



**Self Help
Africa**

— 12TH ANNUAL —
CHANGE-MAKER'S BALL
— NEW YORK —

PIER SIXTY, CHELSEA PIERS

**NOVEMBER 4
2022**



Adija Kuroi from Machanga, Kenya



Difficult challenges require a long-term approach

Enstar is proud to support Self Help Africa in its work to end poverty in rural African communities. By helping farmers gain access to agriculture education, business skills and micro finance, local people will have better opportunities to increase their incomes, create environmentally sustainable crops and engage with a reliable route to market.

Enstar is a leading global re/insurance group, with a global care for people. It's a privilege to sponsor Self Help Africa.

Discover more at enstargroup.com



**Self Help
Africa**



OUR MISSION IS TO SUPPORT
SUSTAINABLE LIVELIHOODS
FOR AFRICA'S SMALLHOLDER
FARMERS



Achan Rufina, Market Vendor,
Adjumani, Uganda

RISING TO THE CHALLENGE



Over the past three years, our global community has been hit with unprecedented challenges.

Covid-19, conflict, and drought have devastated regions of Sub-Saharan Africa. We've seen the number living in extreme poverty grow by over 50 million people. These global issues have left Africa in a continuing vulnerable position. Hunger prevails, supply chains have been interrupted and farmers, who often rely on more lucrative cross-border trade to make ends meet, face continued hardship.

With all these challenges, we've always seen the light of opportunity that comes with significant change.

We've adapted to the challenges of the last three years, just as most US businesses have also adjusted their ways of working. More of our work now takes place virtually, of course, but we've also leaned into our microfinance and small business grant work, enabling entrepreneurs across the continent to invest in their plans and their futures.

That's why this event is more important than ever, it's time to reinvest in the future of development. At Self Help Africa we've grown, now serving 15 African countries and millions more people, with a renewed focus and belief in sustainable development. With your help, we're determined to continue investing in the women and men who can power its future.

From Burkina Faso to Zambia, you can hear the words '*asante*', '*merci*', '*ameseginalehu*' and '*natotela*'. On behalf of the hundreds of thousands of people who will engage with Self Help Africa's work across Africa in the year, thank you.

Sincerely,
The Self Help Africa Team

OUR IMPACT

In 2023, we aim to impact the lives of almost **6 million people** in **16 countries** across Africa.

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NEW YORK

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After-Party Sponsor: Tavern 29



Chabu Kalanga, Meheba, Zambia

EVENT TABLES

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Sidley Austin LLP – Michael Devins

Tavern29/Stone Street Tavern/ Taproom 307/ The Factory 380 – Cara Tallon & Ronan Downs

Teneo – Alexander Schnieders

Personal Table Heads

Marc & Virginia Abrams

Mike Bubolo

James Kelly

Kerry McGlade

Tom Nichols

Paul & Carla O'Connor

Alex Schrencegost

Merit Webster

Featured Mixologist

Daniel Caballeros

I was born and raised in Los Angeles, and have been living in NYC for about 12 years now. I moved to New York to pursue a career in finance,

completing a business degree at Pace University Downtown, but later realized I wasn't happy in that field. Fortunately enough, I had been supporting myself at various bars and restaurants while in school, and I found a passion for craft beers and cocktails.

When I'm not working, I enjoy spending time with my friends at a bar or planning my next weekend getaway. I love going out and enjoying life, and preferably somewhere new and outside of New York.



Thank You to Our Generous Prize Sponsors:

2 Chicks with Chocolate, Culture With Us, The Schrencegost Family, Altrosero, Ballybunion Golf Course, Becketts, Berkeley & Stuart, Buyrite Liquors Jersey City, Maurice Byrne, The Cauldron, Master Sommelier Brahm Callahan, Corovin, Carletta Downs, Ronan Downs, Emily Hansen, Hamilton Princess & Beach Club, Dr. Peter Hirst, Factory 380, Gaelic Players Association, Behhinn Gallen, Ashley Johnson, Douglas Johnson, Mad Dog and Beans, Madison Wells Forward, Mallory Portraits, Marcelli Imports, Massachusetts Institute of Technology, Chantal McLaughlin, New York Jets, New York Giants, Liane Nikitovich, Paul O'Connor, Diarmaid O'Sullivan, Riverside Pilates, Rockefeller Center, Route 66 Smokehouse, St. Michelle Estates, Sharon Smith, Singita, Cara Tallon, Stone Street Tavern, Taproom 307, Tavern 29, Karen Thorpe, The Tonight Show Starring Jimmy Fallon

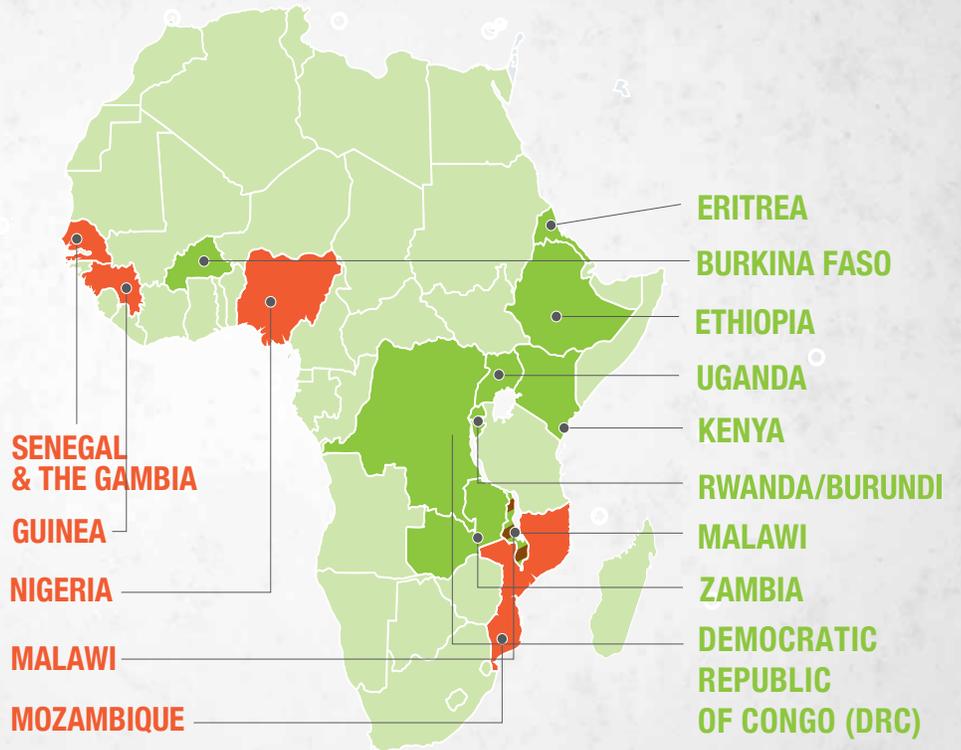
WHERE WE WORK

Following our historic merger with UK-based organisation United Purpose in 2021 we will now work across 16 African countries, as well as in Brazil and Bangladesh.

We will support close to six million people, providing agricultural support and training, improving access to markets, savings and loans services, and water and sanitation.

The programme countries denoted in green (right) are countries where Self Help Africa is working, the countries in orange where United Purpose has projects.

The graphic below is an illustration of the impact of Self Help Africa's projects in 2020.



PROJECT SNAPSHOT



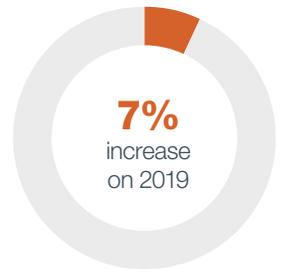
187,497

Households with increased production



229,742

Diversified farming systems



65,596

Households with increased resilience



224,996

Households practising Climate Smart Agriculture





THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

November 4, 2022

Dear Friends:

It gives me great pleasure to welcome everyone as Self Help Africa (SHA) hosts its 12th annual Change-Makers Ball.

Established in 1984, SHA strengthens 15 nations across Sub-Saharan Africa through its programs that empower small scale farmers, improve nutrition, promote gender equality, provide access to affordable micro-finance, mitigate the impacts of climate change, and connect rural entrepreneurs to the marketplace. The COVID-19 pandemic has exacerbated food insecurity in communities around the world, including here in the five boroughs, and New Yorkers share in SHA's mission to help vulnerable people escape hunger and poverty. As you gather to support the vital work of this innovative development organization, I join in applauding its leadership, staff, and partners for their efforts to invest in the future of Africa, a diverse and vibrant continent that holds a special place in the hearts of many New Yorkers. Together, we will #GetStuffDone and foster positive change in our global city and beyond.

On behalf of the City of New York, please accept my best wishes for an enjoyable evening and continued success.

Sincerely,

A handwritten signature in black ink that reads "Eric Adams".

Eric Adams
Mayor





Lake Bunyonyi Islands, Uganda



Beekeepers Tito and Evalyne, Uganda

SPECIAL PROJECT

A NEW GREEN ECONOMY IN UGANDA

The adverse impact of human activity and climate change on one of Uganda’s most popular natural amenities, Lake Bunyonyi, provided the impetus for an innovative conservation project that has created over 500 ‘green enterprises’ in the country’s south-west.

‘Striking a Balance’ has seen community groups, indigenous tribes people and local government collaborate to restore, rehabilitate and legislate to protect Lake Bunyonyi in a manner that recognises the need for local communities to earn a living.

Tree planting, terracing, check dams and other measures have been introduced along the steep mountain slopes that fringe one of Uganda’s most popular visitor attractions, situated close to the UNESCO World Heritage-listed Bwindi Impenetrable Forest.

Villagers along the lakeshore have been joined by government agencies to create Natural Resource Management Committees who have led the effort. Trenches, dams, terraces, trees and restorative grasses have been planted to halt floodwater from sweeping soil and pollutants into the lake. Indigenous Batwa tribes people, displaced from Bwindi Forest, have been involved in the effort.

Alternate ‘green enterprise’ businesses, including fruit tree growing, mushroom cultivation and processing, beekeeping, sheep rearing, local basketry and crafts have been established, while hillside farmers have been encouraged to plant grasses as fodder, and new food crops including sweet potato to both improve local diets and protect the soils. A total of more than 80,000 trees have been planted, including passion fruit and papaya, to enable households to supplement their household diets and income from harvested fruit.

As a result of these initiatives and with an eye on the future, women are taking on the title of entrepreneur and becoming actively engaged in the eco-tourism business. Working with local governments they are scaling up workable business models, all while ensuring they are environmentally friendly. With private sector engagement they are bound to bring this region to its fullest potential.

140,000 people living within the Lake Bunyonyi Basin will benefit through enterprise investment

We are asking for your support to provide the education, resources, and opportunity for our female and young leaders to create their own businesses and make this community thrive.



MADISON WELLS

Madison Wells Forward is proud to support
Self Help Africa's 12th Annual Change-Maker's Ball!

Sidley applauds the important work of

SHARON SMITH

and the entire **SELF-HELP AFRICA** team and board.

We support their unwavering commitment to ending
hunger and poverty in rural Africa.

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*Proud to sponsor
Self Help Africa*

**Locke Lord is committed to our
clients and the communities
we serve.**

We are proud to support **Self Help Africa** and its dedication to rural African entrepreneurs, the majority of them women, by helping to increase their small business profits to work their way out of poverty.

**Locke
Lord**

www.lockelord.com

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We are proud to support **Self Help Africa** and its strong supporter, our good friend, Sharon Smith on the occasion of its **12th Annual Change-Makers Ball** for their dedication to ending hunger and poverty in rural Africa.

Friday, November 4, 2022



1133 Avenue of the Americas
New York, NY 10036
www.pbwt.com





NTG CONSULTANTS

*are proud to support
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and the

12th Annual New York Change-Makers Ball



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We are proud to support
Self Help Africa and the
Change-Maker's Ball

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Teneo is proud to support the Self Help Africa Gala

We partner with our clients globally to do great things for a better future.

Drawing upon our global team and expansive network of senior advisors, we provide advisory services across our five business segments on a stand-alone or fully integrated basis to help our clients solve complex business challenges. Our clients include a significant number of the Fortune 100 and FTSE 100, as well as other corporations, financial institutions and organizations.



The logo for Norris McLaughlin, consisting of the letters 'NM' in a large, bold, serif font, with 'N' in white and 'M' in orange.

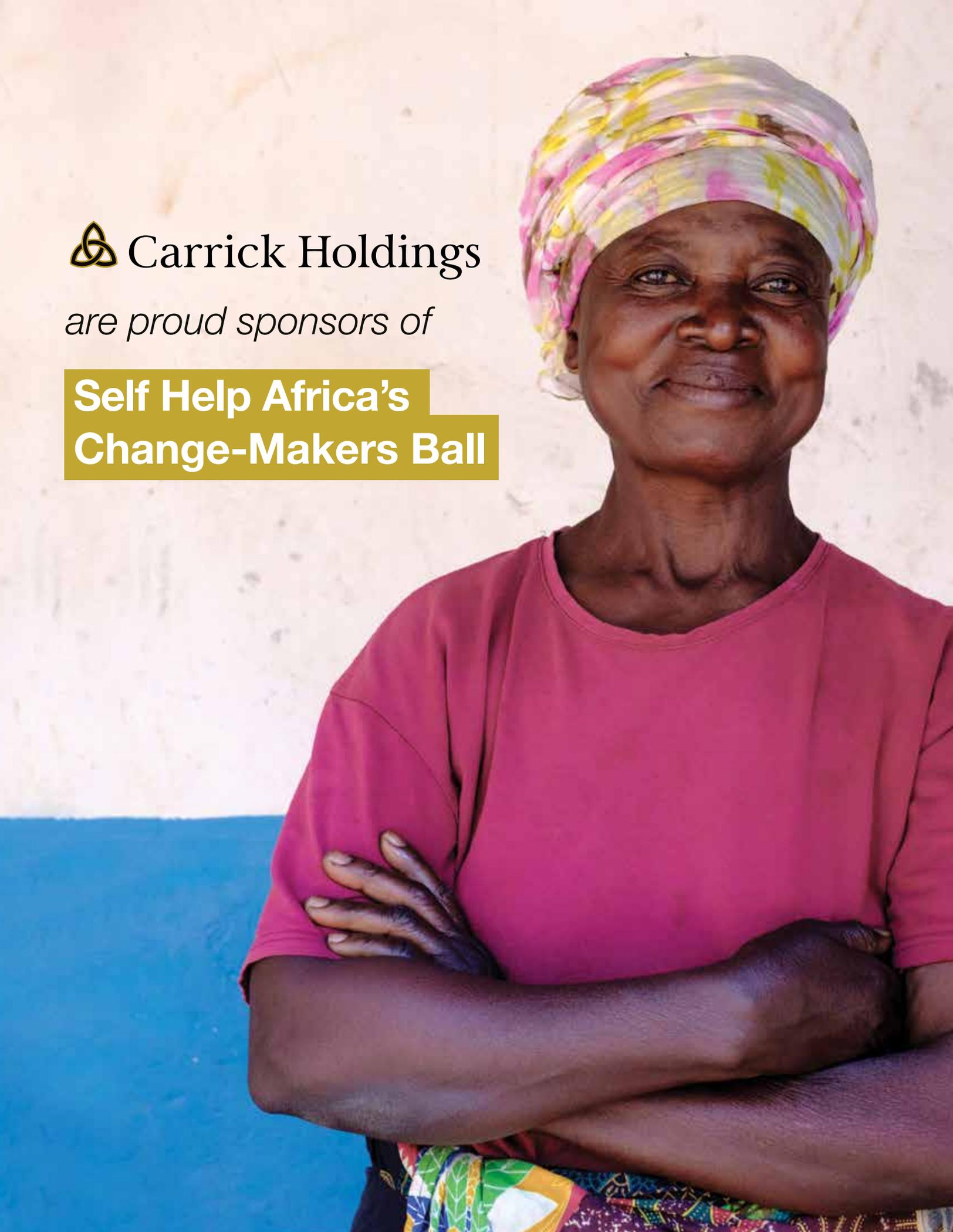
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*in their mission to change lives and
transform communities across Africa*

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Proud supporters of
Self Help Africa in
its mission to end
hunger and poverty
in rural Africa



Everspan
proudly supports the
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AFTER-PARTY AT TAVERN29

47 E 29TH ST, NEW YORK, NY 10016
FROM 11:30 TILL LATE

Not ready for the night to end? Join us after the
Change-Maker's Ball at one of the best bars in
NYC!

**MAD
DOG
& BEANS**
MEXICAN CANTINA



Happy to support the work of Self Help Africa at this year's Change-Maker's Ball

Mad Dog & Beans Mexican Cantina is a casual-upscale restaurant located on the historic Stone Street in FiDi and in Midtown East. Known for the famous **guacamole**, made fresh to order, and **margaritas** that are offered by the glass, pitcher or in a 100 oz margarita tower — served frozen or on the rocks, with over ten flavors to choose from.



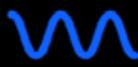
Midtown 5 E 38th St



FiDi 83 Pearl St / 50 Stone St

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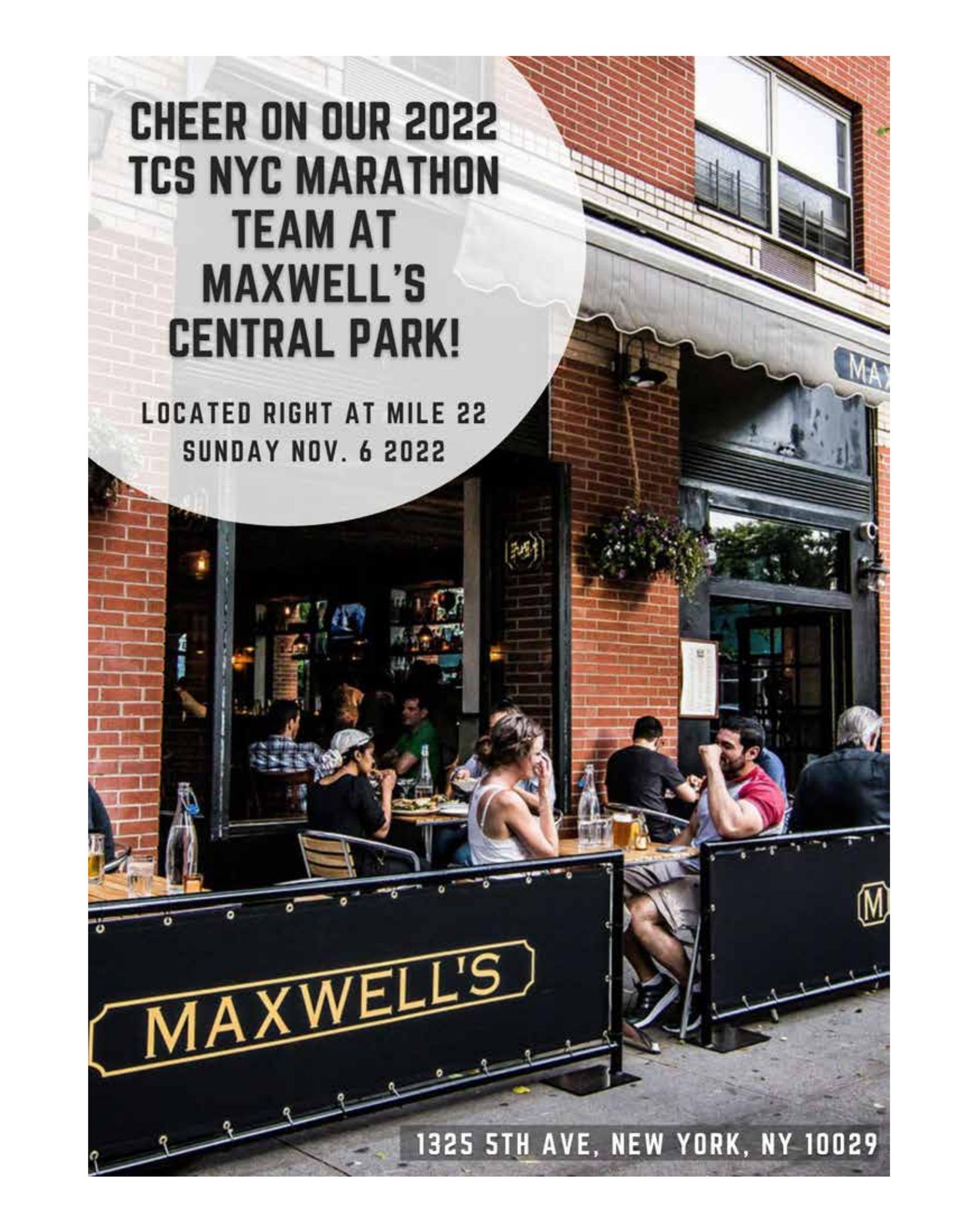
At Culture With Us, we value diverse backgrounds by
fostering a positive, safe, inclusive and equitable
environment.

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A photograph of Maxwell's Central Park restaurant. The building is made of red brick. A large white circular graphic is overlaid on the top left. In the foreground, a black metal railing with a yellow 'MAXWELL'S' sign and a logo is visible. Patrons are seated at an outdoor table with drinks and food. The restaurant entrance is visible in the background.

**CHEER ON OUR 2022
TCS NYC MARATHON
TEAM AT
MAXWELL'S
CENTRAL PARK!**

**LOCATED RIGHT AT MILE 22
SUNDAY NOV. 6 2022**

1325 5TH AVE, NEW YORK, NY 10029

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THANK YOU



**Self Help
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