




KickStart

2021
ANNUAL
REPORT



"In real estate, it's **location, location, location**. In agriculture, it's **water, water, water.**"

- Lawrence Kiguro, KickStart Partner
CEO, Kenya Agrovet, Farm Management and
Agricultural Consultants

Contents

| | |
|----------------------------|----|
| OPENING ADDRESS | 1 |
| WHO WE ARE | 2 |
| WHERE WE WORK | 3 |
| PATH TO IMPACT | 4 |
| A YEAR IN REVIEW | 6 |
| YOUTH IN AGRICULTURE | 8 |
| SCALING ACCESS | 9 |
| LAUNCHING THE STARTER PUMP | 10 |
| FINANCIALS | 11 |
| ACKNOWLEDGEMENTS | 12 |



The Future of Farming



PETER JUMA
PRESIDENT & COO



MARTIN FISHER
COFOUNDER & CEO

DEAR FRIENDS,

It's deeply inspiring to reflect on what we've accomplished over the course of this fiscal year. Back in July 2020, we were still finding new ways to work in the context of a pandemic, as an emerging hunger crisis spread across sub-Saharan Africa. Since then, we have adapted and grown – bringing even bigger impacts to the lives of farmers and their families.

Thanks to your generosity and support:

- **KickStart was recognized as an essential organization by the Kenyan Government, built digital outreach solutions, and pressed policy stakeholders to prioritize farmer livelihoods.**
- **We empowered more than 37,000 women, men and children across SSA to move out of poverty—16% more than in FY20**, despite the complex challenges of the Covid-19 pandemic.
- **With new insights gained, we launched a brand-new product, the Starter Pump, completely virtually to our network of partners.** After years of design and development, this was a major organizational milestone, one that we never imagined would be done from our desks at home.
- **We set our sights to the challenges and aspirations of a new day, unveiling a new logo, designed to represent KickStart's vision for change** – the continental transformation that is possible through irrigation.
- **We built new partnerships in response to the accelerating effects of climate change** – from the historic drought in East Africa, to devastating cyclones in southern Africa, to conflict-induced famines in South Sudan, Nigeria, and Mozambique.

The pandemic continues to have prolonged effects on Africa's smallholders, who remain responsible for feeding their families and neighbors, despite extraordinary economic and climatic shocks. Irrigation offers an answer for these farmers, creating opportunities for greater independence through food and income security - even in the most vulnerable, climate change-affected, and aid-dependent communities.

None of this work would have been possible without the steady support of our donors, partners, and advocates. Your confidence in our efforts made all the difference in the lives of thousands of people across sub-Saharan Africa.

With deep gratitude always,
Martin and Peter

Who We Are

KICKSTART IS A NONPROFIT SOCIAL ENTERPRISE THAT EMPOWERS AFRICA'S FARMERS

to grow food year-round and move quickly out of poverty. One farmer at a time, KickStart works to improve quality of life, reduce hunger, build businesses, and strengthen livelihoods.

HOW: KickStart designs and distributes manual and solar-powered water pumps, used to access ground and surface water. These pumps enable smallholder 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. Farmers quickly transform this opportunity into the business and life they desire - making new investments in their future.



IMPACTS TO DATE



270,000
ENTERPRISES
CREATED



1.4 MILLION
PEOPLE OUT OF
POVERTY



14 MILLION
PEOPLE FED
ANNUALLY



5.2 MILLION
NEW PROFITS
GENERATED

IRRIGATE AFRICA

Approximately 20 million farmers in sub-Saharan Africa (SSA) have access to shallow renewable water on their farms, representing some 20% of Africa's farms. However, **less than 5% of farmland is irrigated, compared to over 40% across Asia**. KickStart is working with governments and policy makers to drive this important transformation to irrigation across SSA.

KEY DRIVERS

CLIMATE CHANGE

PANDEMIC-RELATED
ECONOMIC SHOCKS

RURAL POVERTY

FOOD INSECURITY

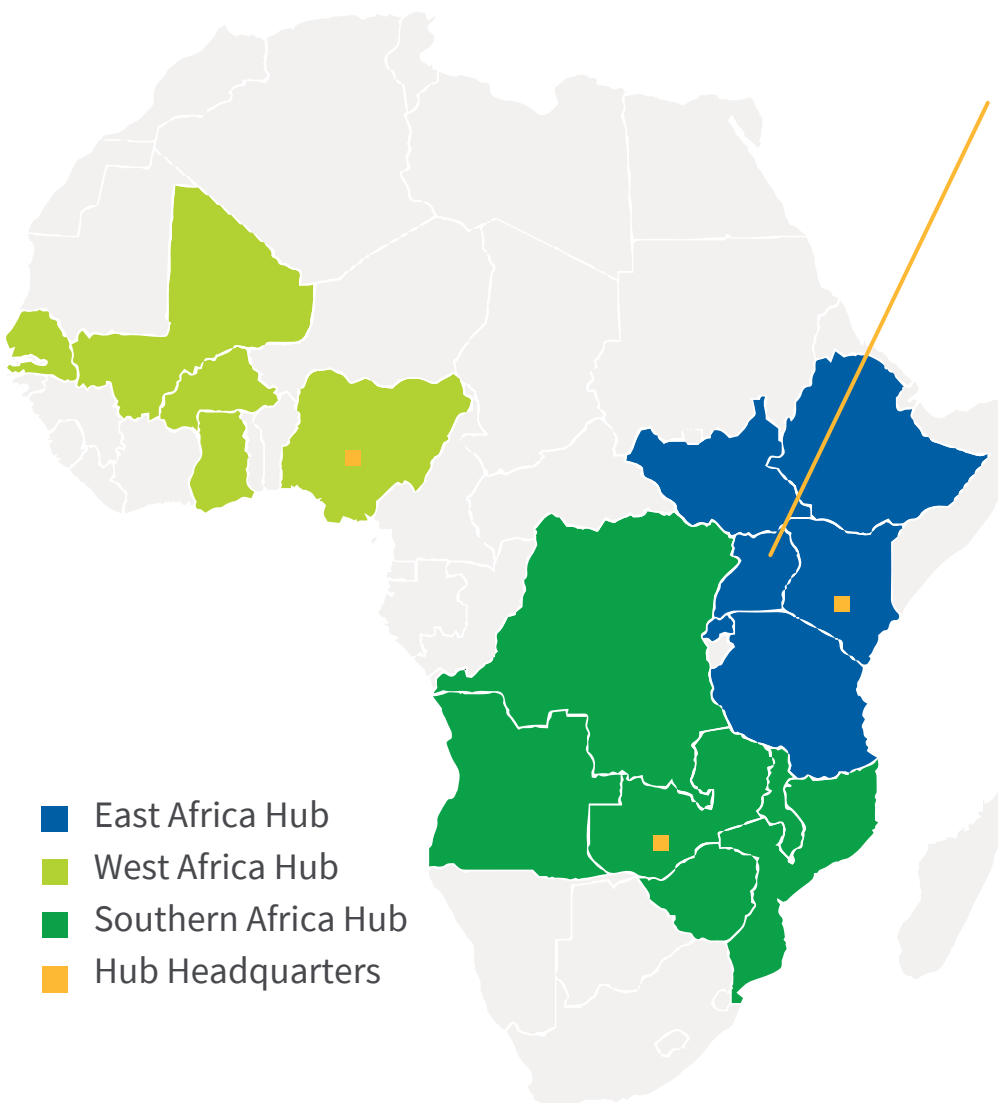
POPULATION GROWTH

Where We Work

KickStart operates across 17 countries in SSA to cost-effectively scale distribution of our smallholder irrigation tools, via high-impact partnerships and local supply chains.

FY21 Regional Impacts

- East Africa **56%**
- West Africa **21%**
- Southern Africa **23%**



Country Spotlight

UGANDA



In FY21, KickStart made major strides expanding our irrigation program in Uganda. We recruited a new distributor, Akvo International, enabling us to expand a sustainable and far-reaching private sector supply chain, and creating access to irrigation for remote communities.

KickStart's Uganda program delivered 1,782 pumps to farmers across the country.

Path to Impact

KickStart's measures and tracks our impact data through both internal and third-party research studies. But, these impacts are in the hands of our farmer entrepreneurs, and the numbers alone don't illustrate their unique stories, creative ventures, and powerful achievements.

75%

of farmers who acquire one of KickStart's pumps establishes a successful enterprise.



But what does a successful farming enterprise mean?

Impact Data

In Action

Multiple impact studies measuring farmer incomes conducted across SSA consistently find:



KICKSTART FARMERS EARN AN AVERAGE OF \$700/YEAR IN NET NET INCOME FROM IRRIGATED CROPS

In a 2021 study conducted in Nigeria, Mozambique, and Malawi, within 10 months, farmers earned an average of **\$708** in new net income, compared to **\$160** from rain-fed crops the previous year.

FARMERS INCREASED ANNUAL PROFITS FROM CROPS BY 4.4 X

As farmers transition to growing high-value crops during the off-season - incomes continue to increase year after year.

Kenyan farmer, **Gabriel Githu**, acquired a pump in 2011, which he still uses today to irrigate a 1/6 acre of spinach and local vegetables. Through irrigation, Gabriel earns about **\$100 a month in profit** from selling his spinach crop to the local market.



GABRIEL GITHU EARN \$1,200/YEAR IN NET NET INCOME FROM IRRIGATED CROPS.



Gabriel irrigating his covered spinach crops.

Impact Data

In Action

With more money for inputs (high-quality seeds, fertilizer, etc.) and productive farm assets (cows, chickens, etc.), overall productivity and profits also increase.

ON AVERAGE, KICKSTART FARMERS INCREASE NET FARM INCOME BY 400%



Multiple impact studies have found about **35% of KickStart's farmers start new enterprises beyond crop cultivation** with their profits from irrigation.



In a 2021 study in southern Africa, **24%** of farmers created new businesses beyond crop cultivation within 10 months, including livestock farming, retail shops, taxi services, and selling cellphone recharge cards.

With his new income from irrigation, Gabriel Githu started investing in a poultry business. Using manure from the chickens to fertilize his crops, both businesses continued to grow.

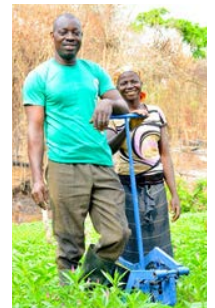
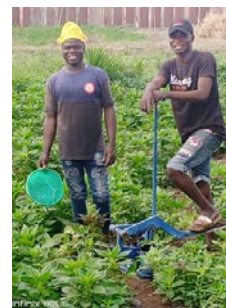
GABRIEL AND HIS SON RAISE OVER 600 CHICKENS ON SITE FOR THE SALE OF BOTH MEAT AND EGGS.



Under the family brand "Jabali Poultry", the **Gabriel's eggs are sold in Nairobi's premier grocery stores.**



Gabriel is one of hundreds of thousands of farmers who have used KickStart's pumps to transform their future. For these entrepreneurs, irrigation offers a cost-effective opportunity to quickly make more money, feed their family, pay for school fees, and start dreaming big.



FARMER RESILIENCE IN AN UNCERTAIN YEAR

A Year in Review



July 2020

FACING A LOOMING HUNGER CRISIS

The pandemic hit food security hard. Nearly one-tenth of the world population went hungry in 2020, including 46 million more people in Africa - the first increase in global hunger in five years. In response, KickStart's teams gained "essential service" designation to enable them to keep working with farmers and support the local production of food crops—despite Covid-19 lockdowns. We also provided a 50% emergency response subsidy on our Hip Pumps to high-vulnerability groups across Kenya and Nigeria.

September 2020

RETURN TO FARMING

As urban job losses spiked, KickStart worked to support a transition back to farming – many people returned to their rural homes to recover their livelihoods. Farming served as a lifeline to many, enabling them to feed their communities and create a sustainable income stream.



November 2020

A NEW PUMP AT THE RIGHT TIME

The Starter Pump was officially launched in an innovative virtual event, bringing together KickStart's partners across Kenya. The event unveiled the new technology, satisfaction data and stories from farmers who piloted the pump, and we shared KickStart's strategy to rapidly bring the Starter Pump to farmers' fields.

January 2021

DEEPENING ECONOMIC SHOCKS

"Global supply chains" became a ubiquitous challenge for all, affecting KickStart's shipping timelines and the capacities of our manufacturer and distributors to supply and deliver our products on time and at a consistent cost. And as economies across Africa slowed, our distributors struggled to access forex to pay for the pumps. These factors combined to seriously slowdown sales - particularly in Nigeria, Zambia, and Mozambique.



June 2021

STARTER PUMP MARKET EXPANSION

After much-anticipation, the first full shipping container of Starter Pumps landed in Kenya. Distribution immediately kicked off, bringing this new innovation to Kenya's market. At a breakthrough low price – KickStart is working with partners and farmers at the lowest income levels, expanding our impacts at the bottom of the pyramid.



July 2021 and Beyond

GROWTH

After a unique year of complex challenges, KickStart learned to adapt and drive impacts across the continent. Despite major challenges related to the Covid-19 pandemic, we successfully delivered over 9,000 irrigation pumps to diverse populations across sub-Saharan Africa – dramatically transforming the lives of over 37,000 women, men, and children.



ACCELERATING IMPACTS IN A NEW WORLD

Youth in Agriculture

Africa has the youngest population in the world. With 70% of sub-Saharan Africa under the age of 30, the population is on track to double by 2050. In Africa's most populous country, Nigeria, 35% of youth are unemployed and an additional 28% are underemployed. But with 48% of the total population employed in agriculture, the sector is key to solving the youth employment challenge and feeding Africa's future. **To make farming profitable and ensure a decent standard of living, farmers need access to the right tools and resources.**

MEET DOLAPO ODUNTAN

Dolapo, 22, managed a small palm tree nursery, but watering the seedlings by hand from a local stream was hard work and he struggled to expand his business. Over three years, he raised less than 4,500 seedlings – earning less than \$1,600 USD per year.

In 2020, Dolapo saw a KickStart pump at a demonstration held at the local Ministry of Agriculture in Osun State. Instead of waiting on the government to procure one, Dolapo and his supportive mother pooled their earnings to buy a MoneyMaker Hip Pump.

Since then, Dolapo has increased the nursery capacity to 20,000 seedlings a year, which he sells to local tree crop farmers. His high-quality seedlings are in demand – often booked in advance. **He is projecting to earn up to 4 million Naira (\$8,000) from his palm seedlings sales this year - a 400% increase in income.**

Dolapo has started plans to dig a well on his plot to access more water and increase the capacity of his tree crop nursery - and is quickly saving tuition money to start a university degree in Communications.



DOLAPO INCREASED
HIS INCOME BY

5X



Scaling Access

KickStart delivers its pump through two main channels: through **partnerships** and directly to farmers through **local retailers**.

77% of pumps were integrated into partner programs
23% of pumps were sold directly through local retailers

PARTNERSHIP IN ACTION

To bring irrigation to scale across Africa, KickStart believes in the necessity of collaboration. We work with over 300 NGOs, government agencies, MFIs, and farmer groups to incorporate irrigation into their core programs. This allows us to cost-effectively scale our impacts, while also creating unique synergies within diverse groups and impact goals. These partnerships span development subsectors - allowing the benefits of irrigation to flow into programs benefiting women empowerment, conflict resolution, anti-poaching, climate adaption, disaster recovery and support for IDPs and refugees.



According to a FY21 Partnership Study, pumps were used to create multiple impacts



*% of partners who listed impact as mission focus area

100%

SUPPLY CHAIN NETWORK

KickStart works with agricultural input and tool distributors to import, warehouse, and distribute an in-country supply of pumps and spare-parts to local retail agro-dealers. KickStart’s teams generate demand, directing interested farmers to local agro-dealers for purchase. This network serves to create a profitable and sustainable supply chain for stakeholders from production to delivery.



Launching the Starter Pump

CHANGING THE GAME

KickStart is committed to scaling the take-up of irrigation across Africa. Given the low purchasing power of our key beneficiaries, developing the lowest-cost irrigation technology is key to this mission.

After years of diligent design, testing, and development, **KickStart's engineering team finalized Africa's lowest-cost irrigation pump – the Starter Pump – almost halving the existing cost barriers to entry.** In December 2020, we officially launched this new product in an innovative virtual event to key partners and stakeholders in our home market, Kenya. **Since then, we've distributed over 1,000 Starter Pumps to partners and farmers across the country.**

Plans are now underway to bring the Starter Pump to new markets – as we kickoff a three-year expansion plan to reach supply chains and farmer networks across Uganda, Rwanda, South Sudan, Nigeria, Zambia, Malawi, Mozambique, and beyond.

Design, development, and distribution of this game-changing innovation would not be possible without all our supporters, and **with special thanks to the innocent foundation, the Jackson Kemper Foundation, and Greater Impact Foundation.**



Financials

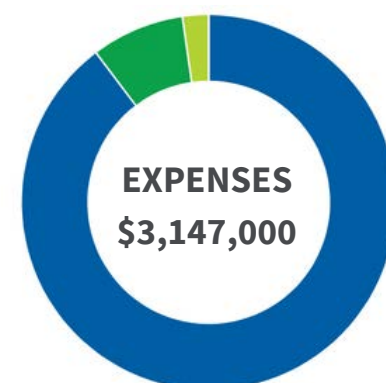
KickStart International, Inc. Condensed Audited Financial Information For the Years Ending June 30, 2021 and 2020 (Amounts in Thousands)

| STATEMENT OF ACTIVITIES | 2021 | 2020 |
|--|-----------------|-----------------|
| | (\$'000) | (\$'000) |
| OPERATING INCOME | | |
| Product sales | 806 | 882 |
| Foundations and trusts | 2,021 | 1,483 |
| Individuals | 556 | 837 |
| Corporations | 151 | 294 |
| Governments | 127 | 0 |
| Investment & other non-operating activity (net) | 82 | 29 |
| Net change in restricted net assets | 122 | 259 |
| Total operating income | 3,865 | 3,783 |
| OPERATING EXPENDITURES | | |
| Program & Other Services | 2,824 | 3,344 |
| Management & General | 253 | 379 |
| Fundraising | 71 | 185 |
| Gross Operating Expenditures | 3,147 | 3,908 |
| Surplus/(Deficit) related to net assets without donor restrictions | 718 | (125) |
| Surplus/(Deficit) related to net assets with donor restrictions | (122) | (259) |
| Total change in net assets | 595 | (384) |
| Net assets at the beginning of the year | 780 | 1,163 |
| Sub-total | 780 | 1,163 |
| Net assets at the end of the year | 1,375 | 780 |



52% FOUNDATIONS
23% EARNED INCOME
14% INDIVIDUALS
7% CORPORATIONS
3% GOVERNMENTS

| STATEMENT OF FINANCIAL POSITION | 2021 | 2020 |
|--|-----------------|-----------------|
| | (\$'000) | (\$'000) |
| ASSETS | | |
| Cash and cash equivalents | 875 | 908 |
| Trade and other receivables | 1,814 | 1,758 |
| Inventories | 158 | 260 |
| Property, plant and equipment (Net) | 68 | 77 |
| Total assets | 2,915 | 3,004 |
| LIABILITIES | | |
| Trade and other payables | 295 | 543 |
| Borrowings | 1,245 | 1,675 |
| Total liabilities | 1,540 | 2,218 |
| NET ASSETS | | |
| Unrestricted | 18 | (702) |
| Temporary restricted | 1,357 | 1,488 |
| Total net assets | 1,375 | 786 |
| Total liabilities and net assets | 2,915 | 3,004 |



90% PROGRAMS
8% OPERATIONS
2% FUNDRAISING

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

Sander Pruijs, Chairman of the Board
Los Angeles, CA
President, Manufacture's Bank

Charles Owubah
New York, NY
CEO, Action Against Hunger

William Mayer
Boston, MA
Partner, Goodwin Procter LLP

Jane Okun Bomba
Denver, CO
President, Saddle Ridge Consulting

Stephen van Helden
San Francisco, CA
Executive in Residence,
Production Board

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

Robert Meaney
Riverside, CT
Business Consultant

Chris Young
Montreal, Quebec
VP Entertainment Creation Products,
Autodesk

David Young
Boston, MA
Senior Partner & Managing Director -
Social Impact, BCG

ENTERPRISE COUNCIL

Adam & Kimberly Borchert
Alchemy Foundation
Alex & Lisa Yakubovich
Kimberly Faris-Kreisel
David Young
Dorothe & 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
Alwaleed Philanthropies
Autodesk Foundation
Eucalyptus Foundation
Frey Charitable Foundation
Garrett Gruener & Amy Slater
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



KICKSTART INTERNATIONAL

1849 Geary Blvd #15908 • San Francisco, CA 94115
info@kickstart.org • (415) 346-4820 • Kickstart.org