



**Self Help  
AFRICA**




— ANNUAL —  
**CHANGE-MAKER'S BALL**  
— BOSTON —

SEAPORT HOTEL, PLAZA BALLROOM

**FRIDAY APRIL 4  
2025**

*An Evening of Impact,  
Inspiration, and Celebration*





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# Welcome

A sincere 'thank you' on behalf of Self Help Africa for joining us at tonight's annual Boston 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



**W**elcome to our annual gathering hosted here in Boston. The Change-Maker's Ball is the flagship event on our annual calendar in the US, and alongside our sister event in New York has raised millions of dollars to aid our work over more than a decade. This is our first Boston ball in 6 years!

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

This year, Self Help Africa will work with more than six million people across 10 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 Malawi 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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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.

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#### **Keynote Speaker**

### **R. Sharon Smith**

R. Sharon Smith currently serves as Executive Vice President and Chief Strategy Officer for Ambac Financial Group, Inc. Ms. Smith is an executive leader with extensive expertise in complex business transactions and new business development and a trusted strategic advisor to Board of Directors, CEOs, CFOs and executive management teams. She holds a bachelor's degree from Columbia University- Barnard College and a law degree from New York University School of Law. Ms. Smith is licensed to practice law in New York and Pennsylvania. In her spare time she enjoys traveling and volunteering.

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#### **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.

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#### **Boston Board Chairman**

### **Rob MacGoey**

Rob MacGoey is the CFO of HarbourVest's management company and is a seasoned finance executive with global experience. As Boston Chairman for Self Help Africa, Rob brings not only his deep financial expertise but also a strong commitment to creating lasting impact. Passionate about SHA's mission, he plays a vital role in our Boston Board and our U.S. fundraising efforts.

# 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.



Mikilina (right) from Mtemwende, Malawi, received seeds and training in food production and now earns an income from her produce.



# RISE Malawi

## Refocusing Initiatives for Sustainable Enterprises for cyclone affected families in rural Malawi.

According to the World Bank, Malawi is the fourth poorest country in the world. Seventy percent of the population live on less than \$2.15 per day, over half don't have an adequate diet, and nearly 90% live without electricity.

For more than 40 years, Self Help Africa has partnered with women entrepreneurs and smallholder farmers across Malawi to create market-driven solutions to hunger, poverty, and environmental degradation. Today, we are working with 350,000 people in the Zomba and Machinga districts through a 10-year initiative focused on increasing household income, food production, clean drinking water, sanitation, and renewable energy access for schools and local enterprises.

Already, this program has repaired 120 boreholes, bringing clean water to 30,000 households; distributed 132,000 pounds of improved seed;

provided clean cookstoves to 72,000 families; and created more than 500 off-farm jobs for women and youth.

However, in the last two years, communities have faced a series of devastating climate shocks. Cyclone Freddy — one of the strongest and longest-lasting cyclones ever recorded in the Southern Hemisphere — made landfall twice in Malawi, followed by prolonged drought. With 85% of the population relying on rain-fed agriculture, these disasters have wiped out homes, farms, and critical infrastructure, threatening to undo years of hard-won progress.

This year, our Special Appeal aims to continue supporting 72,000 households by expanding access to energy, clean water, seeds,

microfinance, business training, and markets. We will also provide life-saving assistance to the most vulnerable families impacted by Cyclone Freddy — restoring their path to economic independence and ensuring the progress they had made toward self-sufficiency is not lost.

As with everything Self Help Africa does, this work prioritizes long-term sustainability. By investing in women-led enterprises, community-driven solutions, and climate resilience, we are helping rural families not only recover — but rebuild stronger futures.



**OUR  
SPECIAL  
PROJECT  
FOR 2025**

### Tonight, your support will:

Help rural families in Malawi recover from devastating climate shocks and rebuild stronger futures. Your generosity will expand access to clean water, sustainable energy, climate-resilient farming, and women-led enterprise. It will support reforestation, provide life-saving tools like cookstoves and beehives, and help communities prepare for future challenges with dignity and independence.

# A Word of Thanks to Our Ambassador, **Jaimie Alexander**

**Self Help Africa would like to express our heartfelt gratitude to our dear friend and ambassador, Jaimie Alexander. As tonight's emcee, Jaimie brings not only star power, but also deep, personal commitment to the work we do.**

**L**ast year, Jaimie joined us on a field visit to The Gambia, where she spent time with local teams and communities, including women oyster farmers working in the fragile mangrove ecosystems.

She witnessed how women are earning a living while leading grassroots conservation efforts to restore the mangroves that sustain their livelihoods. She also visited fruit and vegetable nurseries and met with women's groups working toward self-sufficiency. That trip deeply resonated with Jaimie and inspired her to become an ambassador for our mission.

This year, Jaimie traveled with us again—this time to Malawi—where she met remarkable women entrepreneurs like Adidja, who launched a honey business with Self Help Africa's support and is now growing her enterprise to support her family and future. Jaimie also visited schools where simple, yet life-changing improvements—like girls' changing rooms and clean water—are helping girls stay in school and reach their full potential.

She shared: "I'd read the statistics, but meeting young girls like Mercy brought it all home. Access to private latrines and clean water may seem basic, but for Mercy, it meant the difference between dropping out or finishing school. Her story is a powerful reminder that lasting change starts with dignity and opportunity."

Jaimie continues to use her platform to amplify these stories—from sharing with her social media community to flying the Self Help Africa flag at public events. Tonight, she's not only guiding us through the program but also bringing along her own table of friends to champion the cause.

We are so grateful to Jaimie for lending her voice, her heart, and her time to champion the full breadth of Self Help Africa's mission. From entrepreneurship and education to clean water and climate resilience, her advocacy is helping us build a more equitable future for communities across the continent.



*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.*









## CASE STUDY Malawi

### Mercy

For a long time, a thirteen-year-old Mercy, from Chidothi in Malawi, missed school while on her period because she didn't have access to menstrual products or adequate sanitation. The absence of a washroom at her school caused her difficulty and stress.

To address these gaps, Self-Help Africa helped to construct two improved latrines for boys and girls at Lufe primary school. The girls' latrine includes a separate room fitted with a tapped bucket

for managing menstruation, and a disability friendly room to make it more inclusive for physically challenged learners.

*"I am now enjoying the privacy and cleanliness of the changing room. I and my friend are now able to walk around normally, full of confidence than before when we feared being made fun of by the boys," she said.*

Mercy is also a beneficiary of a Solar Powered Water Supply System that has been constructed alongside the sanitation facilities, supplying water to her school and a yard away from her home, and the surrounding

communities. The integration of water into the aspect of sanitation and hygiene has enhanced the wellbeing of girls like Mercy, leading to increased attendance and in the long run, improved health outcomes. Mercy adds, *"I am now able to attend school regularly. Just like many of my friends, I don't have to miss school during my periods."*

The sanitation facility and access to safe water has empowered young girls like Mercy, improving their dignity and well-being.





# 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.

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For more information or to donate: visit [www.hometownfoundation.org](http://www.hometownfoundation.org)







## CASE STUDY Malawi

Hanna Maunda with Jaimie Alexander

### Hanna Maunda

The Livelihood Funds Project, implemented by Self Help Africa in Zomba and Machinga districts, is making a tangible difference in the lives of its participants by fostering entrepreneurship and promoting clean cooking technologies. One outstanding success story from the project is that of Hanna Maunda, who has leveraged the opportunities provided to improve

her livelihood and contribute to her community.

Hanna promotes fuel efficient eco-stoves in the Zomba district. Since the project's inception, Hanna has sold 957 stoves. The commissions earned have enabled her to start small businesses, including selling rice and small fish (matemba). She has consistently demonstrated exceptional sales skills, earning her a top spot in Zomba. She also received a 50% subsidy to

purchase a bicycle, enhancing her sales reach.

Hanna recently used her earnings to purchase eight bags of cement, which she used to complete her house. As she reflected she said, *"From this project, I have benefited a lot. I was able to buy household necessities like food and support my children with exercise books and other school needs."*



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WTW is proud to support

## The 14th Annual Change-Makers Ball

and **SELF HELP AFRICA's** mission to uplift  
African entrepreneurs and their communities

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# Celebrating the power of entrepreneurship and its transformative impact on communities across Africa.

Best wishes on the return of the inspirational Boston Change-Maker's Ball!

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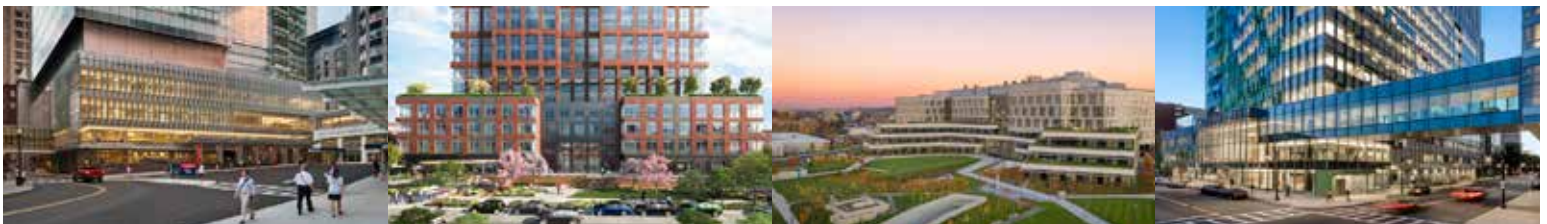


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**Gilbane is very pleased to support  
Self Help Africa and its vision  
for sustainable livelihoods and  
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# FORWARD<sup>7</sup> THINKING

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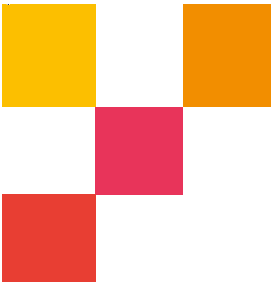


Scan the QR code to learn more:

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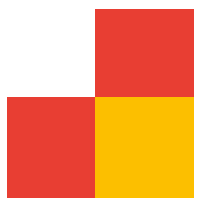


# At the heart of important issues



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as part of our commitment to making a  
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A scenic view of the Boston skyline across a body of water. In the foreground, a marina with several sailboats is visible. The water reflects the sky and the buildings. The skyline includes various skyscrapers, with a prominent blue glass tower in the center. The sky is clear and blue.

# Newmark *proudly supports* Self Help Africa

and their work to empower rural African entrepreneurs to expand their businesses, provide for their families, and uplift their communities.

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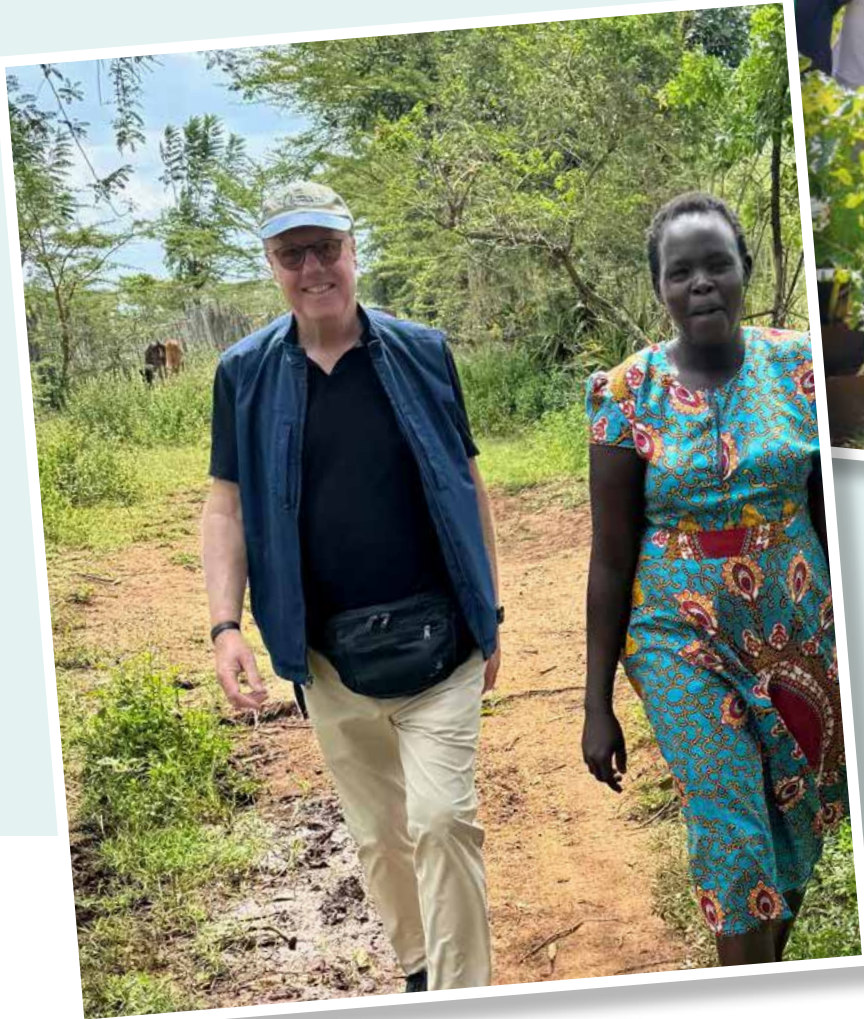
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Thank you  
Paul O'Shea and Karl Wall  
from



**Self Help  
AFRICA**





J.P. Morgan proudly supports  
**Self Help Africa** and the  
**2025 Boston Change-Makers Ball**  
in empowering African  
entrepreneurs—especially women—  
to develop businesses, support  
families and uplift their rural  
communities.

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# Sustainable Change for a Resilient Future

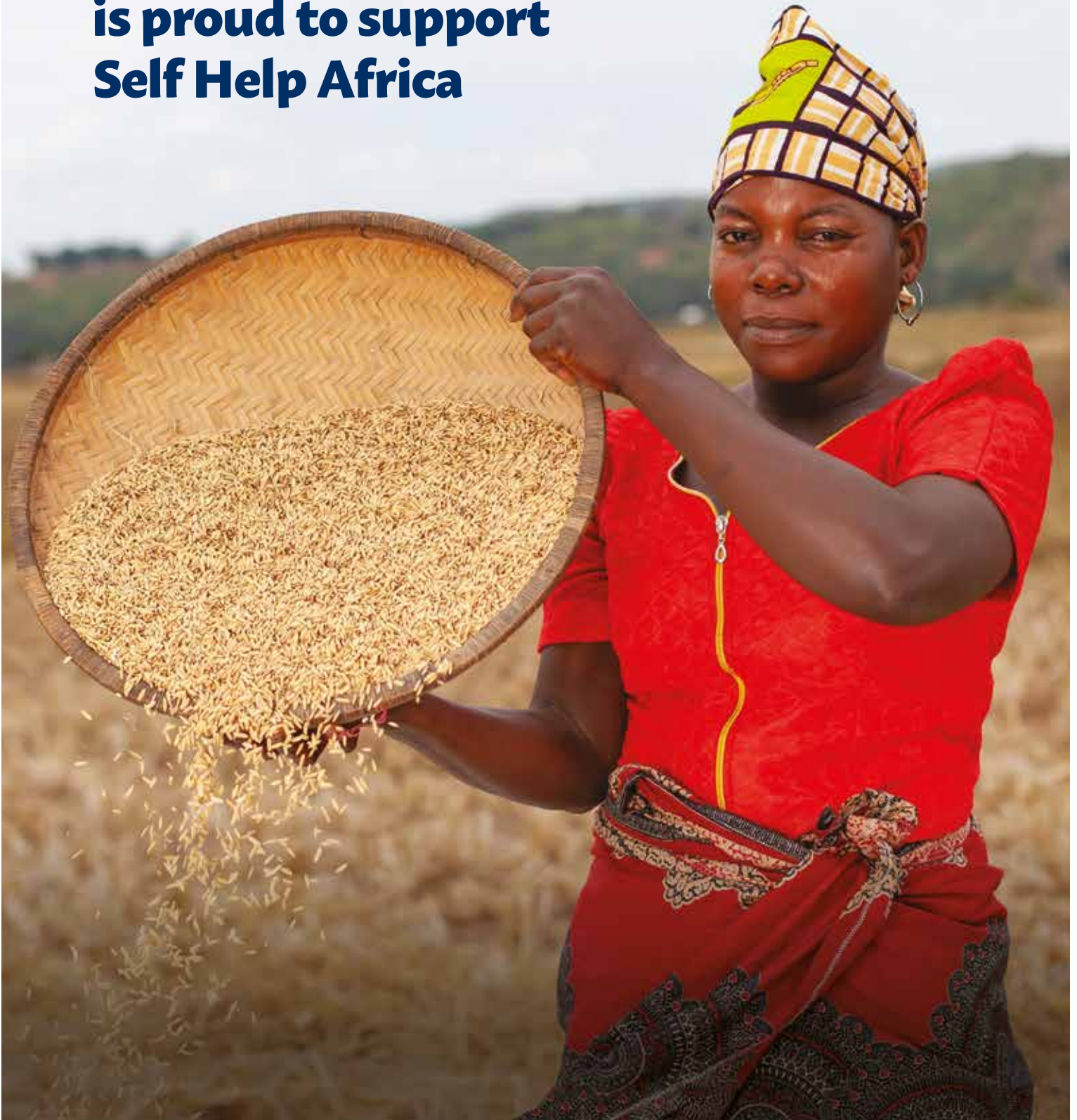
Taurus Investment Holdings is proud to support Self Help Africa's vital work in fostering sustainable livelihoods and healthy lives in the face of climate change.



# HARBOURVEST



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Thank you to  
Barbara and  
Eddie Roche  
from



**Self Help  
AFRICA**



With Deepest Gratitude to  
**Katie Gassert.**

As the Founder of **Broadway for Self Help Africa** and the heart behind so much of this evening's magic, Katie has brought energy, vision, and passion to every moment. Her dedication to using the arts as a force for change has helped raise both awareness and vital support for our work.

From all of us at Self Help Africa —  
**THANK YOU!**



**Self Help  
AFRICA**



## Change Makers Cocktail **The African Lotus**

Inspired by the beautiful water lotus lilies found across Malawi's lakes and wetlands, *The African Lotus* is our signature cocktail for the evening — Prosecco with a hibiscus bud.



Join the after party at  
**Tony C's Sports Bar & Grill**  
at **250 Northern Ave**



After party begins at **12pm**





***Thank you***



[www.selfhelpafrica.org](http://www.selfhelpafrica.org)

