forum

KickStart hosted local stakeholders in Bamba Centre, Kilifi County—one of 12 forums that were held across Kenya over the course of the year. The event brought together local farmers, World Vision, the Kilifi County Government, Konde Foundation, Plan International, and representatives from the National Government—creating a discussion to share learnings and develop opportunities to collaborate.

Adapting to Climate Change

SMALLHOLDERS MUST CHANGE THE WAY THEY FARM

The worsening climate crisis poses an enormous threat to Africa's smallholder farmers. Though least responsible for climate change, they are living at the frontlines of its impacts. With increasingly less predictable rains, longer, hotter, and more frequent dry spells and droughts, sudden storms, and floods, their traditional rain-fed farming is becoming less and less viable.

MAKING AGRICULTURE CLIMATE-SMART

With irrigation, farmers can safeguard and transform their livelihoods, adapt to climate change, and even contribute to climate-positive solutions.

Increased Harvests and Incomes—independent of the rains: With irrigation, farmers produce more frequently and at greater yields, increasing their farm-based revenue by an average of 400% within 18 months. They improve their income and food security with their irrigated crops, invest in additional income generating activities, and can purchase improved inputs for their rain-fed crops.

Adaptation: With irrigation, farmers can plant and harvest high-value irrigated crops throughout the dry seasons; save their rain-fed crops when the rains fail; and replant quickly if floods wash them away. After a flood they can plant using the residual moisture and then irrigate as the land dries up—without waiting for the next rains.

Mitigation: Irrigating with MoneyMaker pumps replaces the need for petrol pumps, which produce CO₂, over irrigate, and wash away soil nutrients. Our pumps enable farmers to practice efficient regenerative farming, encouraging composting, crop rotation, tree intercropping, and tree nurseries. Year-round profits reduce the need for clearing land and burning charcoal to supplement their off-season incomes.



60 million new trees have been planted by farmers using KickStart's MoneyMaker pumps to grow and cultivate for intercropping (used for windbreaks and shade) and for sale in commercial nurseries to other farmers.



Meet Agatha

TANZANIA | Building Fortitude When the Rains Don't Come

Agatha Kimoko depended on the seasonal rains to cultivate a small plot of vegetables. But longer and more frequent dry spells were causing crop failures and leaving her with little to support her family of six.

After seeing a MoneyMaker pump and attending a KickStart training, she decided to start saving to buy a pump. She added okra, green peppers, and local indigenous vegetables to her farm's rotation and increased her crop cycles to three times per year. She expanded her plot to nearly two acres, and this year **she earned 15 times more than she did from her last rain-fed harvest.**

By adopting irrigation Agatha has built newfound wealth and resilience to climate change. Her livelihood is secure and growing and is no longer threatened by the unpredictable rains. She is sending all her children to school, buying them new uniforms, and investing in their futures. And, Agatha has become an irrigation advocate herself, encouraging other women in her community to irrigate their plots, break their dependence on the rains, and transform their lives.

Innovations Hub

At KickStart's Nairobi design workshop, our skilled team of engineers, designers, and technicians create and refine our income-generating farmer-first technologies. Here, we relentlessly improve and expand our technologies that can unlock social transformation at scale.



HOW TO DESIGN A GAME-CHANGER

When our Nairobi-based Product Intelligence and Development (PID) team set out to design the low-cost irrigation pump in Africa, our farmer-centric methodology remained key. Cost was paramount, but not at the expense of other factors necessary for long-term farmer success. Retailing for ~\$80 (with hosepipes and spares), the Starter Pump is a major investment for the average smallholder farmer—we must ensure that it will not fail them in the field. After years of research and many prototypes tried and tested, the MoneyMaker Starter Pump is emblematic of KickStart's trademark design:

Easy to Use & Maintain: Plug-and-play to set-up and maintain without any tools

Portable & Storable: Less than 2.5 kgs, easy to carry to the field, and store in a small space

Sustainable: Water efficient, spare parts included and locally accessible

Age & Gender Inclusive: Easy to operate with minimal effort and a gender and culturally appropriate design



KickStart's Core Design Principles:

1. People-centered
2. Small-scale
3. Affordable to locals
4. Clean energy
5. Environmentally friendly
6. Can earn money back in one season

Field Innovations

KickStart is continuously looking for new ways to enable more farmers to start irrigating and to support their success once they do.



Our Field Innovations Team takes our efforts out of the workshop and onto the farm, working alongside farmers and partners to develop and pilot new product services, technology bundle concepts, and financing models.

A CLIMATE SMART SOLUTION: VERTICAL GARDENS

KickStart is developing and piloting Vertical Garden Cylinders as a high-impact affordable add-on to our pumps. These simple mesh, 1 meter high, cylinders enable farmers to grow their crops vertically and have many potential advantages:

Less Land: With a ten-fold increase in planting density, one cylinder can grow up to 120 leafy green vegetables per 1 sq. m., ideal for farmers with small plots.

Less Labor: Crops are at waist level and in a concentrated area, reducing time needed compared to in-field farming.

Less Water: Vertical Garden Cylinders greatly reduce evaporation rates, ideal for drought-prone areas and where there are regular water shortages.

To learn more about this innovation’s potential under real farm conditions; we distributed 60 Cylinders (10 each) to different types of farmers, and are tracking crops harvested and sold, water usage, incomes—and critically—whether farmers liked using them.

What We Learned: Early results indicate that cylinders planted with local kale generated an average of \$5 USD per month. At \$6 USD per cylinder, vertical gardens offer a potentially high-impact ROI when paired with a MoneyMaker pump. As we continue to collect impact data and assess market potential on this exciting innovation, our Field Innovations Team is developing the project for replication and scaling opportunities.



Farmer Advisors

Just like our other technologies, these innovations are tested and evaluated by our “Farmer Advisors”, trusted farmers in the communities we work in who provide essential input and feedback to our Field Teams. This on-the-ground testing is not only critical for product performance success but also maintains principles of equity and diversity, to ensure they work for all.



PETER NJONJO, FARMER ADVISOR



Peter is a part of KickStart’s team of Farmer Advisors. Located just outside Nairobi, he has tested several KickStart product prototypes on his family farm, including Vertical Gardening Cylinders, our newest innovation in the pipeline. As an experienced farmer, he reports back on key feedback and impact data to our Field Innovations Team, and as a youth in agriculture himself, Peter offers a unique perspective on the market appeal to this key farming demographic—a likely target group for this small plot farming friendly product.

Impacts Report

New results from a randomized controlled trial (RCT), published on JAMA Network, showed that access to KickStart’s MoneyMaker-Max Pumps combined with our agropreneurship training, significantly reduced childhood stunting in the first two years of life, and led to major improvements in the mental health and well-being of families.

Run by the University of California San Francisco (UCSF) Medical School, the Shamba Maisha Research Project—“Farming Life” in Swahili—studies the impacts of agricultural livelihood interventions (KickStart’s irrigation pumps) on the mental and physical health of HIV-positive individuals and their families in Western Kenya. Results revealed remarkable effects across a variety of household well-being markers, uncovering the power of improved income and nutritional security to support those living with HIV, and preventing its spread.



Mental Health: Study results showed a major reduction in depression symptoms among the intervention group (36%), as well as improved household food security and income, physical activity and productive labor, self-confidence, and contribution to one’s community.



Risk Reduction: Over 50% of HIV cases globally are among adolescents, most affecting girls, and especially those living in poverty. Teenage girls in families with irrigation pumps saw a 20% reduction in depression and anxiety, a 30% reduction in transactional sex and



gender-based violence, and overall greater sexual agency and improved focus in school. These findings demonstrate the important link between poverty reduction, food security, and HIV prevention.

Childhood Stunting & Food Security: In households with a KickStart pump, children between 6 and 24 months grew an extra 1.18 cm in height over two years. In addition, adolescent girls showed higher body mass indexes (BMIs), and household food insecurity overall was reduced by 45%. *Research conducted by Dr. Lisa Butler, at the In-CHIP at University of Connecticut.*



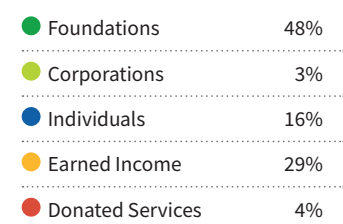
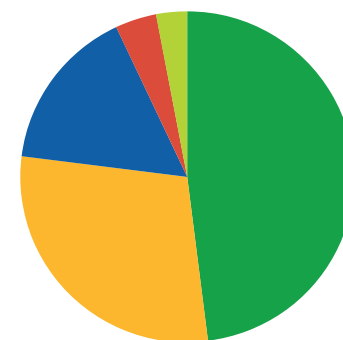
Financials

KickStart International, Inc. Condensed Audited Financial Information for the years ending June 30, 2021, and 2022 (amounts in thousands)

Statement of Activities	2022	2021
Operating Income		
Product Sales	1,120	806
Foundations and trusts	2,055	2,021
Individuals	664	556
Corporations	140	14
Governments	-	127
Investment & other non-operating activity	96	82
Net change in restricted net assets	(203)	122
Contributed Legal Services	157	137
Total Operating Income	4,029	3,865
Operating Expenditures		
Program & Other Services	3,440	2,687
Contributed Legal Services	157	137
Management & General	290	253
Fundraising	51	71
Gross Operating Expenditures	3,938	3,147
Surplus/(Deficit) related to net assets without donor restrictions	91	718
Surplus/(Deficit) related to net assets with donor restrictions	203	(122)
Total change in net assets	294	595
Net assets at the beginning of the year	1,375	780
Sub-Total	1,375	780
Net Assets at End of the Year	1,669	1,375
Statement of Financial Position	2022	2021
Assets		
Cash and cash equivalents	1,075	875
Trade and other receivables	960	1,814
Inventories	28	158
Property, plant and equipment (Net)	167	68
Total Assets	3,173	2,915
LIABILITIES		
Trade and other payables	464	295
Borrowings	1,041	1,245
NET ASSETS	1,505	1,540
Unrestricted	109	18
Temporary restricted	1,559	1,357
Total net assets	1,669	1,375
Total liabilities and net assets	3,173	2,915

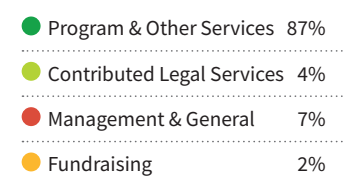
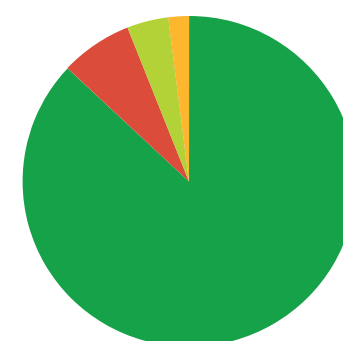
Income

\$4,029,000



Expenses

\$3,938,000



Acknowledgements

We gratefully acknowledge the following supporters who help KickStart ensure a more climate-resilient, food-secure future for African smallholders.

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