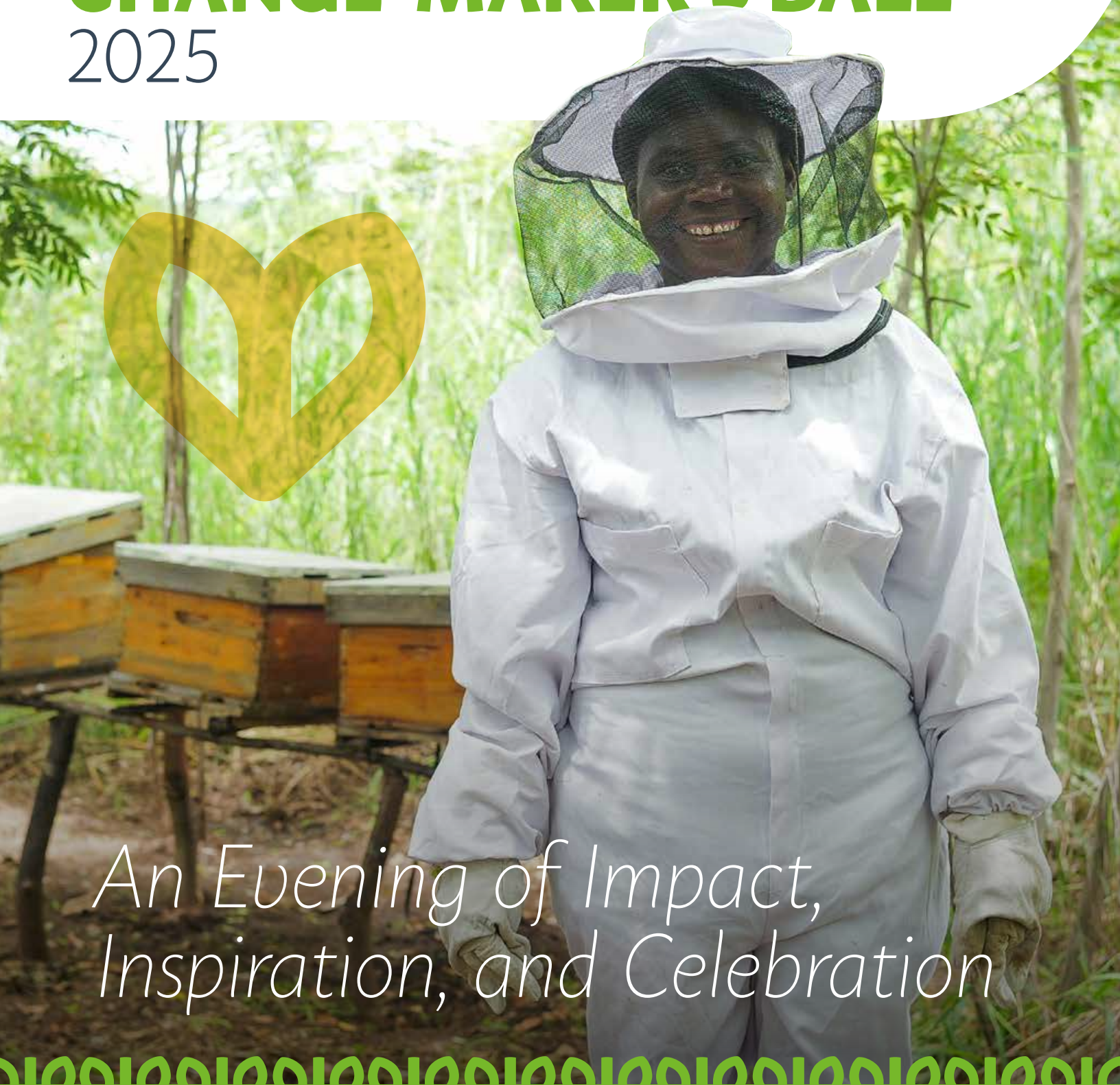


Welcome to the
NEW YORK
CHANGE-MAKER'S BALL
2025



*An Evening of Impact,
Inspiration, and Celebration*

Making a difference

Troutman Pepper Locke joins Advisory Board member **R. Sharon Smith** in celebrating **Self Help Africa's 15th Annual Change-Maker's Ball**.

We support its mission to reduce poverty through community-led, market-based agricultural development.

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Welcome



Grapewinners Rural Women Entrepreneur Group, Nakuru County, Kenya.

Good evening, and welcome to Pier Sixty for the 15th annual New York Change-Maker's Gala in support of Self Help Africa.



by Courtney Rosenbloom
U.S. Executive Director

This evening is more than a celebration. It is a gathering of a community that has stood with us for over a decade, and in doing so, has helped transform the lives of hundreds of thousands of families across Africa. Since the early days of this event, together we have raised close to 7 million dollars for programs that empower smallholder farmers, create opportunity, and sow the seeds of lasting change.

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

Today, that support is needed more than ever. Shifts in global funding for international development mean that we must increasingly rely on our strongest advocates, our friends and partners, to ensure that this vital work continues and grows.

In the past year alone, Self Help Africa programs reached more than 6.7 million people across 10 countries.

We are helping farming families to diversify crops, access markets, and build businesses. We are supporting communities as they adapt to the challenges of a changing climate, while unlocking the enormous potential of Africa's land, resources, and young population.

Behind every statistic is a story: a family that can put food on the table year-round, a cooperative that can bargain for better prices, a young entrepreneur who sees a future in agriculture. That is the change your support makes possible.

Thank you for joining us tonight, for your generosity, and for standing with us. With your partnership, we will continue to unlock opportunity, resilience, and hope across Africa and for generations to come.

Courtney Rosenbloom

Courtney Rosenbloom
U.S. Executive Director
Self Help Africa



OUR VISION

Sustainable livelihoods
and healthy lives for all
in a changing climate

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FORWARD⁷ THINKING

In today's rapidly evolving business landscape, leaders must anticipate and embrace change to stay ahead. MIT Sloan Executive Education equips executives with the skills to empower their workforce, drive innovation, and transform their business models in ways that support sustained success in a dynamic world. It's why organizations looking to make a lasting positive impact, like Self Help Africa, come to campus. **We are proud to support Self Help Africa's mission with a portfolio of over 90+ online and in-person courses including:**

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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 Malawi has only deepened her commitment to the cause. She will share her personal experiences and insights, making this night even more special.



Empowering Africa Award Honoree

Neil deGrasse Tyson

Dr. Neil deGrasse Tyson is a world-renowned astrophysicist, author, and science communicator. As Director of the Hayden Planetarium and host of Cosmos and StarTalk, he has dedicated his career to making science accessible and inspiring curiosity across generations. Dr. Tyson's commitment to education and equity embodies the spirit of the Empowering Africa Award.



Keynote Speaker

Peter Okoth Aluoch

Peter Okoth Aluoch, Country Director of Self Help Africa Kenya, leads programs in trade, enterprise, and natural resource management with a focus on gender equity, climate resilience, and sustainable agriculture. His work strengthens private sector partnerships and boosts market access for smallholder farmers. We're honored to welcome him as our keynote speaker.



Auctioneer Extraordinaire

Pat Tully

We are delighted to welcome back Pat Tully, our auctioneer, who has been a supporter of Self Help Africa for well over a decade. 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.

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.

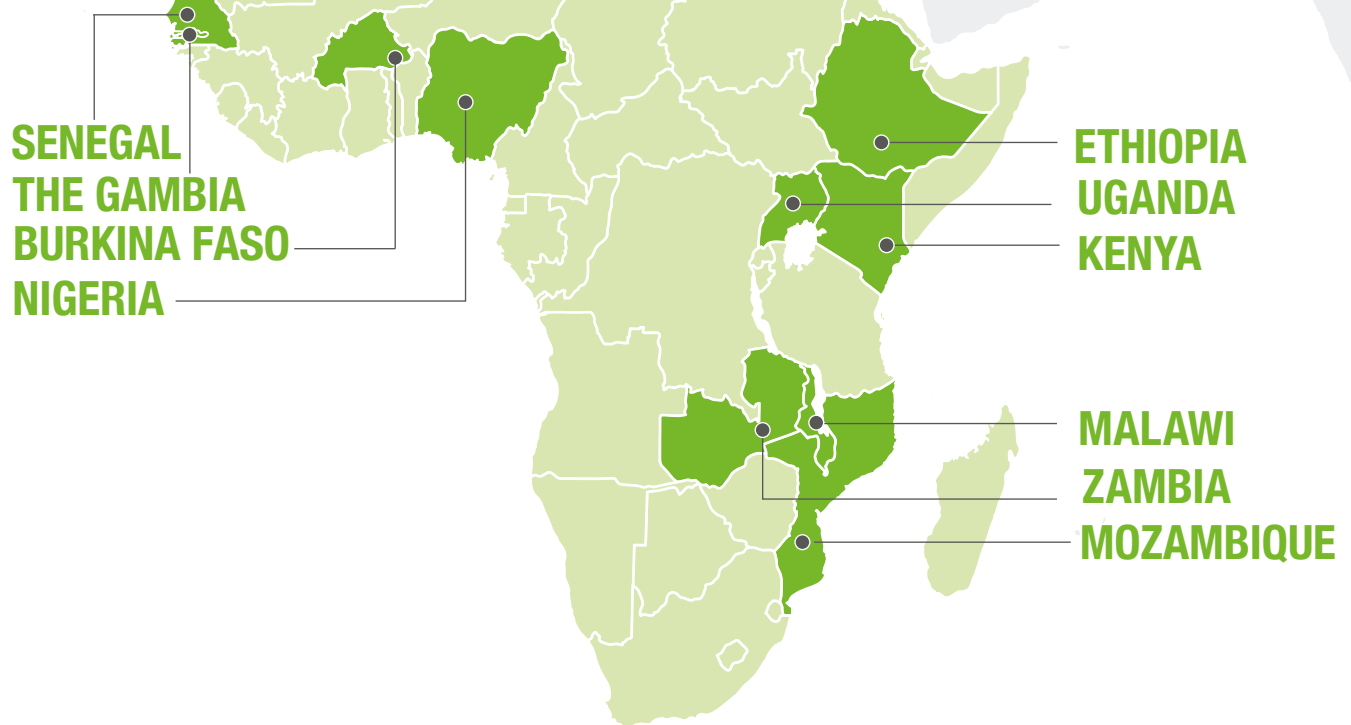


**OUR
SPECIAL
PROJECT
FOR 2025**

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.

Where we work



OVER
80
PROJECTS
IN 2025

Key Impact Numbers

In 2024,
we supported

6.7
MILLION
PEOPLE



WOMEN
MADE UP
52%
OF THE PEOPLE WE
WORKED WITH

251,000

Households with access to
safe drinking water and basic
sanitation services



184,000

Households have received
agricultural support

102,000

Households have received
nutrition services



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.



Last 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.

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 film and television actress best known for her role as **Lady Sif** in Marvel's *Thor* films and the Marvel's *Agents of S.H.I.E.L.D.* series. She also starred as **Jane Doe** in NBC's hit drama *Blindspot* and is recognized for her breakout performance as **Jessi** in the sci-fi series *Kyle XY*.*



Case Study

Meet Mercy in Malawi



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.

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

“
I am now able to attend school regularly. Just like many of my friends, I don't have to miss school during my periods.
”

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Case Study

Meet Eviness in Malawi

For families like Eviness' in Malawi, the construction of a grain bank in their village has enabled them to improve their incomes and their lives.

The storage depot has given families in their Central Region village a place to store grain, helping ensure food security during lean periods – particularly for vulnerable groups, such as older people, people with disabilities and marginalized women. It also allows members to sell in bulk, cutting transport costs and reducing crop losses.

Their grain bank, with 42 members, is one of 89 set up in the region with support from Self Help Africa. More than 5,200 households are benefitting – two-thirds of them women.

For mother of three Eviness, the grain bank, she says, has had a positive impact on her life. With greater income, she has been able to access better quality seed and so crop yields have increased substantially.

Self Help Africa also provided training to Eviness and her peers in grain bank management, distributed starter seed packs and fertiliser, and promoted a series of new, climate-smart agricultural practices.

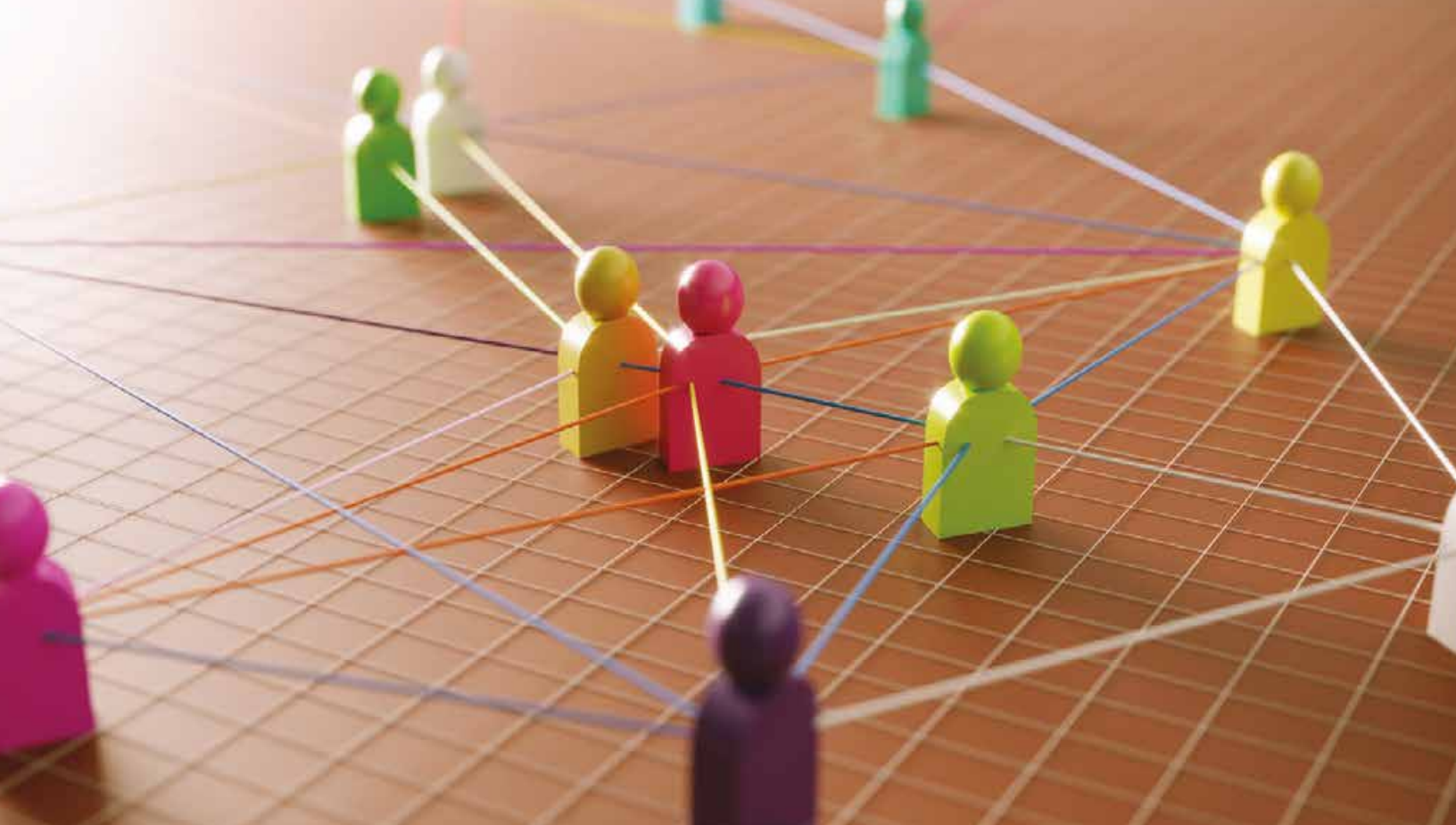


"When we first started the grain bank our fields would, on average, yield seven bags of maize," said Eviness. "Now, the same plots of land are producing 30 or 40 bags at harvest."

Last year, approximately 66,000 pounds of maize (that's 610 bags) passed through their grain bank, along with 40 bags of beans.

Having generated more income, families have been able to purchase livestock, pay school fees, build better homes for their families and start small income-generating businesses in the community.

“When we started our fields would, on average, yield seven bags of maize. Now, the same plots of land are producing 30 or 40 bags at harvest.”



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Self Help Africa Change-Makers Ball

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