

Welcome to the
NEW YORK
CHANGE-MAKER'S BALL
2024



*An Evening of Impact,
Inspiration, and Celebration*



**Self Help
AFRICA**



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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Discover more at enstargroup.com



**Self Help
AFRICA**

Welcome

A sincere 'thank you' on behalf of Self Help Africa for joining us at tonight's annual New York Change-Maker's Ball, to support and celebrate the resilience of the communities that we work with across sub-Saharan Africa.



by Courtney Rosenbloom
US Director of Development



It is the 14th year gathering that we have hosted here in Manhattan.

The Change-Maker's Ball is the flagship event on our annual calendar in the US, and alongside our sister event in Boston has raised millions of dollars to aid our work over more than a decade.

With your support we have been able to transform the lives of tens of thousands of rural poor families in Africa.

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.

Changing climate is making that work even more challenging however.

I travelled recently to Kenya with a number of our great friends and supporters in the US, and got to see at first hand the impact that both drought, and flooding, has been having on vulnerable poor communities.

But as we travelled, we were also able to see the resilience of people, and witness at first hand the steps that are being taken to support communities to adapt and change, in order to confront this challenge.

At Self Help Africa, we remain both optimistic and confident that the enormous potential of the African continent can be realized.

Africa has the youngest population on earth, and on its 35 million small farms are land resources with vast untapped potential – both to produce food and to deliver sustainable economic growth.

Across our programmes we are promoting innovative new technologies, new crop varieties and 'climate smart' farming technologies, and we are harnessing the energy and the determination of Africa's hard-working farming households to drive change.

With your support we're empowering hundreds of thousands of African households to write a new chapter in their lives. We could not do this without you.

Thank you again for joining us tonight.

Courtney Rosenbloom

Courtney Rosenbloom
US Director of Development
Self Help Africa



OUR VISION

Sustainable livelihoods
and healthy lives for all
in a changing climate

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PERSONAL TABLES

- Ronan Downs
- Paul O'Connor
- Jaimie Alexander
- Merit Webster & James Kelly
- Edmund Travers
- Katten
- Rob McGoey

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Aselefech Sileshi, a dairy farmer in Ethiopia.

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.



Your MC for the Evening

Jaimie Alexander

We are honored to have actress and Self Help Africa Ambassador Jaimie Alexander as the Master of Ceremonies. Jaimie has been a passionate advocate for our mission, and her recent trip to The Gambia has only deepened her commitment to the cause. She will share her personal experiences and insights, making this night even more special.



Keynote Speaker

Joy Aderele

Our keynote address will be delivered by Joy Aderele, the Country Head of Self Help Africa in Nigeria. Joy will highlight the transformative impact of last year's special project on women's business centers in Nigeria. Thanks to your generous contributions, we have seen remarkable progress in empowering women entrepreneurs, and driving community development.



Auctioneer Extraordinaire

Pat Tully

We are delighted to welcome back Pat Tully, our veteran auctioneer, who has been a steadfast supporter of Self Help Africa. Pat's energy and enthusiasm will make the auction segment a highlight of the evening, where you can bid on exclusive items while contributing to a great cause.



Empowering Africa Award Presenter

Flaviana Matata

We're excited to announce that supermodel and humanitarian Flaviana Matata will present the 2024 Empowering Africa Award. A past recipient for her impactful work in Tanzania, Flaviana returns to honor this year's changemaker.

Mixologist: Ginn Choe

Ginn Choe has over a decade of experience in New York City's hospitality, nightlife, and cocktail programs. Since launching nightlife venue Chapel Bar and the beautiful fine dining experience of Verōnika (with a Forbes write up of her Martini here with Eric Alperin), she has been working on cocktails with Bobby Flay and chef Michael Voltaggio, Brooke Williamson, and Tiffany Derry of Food Network's Bobby's Triple Threat (Seasons 2 and 3)



What we do



AGRICULTURE & NUTRITION

Over 70% of Africa's poorest people live on small farms. We help these farming families achieve their potential to grow much more and earn more from their land.



COOPERATIVES

We bring communities together - working as a cooperative means farmers can access new markets and earn a better income from their produce.



GENDER

We're working to level the gender field in sub-Saharan Africa. When women receive the same support as men, yields increase 20-30%.



MICROFINANCE

We invest in people. Providing access to small loans through microfinance gives impoverished rural families the means to improve their farms, so they can grow, eat and sell more.



CLIMATE-SMART

Those least responsible for climate change are the most affected by global warming. We support vulnerable communities to adapt to changing climate, through climate-smart agricultural techniques.



ENTERPRISE

We nurture small businesses and encourage enterprise, enabling households to earn a vital alternative source of income.

Esther Loruk, Kadokoi. Tunglebay, Tiaty, Baringo County. Because of drought, she now has to sell her goats to earn an income.

Supporting Families to Cope with Climate Change

Successive years of drought has is making it harder for households in Baringo County in Kenya's Rift Valley to feed and provide for their families.

Soaring temperatures and long dry spells have caused crops to fail. Watering holes have dried up, making the lives of marginalised herders even more precarious and uncertain.

For four years, Self Help Africa has been working with 10,000 of Baringo's most vulnerable households, helping small-scale farming families and semi-nomadic communities to withstand the worst effects of climate change.

Across an expansive programme of activities that to date has reached over 60,000 people, farming households have been provided with improved quality seed and drought tolerant seed varieties,

introduced to new crops that grow better in the hotter, drier conditions, and have been assisted with livestock programmes that have improved the breeding and resilience of goats, poultry and other farm animals.

The programme in Baringo has also restored and rehabilitated wells, established new watering points, and brought safe and clean drinking water to 20 local schools. Vegetable gardens that produce nourishing food for school meals have been established, while community groups have been formed to support small enterprise development, promote village-based savings and loans schemes, and provide training in food

preparation and family nutrition.

Young mothers like Cecelia have been given the training and knowledge to grow new crops, earn more, and ensure that her children will no longer go to bed hungry.

It's work that has had a huge impact – but it is far from finished.

Your support for our 'Special Appeal' tonight will allow us to reach more, do more, and have a positive impact on the lives of many more families in Baringo in the year to come.

Thank you!



**OUR
SPECIAL
PROJECT
FOR 2024**

Change Makers Cocktail Baringo Bloom

Ingredients:

- Patron Cielo
- Passion fruit
- Honey
- Lime
- Azul coconut-kaffir lime leaf pandan foam



Thanks to **Jaime Alexander**

Self Help Africa would like to express a word of gratitude tonight to our dear friend and supporter, Jaimie Alexander.

Jaimie, who is kindly emceeing tonight's Change-Maker's Ball has been a passionate advocate for our work, a champion for Self Help Africa who has spoken eloquently and from the heart about what we're doing to improve the lives of rural poor communities in Africa.

We were delighted when she agreed to take some time out, earlier this year, and travel with us to The Gambia, where she spent time with Self Help Africa's local team, and met with some of the people and communities with whom we're working.

On her visit, Jaimie spent a day with groups of women who are farming oysters in the mangrove swamps that fringe the coasts and the river estuaries of the West African country.

She talked to the women, and heard how they were not only earning a better living for themselves and their families, but they were also harvesting oysters in a way that's sustainable, and ensures that the mangrove roots aren't damaged by the harvesting process.

The 12,000 women who are farming oysters in this way have

also become local conservation champions, and are at the vanguard of local efforts to replant and restore mangroves in The Gambia and neighbouring Senegal – where a combination of human led development and changing climate have seen upwards of 20% of these swamps disappear since the 1990s.

Jaimie also visited fruit and vegetable nurseries that Self Help Africa has been supporting, and met women's groups and others whom the organisation has been working with, and supporting, in recent years.

The message of self-empowerment that sits at the heart of Self Help Africa's work struck a chord with her, and prompted her to agree to become an ambassador for our work when she returned home to the United States.

Since then she has been sharing stories about our work with her large social media following, has flown the flag for Self Help Africa at a Comicon Marvel Movies event in Texas, and is here tonight – not only emceeing this event, but also bringing along her own table of friends to support the cause.

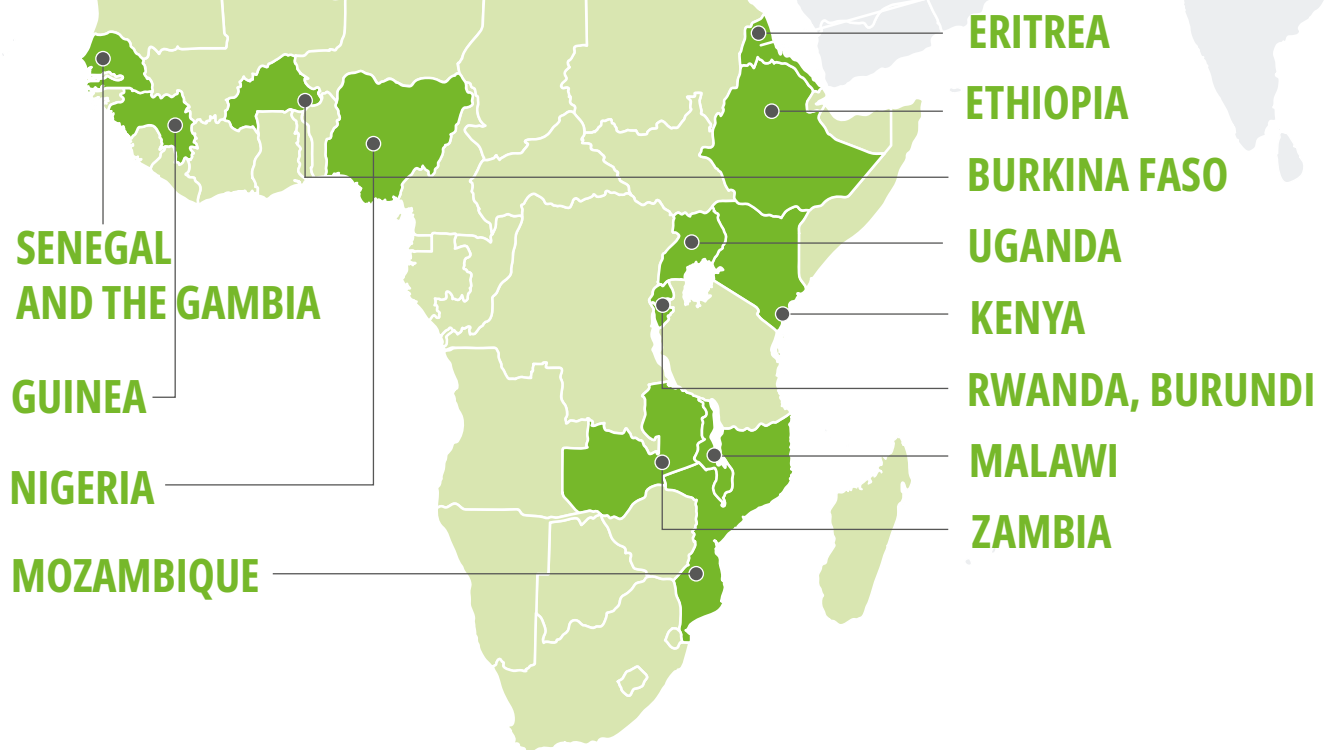
We're indebted to Jaimie for her support and her enthusiasm!



Jaimie Alexander is a TV and movie actor. She is known for portraying Jessi on the TV series Kyle XY and Lady Sif in the Marvel films Thor, Thor: The Dark World and Thor: Love and Thunder. She has also appeared in the TV series Agents of the SHIELD and the NBC series Blindspot.



Where we work



OVER
90
PROJECTS
IN 2023

Impact Snapshot



347,337

Households with increased production



225,346

Diversified farming systems



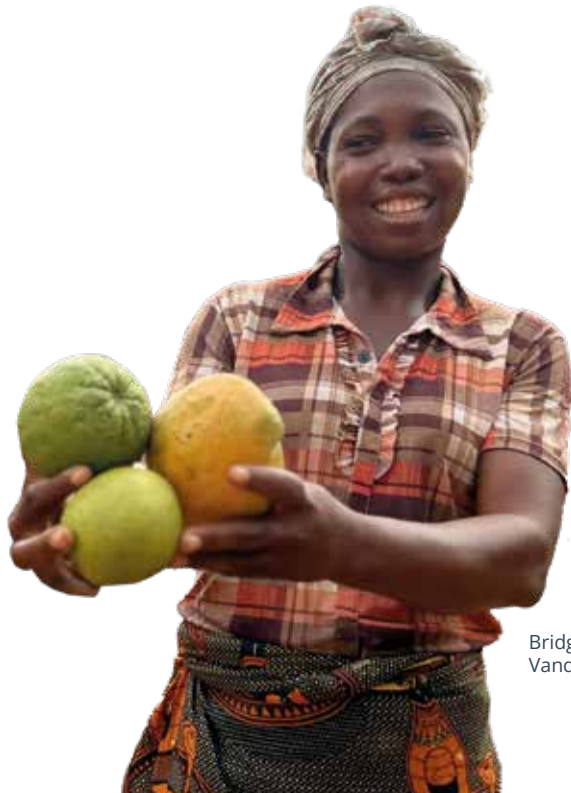
22,576

Farming and savings groups



475,955

Households practising Climate-Smart Agriculture



Bridget Beekombo from
Vandeikya, Nigeria, 2024



CASE STUDY Zambia

Chuma Malambo

Chuma Malambo has become a role model for her family, since joining a local youth group in Monza District in southern Zambia less than three years ago.

Chuma's family was inspired to follow her footsteps into cassava production, after witnessing the success that Chuma has enjoyed since her group first began planting drought-tolerant cassava cuttings on a fenced-off plot of land in Hatila village.

Aged just 23, Chuma began earning an income selling cassava leaves, stem cuttings and tubers, which a local processing plant is buying from her youth group.

Cassava growing requires minimal initial investment. Group members have reinvested profits from their sales to invest in different income generating activities. In Chuma's case, she has bought poultry to rear and breed, and is also benefitting from a grove of fruit trees that her group have planted. This provides them with both good quality food to eat, and an additional product that they can sell to earn an income.

"Since I started earning my own income from these enterprises, my family has been motivated to invest in both cassava production and in poultry," she says.

Chuma is among hundreds of young people in the Kafue Basin region of Zambia being supported by an Irish

Aid-backed project that is seeking to preserve the local environment and support the emergence of a vibrant local economy that helps farmers develop sustainable value chains. The project is also nurturing initiatives using biofortified crops that significantly improve the concentration of particular nutrients.

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Sharon Smith, for their
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hunger and poverty in
rural Africa.

Self Help Africa Change-Makers Ball

Friday, November 1, 2024
New York, New York



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CASE STUDY Kenya

Lina Loriet

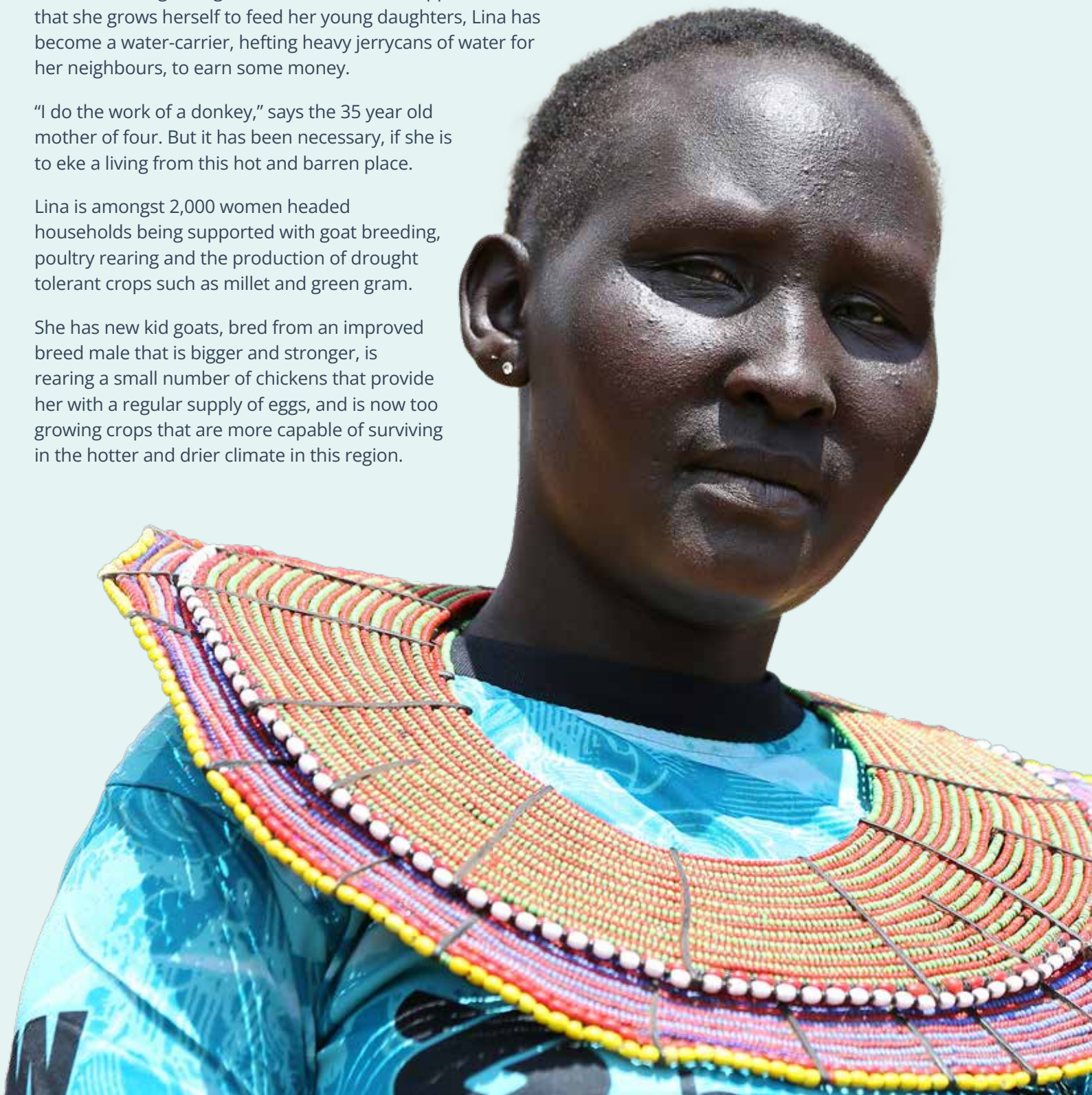
Lina Loriet lives in Komolion village on a hot and dusty plain in Baringo county in Kenya's Great Rift Valley.

Life here is tough. To generate an income to supplement the food that she grows herself to feed her young daughters, Lina has become a water-carrier, hefting heavy jerrycans of water for her neighbours, to earn some money.

"I do the work of a donkey," says the 35 year old mother of four. But it has been necessary, if she is to eke a living from this hot and barren place.

Lina is amongst 2,000 women headed households being supported with goat breeding, poultry rearing and the production of drought tolerant crops such as millet and green gram.

She has new kid goats, bred from an improved breed male that is bigger and stronger, is rearing a small number of chickens that provide her with a regular supply of eggs, and is now too growing crops that are more capable of surviving in the hotter and drier climate in this region.



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The 14th Annual Change-Makers Ball

and **SELF HELP AFRICA's** mission to uplift
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and the entire **SELF-HELP AFRICA** team and board.

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hunger and poverty in rural Africa.

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JAJA'S AFRICAN HAIR BRAIDING / PHOTO CREDIT © MATTHEW MURPHY, 2023



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Thank you Paul O'Shea from



**Self Help
AFRICA**





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We are proud to sponsor the **14th Annual NYC Change-Makers Ball**.

We salute **Self Help Africa's** steadfast support for community-led approaches to achieving sustainable livelihoods and healthy lives for all in a changing climate.

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*To the team at Self Help Africa -
particularly the relentless Sharon Smith
- **thank you for all you do!!***

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Thank you



www.selfhelpafrica.org

