



13TH ANNUAL
CHANGE-MAKER'S BALL
NEW YORK

PIER SIXTY, CHELSEA PIERS

**NOVEMBER 3
2023**

Petua from Omurania, Uganda 2022

www.selfhelpafrica.org

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OUR VISION

Sustainable livelihoods
and healthy lives for all
in a changing climate





OUR VALUES

Impact

We are accountable, ambitious and committed to systemic change

Innovation

We are agile, creative and enterprising in an ever changing world

Community

We are inclusive, honest and have integrity in our relationships

WELCOME TO THE CHANGE-MAKER'S BALL

Esther Munga, Nkhunda Village, Zambia

It is the 13th year that we've gathered here in Manhattan to support and celebrate the resilience of communities across sub-Saharan Africa, at the annual New York Change-Maker's Ball.

Both here in New York, and in Boston, our friends and supporters have raised millions of dollars to aid our work. It's support that has helped to transform the lives of tens of thousands of families in the African countries where we operate.

This year, Self Help Africa will work with more than six million people across 15 countries in sub-Saharan Africa.

We will assist rural families to increase and diversify what they grow on their small farms, and we will support them to find new markets where they can sell their produce to increase household income. We will advocate for private businesses to create jobs and markets, and we will bring technical assistance and services to communities living in some of the remotest areas.

However, the changing climate is making that work even more challenging however.

Right now, communities in The Horn of Africa and East Africa are enduring their fifth successive year

of drought. At the same time, people in West Africa are witnessing some of the hottest temperatures on record, while in Southern Africa, tropical cyclones and consequent flooding have destroyed thousands of homes and displaced tens of thousands of people.

Notwithstanding these challenges, at Self Help Africa, we remain confident that the enormous potential of the African continent can be realized. Africa has the youngest population on earth, the most under-utilized land resources, and the greatest economic growth potential.

By applying innovative new technologies, promoting new 'climate smart' farming technologies, and harnessing the energy and determination of Africa's people, we can play our part in that transformation.

This transformation is made possible by the support and dedication shown in our mission by people like you.

From all at Self Help Africa, we express my heartfelt thanks for being with us on this journey.

Courtney Rosenbloom,
US Director of Development,
Self Help Africa

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NEW YORK

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Change-Maker Cocktail

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Personal Tables

Marc & Virginia Abrams

Mike Bubolo

James Kelly and Merit Webster

Ronan Downs and Cara Tallon

Jason O'Brien

Paul & Carla O'Connor

Mad Dog & Beans, Mexican Cantina, Bierhaus NYC

Featured Mixologist

Brian Long

Brian Long has over 15 years of NYC hospitality experience, which has honed his multifaceted perspective and unique voice in the wine and beverage industry. Since arriving in NYC he has ventured into learning all parts of the business by first cutting his teeth at Jarnac, Sidecar at PJ Clarks, and Casellula Cheese and Wine Café. Then further refining his craft as a Sommelier at Ai Fiori & Marea, Wine Director of Oceans New York, Head Sommelier at Al Coro, and currently working in fine wine distribution with Vintus NY.



Specialty Cocktail

The Refresher by Culture With Us

- Uncle Nearest Whiskey
- Black Tea
- Citrus Oil
- Fresh Mint Leaves
- Crushed Ice

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Delta Airlines, 2 Chicks with Chocolate, Ace Hotels, Bardstown Bourbon, Beckett's Bar & Grill, Berkeley & Stuart, Bierhaus NYC, Brad Routhier, Brahm Callahan, Champagne Laurent-Perrier, Classic Method and Brian Long, Come Spring Farm and Kevin and Ana Cruz, Culture With Us and Alexandra Schrecengost, Carletta Downs and Ronan Downs, Joe Gatto, Grievous Angel, Golden State Warriors, Grill 23 & Bar, Halls Des Lumière, Havana Social, Denis Hickie, Impractical Jokers and James Murray, Douglas Johnson, Koloman NYC, LA Chargers, Lagunitas, L'Oreal, Macari Vineyards, Mad Dog and Beans Mexican Cantina, Madison Wells Forward, Massachusetts Institute of Technology and Dr. Peter Hirst, MJ Byrnes, Motel No Tell, New Jersey Devils, New York Jets, Paul O'Connor, Parish PR, Patagonia, Pittsburgh Steelers, Route 66 Smokehouse, Sadie's Ward, The Edge/City Climb, The Shelbourne Dublin, Singita, Stone Street Tavern, Cara Tallon, Tavern 29, Trinity Place and Jason O'Brien, The Cauldron, The Tonight Show Starring Jimmy Fallon, Uncle Nearest Premium Whiskey

Keynote speaker

Meet

WINIFRED PATRICIA JOHANSEN

Winifred, a Norwegian citizen of Ugandan descent, born in 1977, is a dedicated mother of three.

With over two decades of experience in the Renewables, Subsea Oil and Gas, and Automotive sectors, she currently serves as Senior Vice President at Quantafuel ASA. Winifred also holds board positions at Klaveness Combination Carriers, Quantafuel UK, and Quantafuel Sunderland, where her leadership and expertise are invaluable. Additionally, she chairs the board at Ocean Oasis AS and is a Director at the Social Enterprise and Ethical Trade Auditing Consultancy, Partner Africa.

Winifred is a passionate reader and accomplished writer with four published books to her name. Her educational background is equally impressive, she holds an M.Sc. in Mechanical Engineering from the Norwegian University of Science and Technology (NTNU) and Politecnico di Milano, an MBA from the Robert Gordon University, Aberdeen, and currently pursuing a doctorate in crisis leadership at the University of Bradford.



Empowering Africa Award Honoree

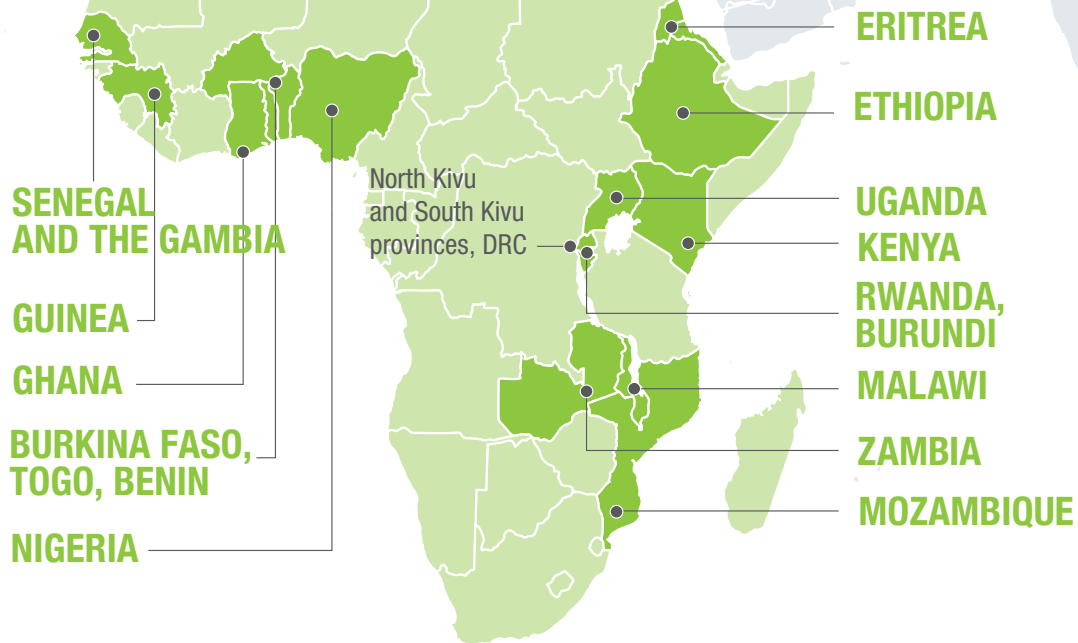
FLAVIANA MATATA

Flaviana Matata is a supermodel, entrepreneur, and humanitarian who has walked the runway for many iconic designers and graced the pages of countless magazines, including Vogue, Essence, Glamour, Marie Claire, Forbes, and more. In recognition of her successful modeling career, Flaviana has previously won many major awards including; Model of the Year by Arise Magazine and Top 10 African Models by Forbes Africa.

Through her work as the Founder of The Flaviana Matata Foundation in Tanzania, she has been awarded The Changemaker Award and The Face of Africa Award for her outstanding leadership and dedicated service to the African community. Flaviana's personal care company, LAVY Products, creates non-toxic, cruelty-free products that are available in more than 200 stores in six countries. Through LAVY Products, Flaviana has incorporated a skills training program that empowers young women to build their entrepreneurial skills and run their own businesses. 10% of the profits from the LAVY sanitary pads help to provide FREE sanitary pads to school girls in underserved communities.



WHERE WE WORK



SPECIAL PROJECT



Mercy David, WBC Entrepreneur, Nigeria

WOMEN'S BUSINESS CENTERS

Self Help Africa's Women's Business Centers (WBCs) are an innovative way to support women entrepreneurs realise their business dreams.

Adopting a model that has been operating successfully in Bangladesh for a decade, WBCs are now being piloted by Self Help Africa in three African countries – Malawi, Kenya and Nigeria.

A one-stop shop where women members can access digital and office services, marketing support and information, the new Women's Business Centers are also a hub where women can share their experiences and access training and mentoring support.

20 new Women's Business Centers, established in Nigeria this year, are supporting 2,000 women to further their business plans. Owned and run by women members, these grassroots centers, once fully operational, will

support up to 60,000 people in Nigeria, in 2024.

In her community, Mercy David has used the support she has received from her local center to set up a business that trades in soap and hygiene products, sold to market traders in her community.

*20 new
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Born initially out experiences she witnessed during the COVID-19 pandemic, Mercy recognized that market traders could maintain higher standards of hygiene surrounding food products in the markets if they had access to, handwashing stations, soap and even gloves. By responding to a market opportunity, Mercy's business has flourished.

You can lend your support tonight, by supporting the entrepreneurial vision of women across Africa through Self Help Africa's innovative new Women's Business Centers.

OFFICE OF THE MAYOR



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

November 3, 2023

Dear Friends:

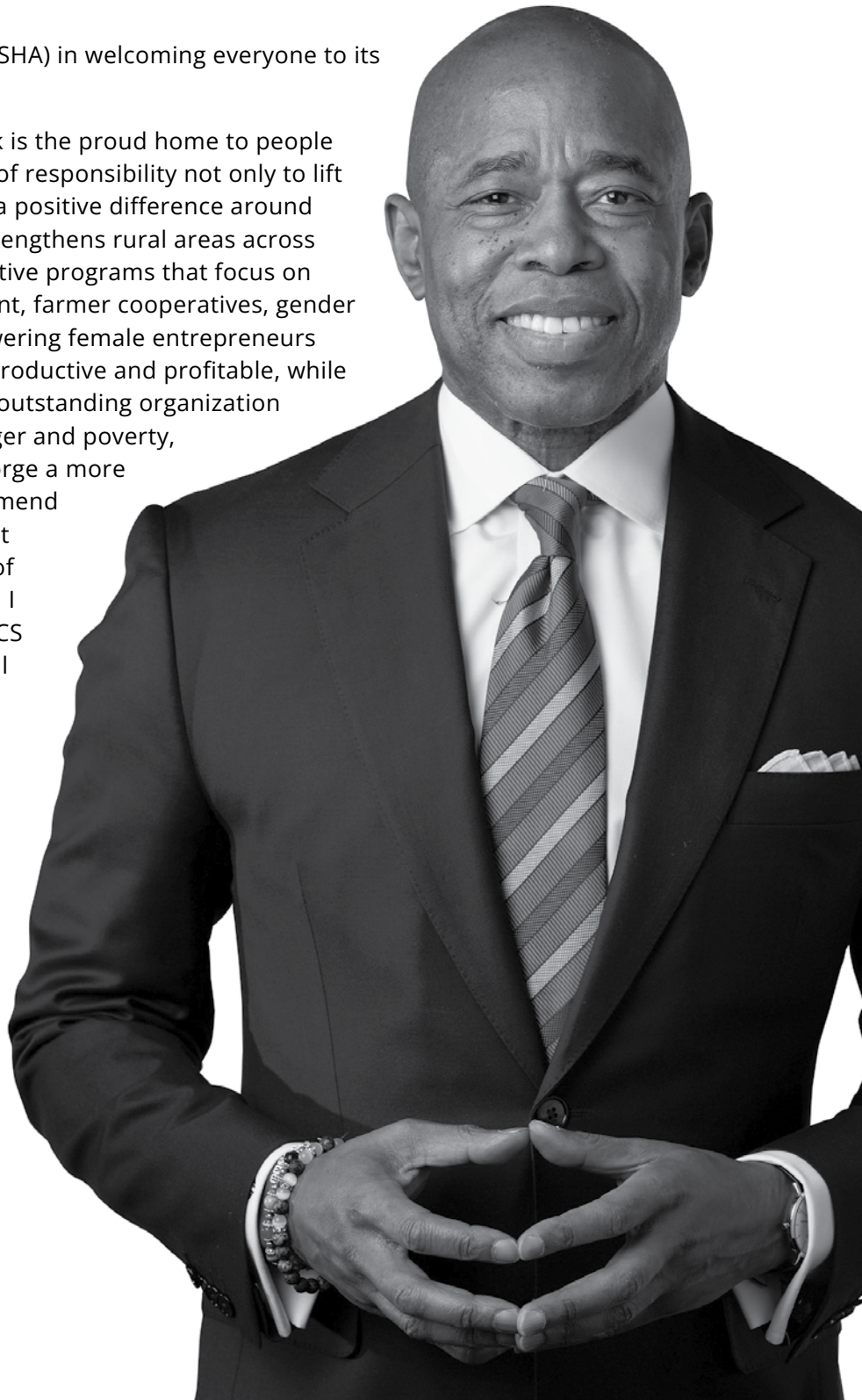
I am delighted to join Self Help Africa (SHA) in welcoming everyone to its 13th annual Change-Makers Ball.

As a city built by immigrants, New York is the proud home to people of all backgrounds who share a sense of responsibility not only to lift up those around us, but also to make a positive difference around the world. Established in 1984, SHA strengthens rural areas across sub-Saharan Africa through its innovative programs that focus on climate change, enterprise development, farmer cooperatives, gender equality, and micro-finance. By empowering female entrepreneurs and small agribusinesses to be more productive and profitable, while also conserving the environment, this outstanding organization is helping African families escape hunger and poverty, increase their financial security, and forge a more resilient and sustainable future. I commend the generous New Yorkers here tonight for advancing the boundless promise of agricultural communities in Africa, and I applaud the members of SHA's 2023 TCS New York City Marathon team, who will be running this Sunday in support of its important mission. Together, we will continue to increase opportunity and build a brighter, fairer, and more prosperous tomorrow for all.

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

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

Sincerely,
Eric Adams
Mayor





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

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

We are proud to support **Self Help Africa**, and our friend and Advisory Board member **Sharon Smith**, and their dedication to helping rural African entrepreneurs to increase their small business profits and work their way out of poverty.

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Self Help Africa Change-Maker's Ball 2023

Friday, November 3, 2023

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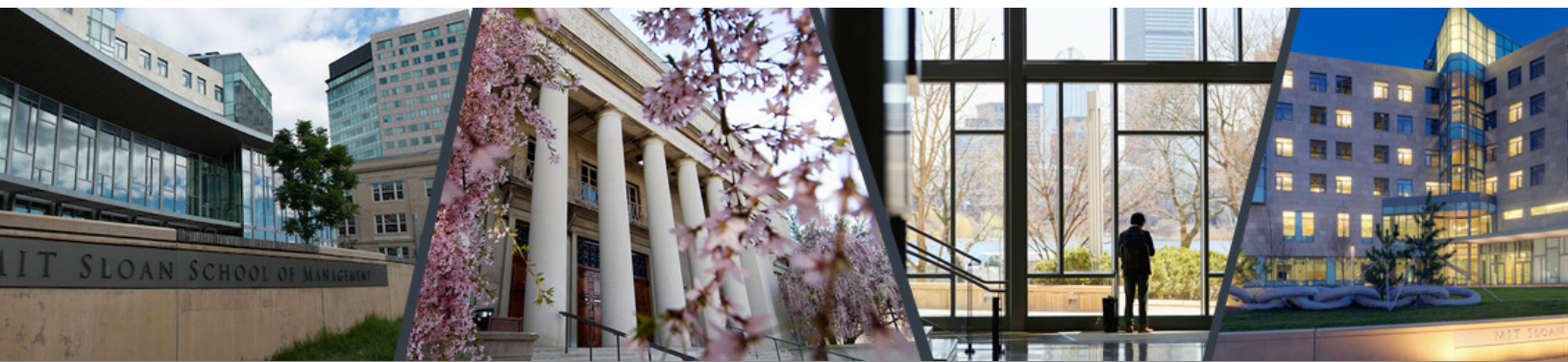
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Business Sprints are new, on-demand, asynchronous learning experiences for professionals seeking hands-on learning with immediate applicability. They can be completed any time over a 30-day period.



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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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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.



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Sidley applauds the important work of

SHARON SMITH

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

We support their unwavering commitment to ending
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hunger and poverty
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OUR MISSION

We aim to alleviate hunger, poverty, social inequality and the impact of climate change through community-led, market-based and enterprise-focused approaches, so that people have access to nutritious food, clean water, decent employment and incomes, while sustaining natural resources.





Thank you



www.selfhelpafrica.org



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.

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