



**Self Help
Africa**

Investing in Entrepreneurs

Why we're different

At Self Help Africa, we believe in investments, not charity - no hand-outs. Pro-profit approach in a non-profit organization

We live in a country that celebrates the American Dream – access to capital and opportunity

You can give millions of Africans these opportunities that are currently denied to them

The Opportunity

Invest in entrepreneurs

- Africa is a continent of **entrepreneurs** - when there is no 'safety net', people are driven to be self-sufficient and resourceful
- You can **impact** the lives of **millions** of Africans by helping them make their small businesses more profitable

The Solution to the Problem

70% of the population in Africa relies on agriculture –
a sector that is both unproductive and unprofitable

This causes poverty with half living on less than \$2.00 a day

We provide people with the means to work their own way out
of poverty by providing farmers access to:

Credit, Knowledge and Markets

Our Proven Business Model

For over three decades, we have been connecting philanthropic investment to African entrepreneurs

Investments are reinvested to benefit multiple communities and small businesses

Return on investment for African communities
- up to 200% pa income growth

Our Impact to Date

We have raised over **\$220MM** to help **15 million people** since Self Help Africa was founded 33 years ago

On average, each entrepreneur we work with **doubles income** within two years

Every additional \$1MM we raise will allow us to work with **65,000 more people each year**

What's next?

The objective for the next five years is to act as an accelerator for micro & small African businesses

We will focus our investment strategy on

- Microfinance
- Trading finance
- Opening up new markets for African produce

Our Five Year Target: \$15MM

What this will achieve

Microfinance

\$6MM

We will support **150,000 micro-entrepreneurs** to open bank accounts and access credit services to expand their businesses

Trading finance

\$6MM

We will support agricultural trading worth \$25MM, **bringing on average 20% increased value to farmers** over prevailing market prices

Opening up new markets for African produce

\$3MM

We will open up **new markets in 10 commodities** to new markets in the US, Europe and the Middle East

You can help

Invest: Grant (full or revolving), endowment and/or personal contribution

Sponsor: Corporate or individual

Attend: Our annual Galas or other events

Connect: Family foundations or individuals

*Self Help Africa is a 501(C)3 Organization and your support for our work is tax deductible to the fullest extent allowed by law

Provide an Opportunity

\$100,000: Funds a program to increase the profitability of farming for 5,000 families

\$50,000: Finances agri-trades for 2,500 farmers annually

\$25,000: Provides loan capital to benefit 1,000 people annually

\$5,000: Can finance a warehouse for a 150-member farmer cooperative



Without you it doesn't happen

Appendix

Case Study Projects

More about Self Help Africa

Without SHA: No profit

- Pascalina is 22 years old, married, three children, living in northern Zambia
- Farms a one-acre plot, using 'traditional' methods
- No savings, no bank account
- This farm produces enough food to feed her family for three months of the year
- Works as a casual laborer for the rest of the year to fill this 'hunger gap'
- Now a beneficiary on a 5 yr SHA program



With SHA: Profit

- Husband & wife team Tito and Evalyne Safari
- Four children, struggling on a small farm in central Uganda
- Introduced to bee-keeping by Self Help Africa
- Increased annual income by 170% through sale of honey. Now financially secure year round, with the ability to further invest in their enterprise
- Leading bee cooperative in their district, to train other farmers in beekeeping and pool their sales



With SHA: Profit

- Lillian Makukula (59), a grandmother living in Eastern Zambia
- Four years ago, she received intensive training in poultry production from Self Help Africa, along with improved breeds
- Today, she manages a network of poultry houses & provides employment to three others
- Increased annual income by 300% through sales of chicks, hens and eggs
- As payback for her initial training, she provides 'pass on' training to other farmers in her district



Ethiopia Savings & Credit Cooperative Project

- 52,000 adult account holders, in a country where just one in ten has access to banking services
- SHA has trained management and staff, increasing financial literacy and business sustainability
- SHA also provided loan capital, to increase impact
- Avg. annual disposable income for 'savers'- \$956 and 'non-savers'- \$664
- Over 40,000 micro businesses supported through the initiative, which is now fully financially stable



Greater Profits in Trades: TruTrade

- Unique social enterprise, majority - owned by SHA working in Kenya and Uganda
- Aims to increase farmers' profits from their harvests through trading those crops
- Incentivizes traders to share profits with farmers
- Has delivered over 18% increased profits to farmers in 2015-2016
- Most payments made via mobile money platforms, to reduce costs and risk
- Aggressive growth strategy to achieve profitability for this social enterprise



Growing Profits from Nuts: Cashew Farming

- Funded in partnerships with large, European- based snack food company
- Has organized farmers into four cooperatives in West Africa
- These farmers have experienced 58% increase in production in three years, with further increases expected as trees mature
- Farmers now getting FairTrade certification - guarantees 10% extra income
- Partnership with local processing startup providing 300 jobs



Our support

- US & European governments- 5 governments

- Private foundations-

BILL & MELINDA
GATES *foundation*

Walmart  Foundation

- Corporate support-



PEPSICO

- Individual donations
- Events

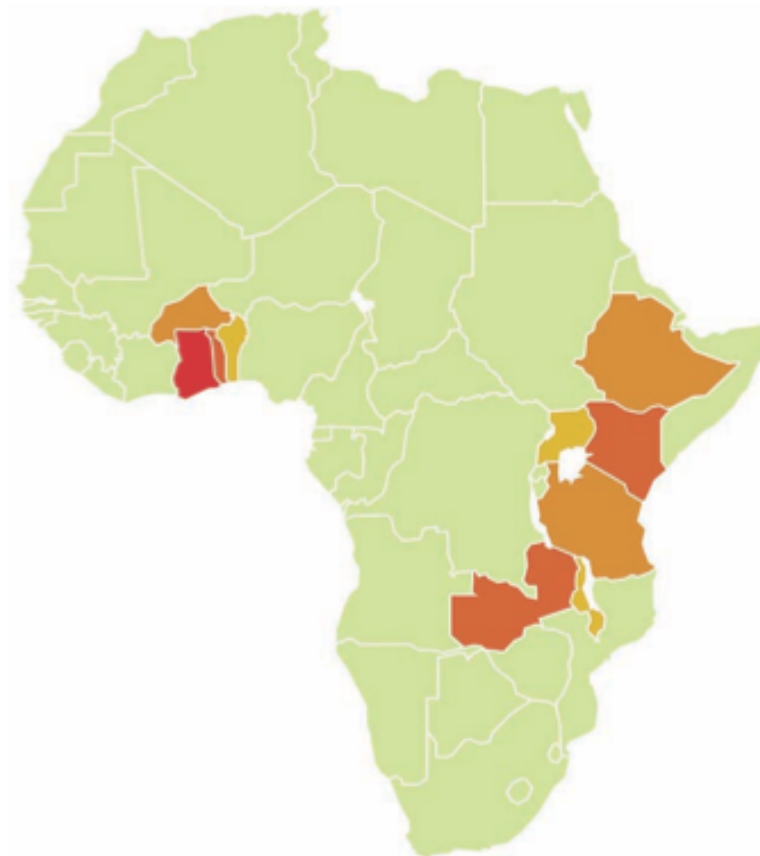
WHERE DO WE WORK?

Burkina Faso

Benin

Ghana

Togo



Ethiopia

Kenya

Uganda

Tanzania

Malawi

Zambia

2016 in numbers

- 290,000 entrepreneurs
- 1.8MM beneficiaries
- \$24MM global income
- 54 individual projects/initiatives

Our History

- **1984** – Self Help Development International formed in response to catastrophic famine in Ethiopia
- **1986** – Receives first \$1MM grant from Live Aid for work in Ethiopia
- **2007** - Merges with UK-based Harvest Help to create Self Help Africa
- **2009** - SHA US set-up
- **2010** – Sets up ethical audit business, Partner Africa
- **2012** – Receives first support from US government - \$4MM grant for work in Uganda
- **2014** – Receives first support from Gates Foundation and Walmart Foundation, for work in Kenya and West Africa
- **2015** – Establishes new trading platform, TruTrade

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