Dear Friends & Partners,

We are delighted to share KickStart’s 2023 Annual Report with you—our chance to showcase the impacts of our work with farming families, latest innovations, and efforts to scale our initiatives across Sub-Saharan Africa (SSA). Together, we have made remarkable strides in transforming the lives of farming families across the region, who are now more prepared to tackle the mounting effects of climate change.

Impact

Our solutions translate into tangible impacts in the lives of farmers, generating an average $700 USD in new net income annually from irrigation alone. In fiscal year 2023, KickStart empowered more than 13,000 smallholder farmers to access reliable and affordable irrigation solutions, which they transformed into vibrant enterprises set to generate over $7 million USD in new profits and wages per year. These enterprises will provide nutritious fruits and vegetables to nearly half a million people each year.

Innovation

Innovation is a cornerstone of our work at KickStart. From the workshop to the field, we continuously strive to develop and test new solutions to deliver greater impact to more farmers at a lower cost. Through investments in unique products, digital solutions, and innovative financing models like our Rent to Try & Buy pilot, we are bridging the financial access gap and paving the way for expanded opportunities for farming families across Africa.

Scale

Through collaboration with multiple diverse partners and distributors on the ground, our model has demonstrated its adaptability and impact across diverse contexts—renewing and rebuilding livelihoods for widows, mothers, refugees, youth entrepreneurs, and households recovering from natural disasters.

As we take stock of this past year, we are inspired by the resilience and determination of the communities we serve. This report provides an in-depth look at the results made possible through the combined efforts of our dedicated team, our many partners, and your generous support in creating enduring change for farmers in the face of complex challenges.

With gratitude,
Martin & Peter

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As the stakes increase for farmers facing harsher and more unpredictable climate conditions, we are harnessing the power of partnerships to drive systemic change and deliver meaningful gains for Africa’s smallholders.
WHO WE ARE
KickStart is a nonprofit social enterprise with a mission to move millions of smallholder farmers in Sub-Saharan Africa out of poverty quickly, cost-effectively, and sustainably.

To do this, KickStart designs, develops, and distributes small-scale irrigation technologies, which enable entrepreneurs to adapt to climate change and establish highly productive and profitable businesses. To date, KickStart has sold over 390,000 of our innovative irrigation pumps, transforming the lives of farming families and strengthening livelihoods across Sub-Saharan Africa.

KICKSTART’S APPROACH
Cash is King
KickStart’s central goal is for farmers to make more money. Irrigation offers a year-round and sustainable source of income, which farmers use to make choices about their lives and well-being. They invest in education, housing, healthcare, and new businesses—charting their course toward prosperity.

Resilience First
Africa is responsible for less than 3% of global emissions, yet its smallholders disproportionately bear the impacts of climate change. KickStart empowers farmers with the tools and training to protect and improve their livelihoods in the face of these challenges. With income security, irrigating farmers can also become powerful allies in combating the climate crisis by fostering tree nurseries, intercropping, enriching soils, and diversifying their crops.

One Season Return on Investment (ROI)
Smallholder farmers are our clients. As some of the least resourced people in the world, their money is extremely valuable. When evaluating a new product concept, our Innovations Hub rigorously examines its potential to reliably generate a 100% return on investment within the first harvest season.

WHERE WE WORK
KickStart focuses its efforts on 17 high-potential countries in Sub-Saharan Africa (SSA), managed from three regional hubs in Kenya, Nigeria, and Zambia. We establish retail access through the local private sector supply chains, build farmer demand, and partner with key stakeholders to provide training and irrigation tools to as many smallholders as possible.
Our solutions translate into tangible impacts, generating measurable and meaningful improvements in income, health, and climate resilience for farming families.
KickStart’s Theory of Change

Impact to Date
Based on our impact data, we conservatively estimate that 75% of farmers effectively use their pumps to substantially increase household income and move out of poverty.

**+390 thousand**
irrigation pumps in the hands of farmers

**+1.5 million**
people out of poverty

**+290 thousand**
successful farming enterprises

**15 million**
people fed with fruits and vegetables

**+$200 million**
generated in new profits and wages per year

As of June 30, 2023.

**CHALLENGES FACED BY RAIN-FED FARMERS**

**FOOD WASTE**
Up to 50% of crops wasted before they are eaten or sold.

**DRY SEASON HUNGER**
Households stretch income from rain-fed harvests to purchase food in the dry season, when prices are highest.

**LOW INVESTMENT**
When planting season arrives, farmers have little to nothing for high-quality, high-yield seeds; instead use susceptible, low-yield seeds (resistant to drought).

**MARKET ADAPTATION**
Farmers plant and access a dual income of rain-fed and off-season crops.

**DIVERIFICATION**
Farmers grow wet and dry season fruits and vegetables, and livestock; diversifying incomes from multiple crops and improving soil health.

**CLIMATE RESILIENCE**
Farmers are resilient to weather shocks by growing high-yield crops and having food for the rainy season.

**GROWING HARVEST**
Families and farms to reduce food consumption, schooling, and healthcare, sell assets, and/or borrow money.

**DRY SEASON PROFITS**
Farmers grow wet and dry season crops, keeping their families fed and healthy.

**ENTERPRISE GROWTH**
Farmers invest in other farming, businesses (dairy, poultry, forestry), increasing their farm-based incomes up to 7x or 10x.

**MAKING FARMING A SUCCESSFUL BUSINESS**

**IMPACT**

**+390 thousand** irrigation pumps in the hands of farmers

**+1.5 million** people out of poverty

**+290 thousand** successful farming enterprises

**15 million** people fed with fruits and vegetables

**+$200 million** generated in new profits and wages per year

**IMPACT AT THE SAME TIME**

Farmers face low demand and low profits, as rain-fed crops saturate market.

KickStart’s mission to increase net income for households, primarily through the sale of irrigation equipment.
IMPACT

KickStart Creates Evidence-Based Impacts at the Intersection of Livelihoods, Nutrition, Health, Climate, and Gender.

Food Security

92% of surveyed farmers reported that KickStart’s pump helped them fight hunger.

11.6 months out of the year farmers with pumps consumed crops they grew themselves compared to 7.5 months before pump ownership. 2

Gender Empowerment

In Tanzania, 93% of women reported feeling empowered from owning and using a pump. 3

Women farmers experience a 492% average increase in household income from irrigated crops. 4

88% of women surveyed reported they influenced how the money earned from irrigation was utilized.

In Tanzania, 93% of women reported feeling empowered from owning and using a pump. 3

Climate Resilience

75% of farm income on average attributed to irrigated crops during an intense drought year. 5

87% of farmers surveyed responded that MoneyMaker pumps helped them mitigate the effects of climate change. 6

4. Female Farmers in Angola (2015), supported by the ExxonMobil Foundation –Increasing Income & Productivity for Women Farmers with ADPP (Year-long Study).
From the workshop to the field, we continuously strive to develop and test new solutions to deliver greater impact to more farmers at a lower cost.
INNOVATION

KickStart develops product and field innovations that expand smallholder access to irrigation by targeting key barriers, such as affordability, availability, and local access. This includes developing unique farmer financing mechanisms, more affordable technologies, complementary products, and training services that enhance uptake.

Innovations Hub

Our engineers develop new products at our Nairobi Innovations Hub using feedback from local farmers to create tools, technologies, and services that empower smallholders to expand their skills and assets, and facilitate the transition to irrigation.

Solutions in Development

BRINGING NEW PRODUCTS TO MARKET: THE STARTER PUMP

KickStart’s country teams from across the continent worked to successfully bring our latest and most affordable irrigation tool, the Starter Pump, into nine new country markets. In each launch, we brought together senior leadership from NGOs, governmental organizations, private sector distributors, and local farmers to seed demand, establish efficient supply chains, and introduce this revolutionary product.
Rent to Try & Buy (R2T&B)
KickStart’s Field Innovations Team piloted the Rent to Try & Buy model (R2T&B) in Kenya to overcome key barriers to irrigation. In partnership with One Acre Fund, enterprising rural youth serve as Irrigation Agents, promoting and renting out KickStart’s MoneyMaker pumps to smallholders in their communities. The agents train farmers on irrigation and ways to maximize their income, while also earning their own livelihood from rental fees, fostering new economic opportunities and enhancing agricultural productivity in rural areas.

Our partnership with One Acre Fund aims to leverage the organization’s large farmer network to revolutionize irrigation access in Kenya. We are working to refine the scalability of the model to eventually mobilize Irrigation Agents across East Africa, each empowering their friends, neighbors, and communities to irrigate, improving their food and income security.

HOW IT WORKS
Each agent is given a loan for several rental pumps, which they rent out to farmers looking to try out irrigation, but who are not ready or able to purchase their own pump. Agents are based at One Acre Fund’s Tupande dukas, rural retail outlets for agricultural inputs. The Irrigation Agents earn income from rental fees and commissions when farmers buy new pumps or inputs, supplied by the dukas. This model serves to expand access and lower upfront costs of irrigation for farmers.

Equipping Irrigation Agents with Digital Solutions
To empower Irrigation Agents to efficiently manage and train their farmer-client portfolios and earnings, each Agent is provided with a tablet loaded with a customized Irrigation Agent app. Agents can monitor rental cycles, log client locations, and track their earnings. Agents can also access a digital library of training materials and videos through their tablets to support farmer success.

MEET IRRIGATION AGENT EVERLINE
Matayos, Busia County, Kenya
Agent Stats:
• Owns three rental pumps
• Rents pumps to farmers at Ksh. 200 per day ($1.44 USD)
• Earns an average of Ksh. 5,000 ($36 USD) monthly, plus commission from input purchases.

After only a couple of months as an Irrigation Agent, Everline is already a leader. She has made enough to pay off her son’s school fees and has purchased new supplies for her farm—things that only her husband used to do. After seeing the success irrigation brought in her own life and the farmers she works with, Everline has become a true collaborator with KickStart’s field team, helping to train and recruit new agents to the project.

Her success as an Irrigation Agent has created a buzz, encouraging peers from far and wide to partake in KickStart’s training sessions and demonstrations. Through her dedication and influence, Everline is not only elevating her own livelihood but also catalyzing widespread empowerment and advancement within her community.
KickStart strives to extend access to irrigation for as many farmers as possible across Sub-Saharan Africa.
KickStart’s Model
We focus on three key leverage points: innovation, distribution, and advocacy, to scale smallholder irrigation effectively.

**INNOVATE**

- **Research & Design**: Develop new high-impact irrigation solutions for small-scale farmers.
- **Establish Supply Chain**: Build resilient supply chains for irrigation technologies.
- **Farmer Mobilization**: Engage farmers in the design and delivery of irrigation technologies.
- **Policy Action**: Advocate for policies that enable access to irrigation technologies.

**DISTRIBUTE**

- **Outcomes**: Enable millions of small-scale farmers to access irrigation technologies to build lasting food and income security.

**ADVOCATE**

- **Outcomes**: Catalyze global support for system changes to “irrigate Africa.”

An Irrigated Africa

**FOOD & NUTRITIONAL SECURITY**

**SUSTAINABLE LIVELIHOODS**

**CLIMATE RESILIENCE & ADAPTATION**

**WOMEN’S EMPOWERMENT**

**YOUTH EMPLOYMENT**
Bordering the Mau Forest, Bomet County in Kenya is known for its rich tea and vegetable farming production. 80% of the population lives off crop and livestock farming, but changing weather patterns are creating an uphill battle.

Mary Cheruiyot grew up in a village close to Bomet. To support a family of six, she worked as a middleman, sourcing produce from farmers to sell in the local market. With warmer weather and longer dry seasons, Mary spent her time trying and failing to source high-quality produce, spending precious time away from her children. Her neighbor suggested she buy a Starter Pump from the agro-dealer shop up the street, Makimenyi FSA, to try growing her own crops. She began irrigating and soon started harvesting high-quality produce to sell year-round, earning more than she ever had, and creating newfound stability for her family. Mary diversified her business, establishing a thriving chicken coop and venturing into egg sales. She proudly sends all her children to school, nurturing their dreams beyond the boundaries of Bomet County. Now, Mary is a respected female business owner in her community. The availability of essential tools locally was crucial to her success, providing her with the resources she needed to thrive.

MARY CHERUIYOT: ENABLING BUSINESSES SUCCESS

37% of farmers bought pumps directly from a retail outlet.

Scaling and Localizing Through Retail Networks

For irrigation to reach scale, farmers need sustainable access to affordable technologies within their communities. To reach farmers where they are, KickStart sells and distributes our irrigation products through independent private sector retailers. For many farmers, this means taking a short trip to their local agricultural retail shop and buying a pump directly with their cash savings.

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Empowering Dairy Farmers in Uganda

In a unique farmer-led approach, KickStart is working with Dwaniro Dairy Cooperative to address the escalating water access challenges faced by local dairy farmers in Kiboga, Uganda. Dwaniro cooperative is predominantly made-up of ex-pastoralists, who were relocated from Western Uganda by the government to help resolve intercommunal conflict and transition the population to modern livestock management.

Water access is critical for consistent milk production and resilient livestock livelihoods, especially during the dry season. With KickStart’s pumps, Dwaniro farmers can utilize dry season water sources, minimize water transport labor, and efficiently direct water to troughs. This keeps cattle out of communal water sources used for domestic chores, improving sanitation and safety standards for livestock and households alike.

Resilient Financing: Dwaniro Cooperative equips its members with access to our pumps through affordable loans. Repayments are seamlessly integrated into their monthly earnings from milk sales, forging a sustainable financing solution that resulted in 0% defaults. With improved water access, farmers witnessed an increase in milk yields and profits, reduced household labor costs, and improved both household and community-level sanitation practices.

Private Sector Partnership in Kenya

KickStart’s collaboration with Fair Oils, locally known as Kutokho Ardhini, represents the potential to strengthen farmer capacities and leverage market access through partnerships with local agribusinesses. Fair Oils specializes in sourcing plant-based natural ingredients like tea tree, eucalyptus, and geranium from a vast network of smallholders. They aggregate these crops and process them into essential and vegetable oils for various industries, including cosmetics, nutrition, fragrance, and aromatherapy—fostering a local industry for high-value products.

By empowering Fair Oils’ out-grower network to enhance production through irrigation, we create a mutually beneficial scenario: Farmers experience increased income and can diversify their production with fruits and vegetables, while Fair Oils maintains a stable and reliable supply chain. Our partnership with Fair Oils has equipped over 1,300 out-grower farmers with MoneyMaker pumps, serving to boost their yields, mitigate seasonal fluctuations in production, and earn greater income. These partnerships not only elevate farmers’ livelihoods but also enhance the private sector’s capacity to drive economic growth, facilitate market access, and foster technological innovation within the agricultural sector.

Building Relief & Resilience in Cabo Delgado, Mozambique

In a partnership with ActionAid, KickStart is working to support internally displaced youth, uprooted by the ongoing violence in Cabo Delgado Province, Mozambique, with Starter Pumps and training services. Since 2017, 1.3 million people in Mozambique have been displaced because of the seven-year insurgency by an Islamic State-affiliated terrorist group. Through this unique project, KickStart is working to deliver 2,500 Starter Pumps and provide training to 7,500 farmers to develop resilient livelihoods as they resettle their lives. Groups of three each receive one Starter Pump, four different kinds of seeds, and agropreneurship training to jumpstart a whole new livelihood. For many of the project’s participants, this is their first foray into farming, fostering a new generation of budding youth entrepreneurs to engage and flourish in this crucial sector.

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Partnering for Impact

KickStart has partnered with over 350 organizations to bring the benefits of irrigation to their unique farmer networks. Each partnership leverages new groups of farmers, models, and synergies to strengthen livelihoods, food security, climate adaptation, conservation, and women’s empowerment.

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## Statement of Financial Position 2023 2022

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>1,890</td>
<td>2,070</td>
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<tr>
<td>Trade and other receivables</td>
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<td>989</td>
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<tr>
<td>Inventories</td>
<td>21</td>
<td>29</td>
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<tr>
<td>Property, plant and equipment (net)</td>
<td>179</td>
<td>187</td>
</tr>
<tr>
<td>Total assets</td>
<td>2,279</td>
<td>2,374</td>
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### Liabilities

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>1,356</td>
<td>1,499</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,345</td>
<td>2,539</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>3,701</td>
<td>4,038</td>
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### Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Total net assets</td>
<td>3,701</td>
<td>4,038</td>
</tr>
</tbody>
</table>

### Total assets and net assets

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Total assets</td>
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<tr>
<td>Net Assets</td>
<td>3,701</td>
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### Operating Income

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<th>Category</th>
<th>2023</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Program &amp; Other Services</td>
<td>3,904**</td>
<td>3,440</td>
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<tr>
<td>Contributed Legal Services</td>
<td>141</td>
<td>157</td>
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<tr>
<td>Management &amp; General</td>
<td>229</td>
<td>290</td>
</tr>
<tr>
<td>Fundraising</td>
<td>164</td>
<td>51</td>
</tr>
<tr>
<td>Gross Operating Expenditures</td>
<td>4,438</td>
<td>3,938</td>
</tr>
<tr>
<td>Surplus/(Deficit) related to net assets without donor restrictions</td>
<td>1,346</td>
<td>181</td>
</tr>
<tr>
<td>Surplus/(Deficit) related to net assets with donor restrictions</td>
<td>365</td>
<td>203</td>
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<tr>
<td>Total change in net assets</td>
<td>2,981</td>
<td>224</td>
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<tr>
<td>Net assets as of the beginning of the year</td>
<td>2,068</td>
<td>1,744</td>
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<tr>
<td>Net assets as of the End of the Year</td>
<td>3,052</td>
<td>1,965</td>
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</tbody>
</table>

### Financials & NGO Ratings

- 2023 Revenue: $5,585,000
- 2023 Expenses: $4,438,000

<table>
<thead>
<tr>
<th>Revenue Components</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned Income</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Donated Services</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Programs &amp; Other Services</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses Components</th>
<th>2023</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Program &amp; Other Services</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>16%</td>
<td>16%</td>
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<tr>
<td>Fundraising</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Donated Services</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Statement of Activities 2023 2022

### Operating Income

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Sales</td>
<td>2,064</td>
<td>2,056</td>
</tr>
<tr>
<td>Foundations and trusts</td>
<td>52</td>
<td>146</td>
</tr>
<tr>
<td>Corporations</td>
<td>2,064</td>
<td>604</td>
</tr>
<tr>
<td>Governments</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Investment &amp; other non-operating activity</td>
<td>199</td>
<td>98</td>
</tr>
<tr>
<td>Net change in restricted net assets</td>
<td>2052</td>
<td>2052</td>
</tr>
<tr>
<td>Contributed Legal Services</td>
<td>141</td>
<td>157</td>
</tr>
<tr>
<td>Total Operating Income</td>
<td>5,585</td>
<td>4,029</td>
</tr>
</tbody>
</table>

### Operating Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program &amp; Other Services</td>
<td>3,904**</td>
<td>3,440</td>
</tr>
<tr>
<td>Contributed Legal Services</td>
<td>141</td>
<td>157</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>229</td>
<td>290</td>
</tr>
<tr>
<td>Fundraising</td>
<td>164</td>
<td>51</td>
</tr>
<tr>
<td>Gross Operating Expenditures</td>
<td>4,438</td>
<td>3,938</td>
</tr>
<tr>
<td>Surplus/(Deficit) related to net assets without donor restrictions</td>
<td>1,346</td>
<td>181</td>
</tr>
<tr>
<td>Surplus/(Deficit) related to net assets with donor restrictions</td>
<td>365</td>
<td>203</td>
</tr>
<tr>
<td>Total change in net assets</td>
<td>2,981</td>
<td>224</td>
</tr>
<tr>
<td>Surplus/(Deficit)</td>
<td>1,356</td>
<td>1,499</td>
</tr>
<tr>
<td>Total Net Liabilities</td>
<td>3,701</td>
<td>4,038</td>
</tr>
</tbody>
</table>

### Surplus/(Deficit) related to net assets

| Surplus/(Deficit) related to net assets without donor restrictions | 1,346 | 181 |
| Surplus/(Deficit) related to net assets with donor restrictions | 365 | 203 |

### Total change in net assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total assets</td>
<td>5,585</td>
<td>4,029</td>
</tr>
<tr>
<td>Operating Income</td>
<td>5,585</td>
<td>4,029</td>
</tr>
<tr>
<td>Total change in net assets</td>
<td>2,981</td>
<td>224</td>
</tr>
<tr>
<td>Surplus/(Deficit)</td>
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</tr>
<tr>
<td>Total Net Liabilities</td>
<td>3,701</td>
<td>4,038</td>
</tr>
</tbody>
</table>

### Net assets at the beginning of the year

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets as of the beginning of the year</td>
<td>2,068</td>
<td>1,744</td>
</tr>
<tr>
<td>Net assets as of the End of the Year</td>
<td>3,052</td>
<td>1,965</td>
</tr>
</tbody>
</table>

### Net assets at End of the Year

<table>
<thead>
<tr>
<th>Category</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>1,356</td>
<td>1,499</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,345</td>
<td>2,539</td>
</tr>
<tr>
<td>Total net assets</td>
<td>3,701</td>
<td>4,038</td>
</tr>
</tbody>
</table>

### Surplus/(Deficit) related to net assets without donor restrictions

| Surplus/(Deficit) related to net assets without donor restrictions | 1,346 | 181 |

### Surplus/(Deficit) related to net assets with donor restrictions

| Surplus/(Deficit) related to net assets with donor restrictions | 365 | 203 |

## Financials & NGO Ratings

- Earned Income: 48%
- Donated Services: 32%
- Program & Other Services: 20%
- Management & General: 16%
- Fundraising: 8%
- Donated Services: 14%