



**Self Help  
Africa**

— 12<sup>TH</sup> 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](http://enstargroup.com)



**Self Help  
Africa**





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



# RIISING TO THE CHALLENGE

Achan Rufina, Market Vendor,  
Adjumani, Uganda

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.



## OUR BOARD

# NEW YORK

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**Change-Maker Cocktail Sponsor:** De-Nada Tequila

**Dinner Wine Sponsor:** Debevoise & Plimpton

**After-Party Sponsor:** Tavern 29



Chabu Kalanga, Meheba, Zambia

## EVENT TABLES

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**Norris McLaughlin LLP** – Dean Roberts

**Otterbourg** – Nneoma Maduiké

**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

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## 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, Bebhinn 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

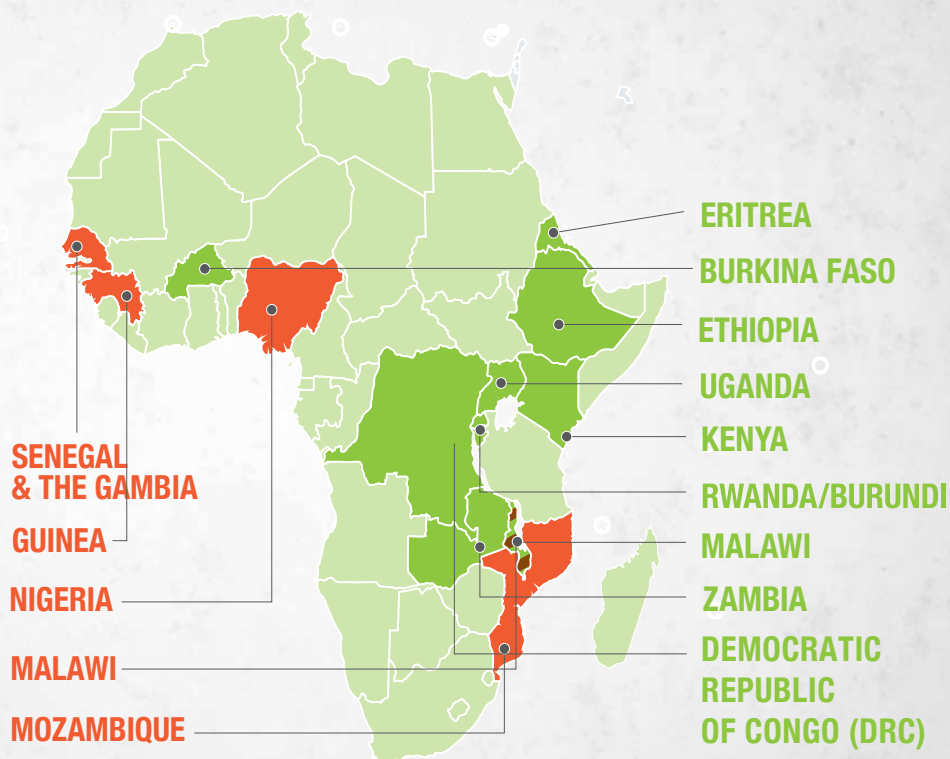
# WHERE WE WORK

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



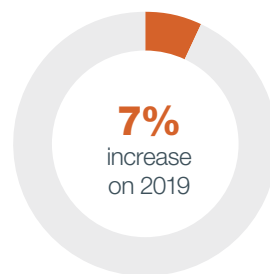
**187,497**

Households with increased production



**229,742**

Diversified farming systems



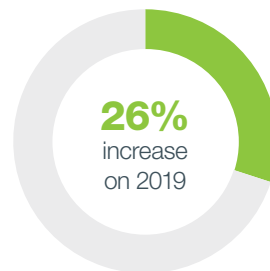
**65,596**

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

**T**he 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.

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

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.

**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.**

**Locke  
Lord**

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.

[www.lockelord.com](http://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



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New York, NY 10036  
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**Otterbourg P.C.**

is proud to support

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and the

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

***Ambac***



# Teneo is proud to support the Self Help Africa Gala

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*in their mission to change lives and  
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**Self Help  
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TEQUILA







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



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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!

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# 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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A photograph of the exterior of Maxwell's restaurant, a brick building with large windows and an outdoor seating area. A black metal railing with a gold 'MAXWELL'S' sign runs across the foreground. Several people are seated at outdoor tables, and the interior of the restaurant is visible through the large windows. A semi-transparent white circle is overlaid on the top left of the image, containing text.

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

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

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THANK YOU



**Self Help  
Africa**

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