Dear MAMA HOPE Family,

What an incredible year it has been for MAMA HOPE! We have seen exponential growth, expanding our Global Advocate program to new partners in Guatemala, Ethiopia, Kenya, Tanzania, India and the US. We funded sustainability projects that are allowing our partners to thrive and grow to become self-sufficient. We trained 14 new Advocates who raised over $220,028 — all of which has gone directly into the hands of our community partners. This gives me hope.

Hope is at the heart of everything that MAMA HOPE represents. I define hope as a combination of setting goals, having the tenacity and perseverance to pursue these goals, and the confidence to achieve them. Every day I see hope in action, fueling our incredible visionary partners to create indefinite impact in their communities globally.

Looking forward, as we enter our 10th year, I have a massive amount of hope. Despite what we read in the news, we are currently living in the most peaceful, equal, and prosperous time in human history. In the last 20 years we have been able to cut global poverty in half; it’s predicted that if we keep up this movement we will eradicate global poverty by 2050. I feel honored that MAMA HOPE and our greater family is dedicating our time to making sure this potential becomes a reality.

Thank you for being a part of the solution. We are so grateful for your support in making extreme poverty a thing of the past. It is going to take every one of us but I am confident that when we come together we can build a just, sustainable, prosperous, and more loving world.

Yours in hope,
Nyla Rodgers
CONTENTS

A Letter From Nyla Rodgers, Founder & CEO
The Prosperity Mindset
Creating Global Impact
Creating Local Impact: Program Pillars
  Communities
  Global Advocates
  Movement
New NGO Partnerships
Sustainability Conference
Financials
Looking Forward
The MAMA HOPE Family
To MAMA HOPE, embracing a prosperity mindset is about shedding the tethers of a survival outlook; to instead feel empowered by our own boundless personal strength and opportunities. This approach is the foundation of our work with our partners around the globe. We believe that when we see ourselves as empowered, we start see our world differently — and for the better. We start seeing opportunities to invest in our neighbors and friends, we consider their needs in our own plans, and prosperity not only grows, but grows sustainably. When we see how much we have to give, we see our path to living a life of purpose.

“MAMA HOPE’S GLOBAL ADVOCATE PROGRAM IS MAKING ME BE MORE SELF-RELIANT, NOT ONLY IN THE MONEY THAT IS COMING IN, BUT IN MY MIND IN THE WAY I THINK. I AM GETTING STRONGER AND STRONGER, AND I AM BELIEVING MORE AND MORE IN MY ABILITY TO BE SELF-RELIANT. MY DREAMS FOR THIS ARE GROWING AND GROWING.”

— ALICE MATTHEW, GLORIOUS
GLOBAL IMPACT

PARTNER COMMUNITIES

ETHIOPIA
- Common River (NGO)

GUATEMALA
- Árbol del Niño

GHANA
- United Hearts Children’s Center

KENYA
- Akili Girls’ Preperatory School
- Flying Kites (NGO)
- Our Lady Of Perpetual Support
- Ubuntu

TANZANIA
- Femme International (NGO)
- Glorious School & Orphan Care
- Queen Elizabeth Academy
- St. Timothy’s School
- White Orange Youth

UGANDA
- Suubi Health Centre

GLOBAL ADVOCATES’ HOME COUNTRIES

AUSTRALIA (2)
BRAZIL
CANADA (2)
ITALY
GHANA
NEW ZEALAND
UNITED KINGDOM
SWITZERLAND (2)
UGANDA
USA (43)
EXPANDING A SUCCESSFUL MODEL TO CREATE

LOCAL IMPACT

COMMUNITIES + GLOBAL ADVOCATES + MOVEMENT

This incredible illustration was created by a community member to describe the MAMA HOPE impact model.
COMMUNITIES

At Mama Hope, we believe communities are best equipped to know what they need. Through our Connected Development model, we listen to their vision, then we connect donors to support sustainable projects that build towards prosperity for all. Here are a few of our favorite reflections and highlights from an incredible year.

COMMUNITIES

“The biggest benefits of the school can’t be seen right now, not like if someone comes and says ‘here, take these clothes’ or ‘take this money’, and you take them. We don’t give things out like this because our primary focus is giving education to these children. Later, they will be employed and they will return here, just like Kilines* did, to help their community. The benefits of her education have returned home, and many people have felt them. When these children study and find work with the education that they get here, they will also return that benefit home. One might start a health centre, another might start some kind of industry and employ many people, another might start something else.

You can’t do this without education. Let me give you an example. When Isondo** receives his payment for his work at school he will go to the shop to buy matches or oil, then maybe he will go to buy maize for food for his family. He will pay the farmer for the maize, and on Sunday he goes to church and gives an offering at church, benefitting them. Maybe he has a child at secondary and he will go to pay those school fees. Then the shopkeeper who sold Isondo the matches and oil will go with the money that she made and rent a tractor so that she can farm her land. The owner of the tractor spends that money in the village too. This will just spread and spread. If we stamped all of our money and tracked it would be interesting to see how far it would spread around Mlali.”

— Laizer, deputy director of Queen Elizabeth Academy

QUEEN ELIZABETH ACADEMY
TANZANIA

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— Laizer, deputy director of Queen Elizabeth Academy

* Kilines is the founder and director of the academy.
** Isondo is the head builder of the boarding school project

QUEEN ELIZABETH ACADEMY
TANZANIA

LIVES IMPACTED:
790
The United Hearts Children’s Center and International School in Bawjiase, Ghana are thriving and providing the community with employment and education. Their multiple farms grow a variety of crops such as maize and palm nuts. These farms, which include livestock and fish ponds, are delivering an abundance of food and income back to the Children’s Center. Along with other local income-generating projects, these efforts have made the Children’s Center 80% sustainable!

Staff have now begun a mushroom operation that will bring in an additional source of income through their new sales contract with the Accra Mall, one of the biggest malls in West Africa. The International School is now housed in a two-story building that has both impressed local education officials and attracted new students from the surrounding area. Thanks to the school’s teachers and leaders, all of the students are receiving a high quality, holistic education.

The new school bus delivers children from surrounding villages safely each day and generates income when it is rented out to community members. United Hearts has made impressive strides this year, and next year is going to be just as inspiring!
In just one year, Glorious Orphan Care in Arusha, Tanzania has become 50% sustainable — thanks to the support of MAMA HOPE Global Advocates. With a broader donor base and project assurance, Glorious has been able to expand services and impact more lives. This is truly hope in action!
FEMME INTERNATIONAL
EAST AFRICA

This incredible organization was founded to help address the unique health and safety needs of women and girls in developing communities. They help all women deserve the opportunity to empower themselves through education and personal health; through essential education, Femme is empowering women and girls to feel in control of their bodies and able to reach their potential.
COMMON RIVER
KENYA

FLYING KITES IS BUILDING OUT THE HEALTH EDUCATION CURRICULUM FOR THEIR STUDENTS AND BOARDERS.

COMMON RIVER WILL RECEIVE THEIR FIRST GLOBAL ADVOCATE ON THE GROUND SEPTEMBER 2016.

kula project
RWANDA

UBUNTU
KENYA
The Global Advocate Fellowship is a rigorous and selective 9-month international development program that aims to educate social entrepreneurs in our approach to the connected development model, while also building relevant career skills. Advocates each commit to raising a minimum of $20,000 for a community-initiated project, then spend 3 months living and in the field implementing their project.

**Overall Fellowship Impact:**
- **407%:** average increase in the number of projects per CBO
- **2071%:** increase in number of direct beneficiaries
- **573%:** increase in the number of employees across 7 CBO partners surveyed in Ghana, Kenya, Tanzania, and Uganda.
- **10%:** average increase in the number of projects implemented
- **47%:** increase in number of direct beneficiaries
- **13%:** average increase in employees per CBO

---

**Class 8**
- **Katrina**
  - $16,360
- **Biz**
  - $20,050
- **Nicole**
  - $12,532
- **Rachel**
  - $19,540

**Class 9**
- **Priya**
  - $12,855
- **Erin**
  - $17,586
- **Toby**
  - $25,166
- **Matt**
  - $17,583
- **Katie**
  - $20,145
- **Barbara**
  - $14,890

**Class 10**
- **Kate**
  - $8,436
- **Neale**
  - $11,513
- **Jane**
  - $10,491
- **Tessa**
  - $12,881

---

"I believe in the power of education to empower youth, transform communities, and change the world." — Tessa Peoples, Guatemala

---

GLOBAL ADVOCATES RAISE ADDITIONAL FUNDS, CREATING A 3-FOLD INVESTMENT & IMPACTING PEOPLE IN A HOLISTIC ARRAY OF IMPACT AREAS IN ALL CORNERS OF THE WORLD.

$10K ➞ $30K

GLOBAL ADVOCATES

CLASS 8

**Katrina**
- $16,360

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- $12,881

GLOBAL ADVOCATES

$68,482 $108,225* $43,321*

*Fundraising is still underway for classes 9 and 10.
Thanks to a generous grant from the Battery Powered Foundation, we were able to expand our impact to two new partners: El Árbol del Niño (Guatemala) and Flying Kites (Kenya).

The funds our Global Advocates have raised were invested in sustainable, income-generating projects at our partner sites.

As a result of the hard work of our Global Advocates, in partnership with community leaders, many of our partner organizations are well on their way to becoming fully financially self-reliant in the next three years!

Global Advocate funding has:
• increased capacity at our partner schools
• launched women-owned small businesses
• built fish ponds, community gardens, boarding homes, and livestock projects.

In 2015, we hosted our week-long Global Advocate Orientations in new locations around the U.S., including Atlanta and Boston. We trained 14 Global Advocates who have raised $220,028* for projects in Kenya, Tanzania, Uganda, Ghana and Guatemala.

*Fundraising is still underway for classes 9 and 10.

CLASS 8, 9, & 10

KATRINA
EL ÁRBOL DEL NIÑO, PANAJACHEL, GUATEMALA

BIZ
SUUBI HEALTH CENTRE, BUDONDO, UGANDA

NICOLE
GLORIOUS, ARUSHA, TANZANIA

RACHEL
AKILI GIRLS’ PREPARATORY SCHOOL, KISUMU, KENYA

KATE
FLYING KITES, NJABINI, KENYA

NEALE
QUEEN ELIZABETH ACADEMY, MLALI, TANZANIA

JANE
AKILI GIRLS’ PREPARATORY SCHOOL, KISUMU, KENYA

TESSA
EL ÁRBOL DEL NIÑO, PANAJACHEL, GUATEMALA

OUR BOSTON CLASS
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MATT
UNITED HEARTS CHILDREN’S CENTER, BAWJIASE, GHANA

ERIN
OUR LADY OF PERPETUAL SUPPORT, KISUMU, KENYA

BARBARA
QUEEN ELIZABETH ACADEMY, MLALI, TANZANIA

PRIYA
AKILI GIRLS’ PREPARATORY SCHOOL, KISUMU, KENYA & SUUBI HEALTH CENTRE, BUDONDO, UGANDA

KATIE
GLORIOUS ARUSHA, TANZANIA

TOBY
ST. TIMOTHY’S SCHOOL, MOSHI, TANZANIA & WHITE ORANGE YOUTH, MOSHI, TANZANIA

Matt fundraised for the construction of the United Hearts Children’s School. The school will accommodate over 300 students — many of which are orphans who live in a boarding home on the facility.

Erin’s funding was used to acquire livestock and to help construct a new poultry house to help generate income and food for the Center.

Barbara oversaw the construction of a boarding home for Queen Elizabeth Academy, which boosts income from paying students while providing a home for underprivileged students.

Priya’s funding supported the Suubi Health Centre, and helped build a computer lab and library at the Akili Girl’s Preparatory School.

Toby fundraised for 2 new classrooms for St. Timothy’s, as well as a pig farm for White Orange Youth. He helped bring effective youth-led HIV/ AIDS education programs to the community.

2015 GLOBAL ADVOCATE HIGHLIGHTS:

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KATRINA CHRISTENSON
Katrina joined the Global Advocates with a background in education and post-conflict community development, as well as extensive work and travel experience. She was placed with El Árbol del Niño, a holistic education center in Panajachel, Guatemala — our first partner outside of Africa. Its founder, Ingrid Villaseñor, grew up during a time of armed conflict in Guatemala. Her father was kidnapped when she was a child because of his ideals and his devotion to social justice. His example inspired Ingrid to fight for a better world for future generations of Guatemalans. She founded El Arbol Del Niño to provide a space to nurture children to become agents of change and growth for themselves and their communities. Together, Ingrid and Katrina implemented an eco-farm that will be a center for agricultural education for the children, their families, and the surrounding community.

TOBY CHILDS
Toby began the Global Advocate Program as part of our 9th class. He came to the program with a strong background in education and nonprofit work in Rwanda, China, Thailand and the US. Toby quickly exceeded his fundraising goal, raising over $25,000 in the first three months of his fellowship, before travelling to Moshi, Tanzania to work with our partners at St. Timothy’s School. At St. Timothy’s, his funding helped pay for a new school bus, two classrooms and teacher’s offices. Toby also helped nurture our newest partnership in Tanzania with White Orange Youth (WOY). White Orange you is a peer-to-peer education program working with local youth to empower them with valuable life skills and improve their quality of life. Currently, White Orange Youth is providing HIV/AIDS education through raising awareness and peer education. Toby helped fund a pig farm and helped foster valuable local connections with local human rights educators. One of these valuable partnerships was with an LGBTQ rights organization in Dar Es Salaam which helped train WOY founder John in how to initiate open conversations around LGBTQ human rights with youth in the community.
The work we do at MAMA HOPE goes beyond the projects we build. Every day our partners from around the world fill us with inspiration and hope, and we want to spread those feelings far and wide. We believe that there is something broken in the way popular media tells stories about other cultures, religions, traditions and people. Our goal is to create a media movement that refuses to fall into the trap of focusing on fear, hate, pity and difference. Instead, we are dedicated to telling beautiful stories about connection, innovation and love. To do this, we’ve partnered with photographers and videographers, publications, brands, and other NGOs that are committed to telling these stories with us.

Our Stop the Pity campaign regained viral success again this year, with over 10 MILLION new views of our African Men, Hollywood Stereotypes video in under two weeks. This has proven to us that people are still thirsty for this kind of content - content that breaks stereotypes, emphasizes joy and connection and tells different stories of “poverty.”
To grow our movement and our impact, we’ve continued building our Media Residency program. This is an opportunity for young and emerging artists — including photographers, videographers, and illustrators, to go in country and help our partners tell their own stories to the world. Our first Media Resident, Ryan LeCluyse, had completed the first two installments of his three-part interactive mini-documentary series “Under the Tree.”

Our second Media Resident, photographer Tom Kubik, spent last summer in East Africa documenting our community partners.

We are also happy to introduce you to our newest Media Residents, videographers Will Niava and Ryan MacDowell. They will be documenting our Sustainability Conference in Nairobi in August 2016, then spending a month in Bawjiase, Ghana at United Hearts Children’s Center and School. They will work with the community to create a multimedia project that will “Give Back the Mic” to the community members, amplifying their voices so they can broadcast the stories that matter the most. Ryan currently runs Legato Productions, a broadcasting and media company out of Montreal. Will, who hails from Accra, Ghana, just graduated from Concordia University in Montreal.
Meet Magatte, the visionary founder of Tiossan skincare and beauty products. Her Senegalase upbringing has inspired her product line and her passion for bringing support to women of Africa. Magatte embodies our shared vision for people, purpose and planet, and we are grateful for her generous donation to our partner in Suubi, Uganda.

50% OF PROFITS DONATED TO THE SUUBI HEALTH CENTRE IN UGANDA
I want to get to the point where I can be helping other smaller schools and projects around me with money that I am making.

“I suggest we create a kind of table banking group between all of the MAMA HOPE partner organisations. We could create a fund between us that we each pay into monthly. It can be used for all kinds of things— primarily projects, but also in times of emergency or sickness of any partner...through this bank, we will get stronger and the bank will also allow us to help new, smaller organisations.” — Alice Matthew
Coming off a strong 2014/2015 fiscal year, MAMA HOPE added $1,072,500 to its balance sheet from fundraising activities. We took the opportunity provided by these efforts to invest well over $700,000 on programs; of this, nearly $400,000 was directly invested in communities, with a specific focus on sustainable businesses. We are continuing to transform our funding model to ensure we are creating the most impact, and are investing smaller sums of money into projects that will generate significant revenue for our community based projects.
With a $35,000 grant from the William Zimmerman Foundation, we invested in 7 sustainable projects that are expected to bring over $83,000 in revenue by the end of 2017. The web of impact that we can spread by funding these projects will be seen for years to come.

These sustainable, income-generating projects are 100% community-initiated, and use only local resources and labor - to ensure the greatest impact for the entire community, not just direct beneficiaries.
LOOKING AHEAD

WE BELIEVE IN CREATING A WORLD WHERE EACH INDIVIDUAL HAS ACCESS TO THE RESOURCES THEY NEED TO LIVE HAPPY & HEALTHY LIVES. WE BELIEVE IN CREATING AN ORGANIZATION THAT WILL CHANGE THE WAY THAT THE WORLD SEES POVERTY, & ENABLES VISIONARIES TO USE THEIR PASSION TO CHANGE THE WORLD.

JOIN US IN MEETING OUR 3-YEAR GOALS

$6 MILLION RAISED
1+ MILLION IMPACTED
COMMUNITIES

Our communities are aiming high in 2016. Here are some of the foundational elements we’re striving for, in all the projects we will bring to life over the next year:

- Strong, locally run monitoring and evaluation plans at each organization.
- Our partners will expand their global networks through improved approaches to social media, story telling and grant writing.
- Strengthen knowledge sharing amongst partners through trainings and site exchanges.
- Cover more operational costs through local income.

GLOBAL ADVOCATES

CLASS 11: We had the pleasure of launching our 11th Global Advocates class in Charleston, South Carolina this June. This is by far our largest and most dynamic class to date. These Advocates have an incredibly diverse range of professional and educational backgrounds, and will be traveling to partners in Nicaragua, India, Ethiopia, Kenya, Tanzania, Uganda, and the United States.

EAST AFRICA ADVOCATE PROGRAM: We are pleased to announce that we are adapting and expanding our program to East African entrepreneurs in July 2016. Passionate young people with a heart for social change will receive holistic training, then will be placed with visionary leaders of our partner organisations to develop programs that will enable both the Advocates and communities to thrive. James Kirima, Mercy Mush, and Aika Nkya have been confirmed as our first ever East Africa Advocates, and the staff at St.Timothy’s School and Queen Elizabeth Academy are so excited welcome them!
NGO PARTNER / THE CHAIN COLLABORATIVE (Uganda, DRC, Guatemala, Ecuador), an organization that facilitates collaboration among members of the coffee industry and contributes to sustainable development in the coffee lands.

NGO PARTNER / CROSSROADS (Charlotte, North Carolina), our first US-based partner which is organized around a unique holistic approach to community development and neighborhood preservation in Charlotte’s Grier Heights neighborhood. CrossRoads’ vision is that Grier Heights will be transformed residually and economically, and the quality of life dramatically improved with a constant focus on justice to its residents throughout the process.

NGO PARTNER / DESAI (Gujarat, India): The Desai Foundation seeks to improve social and economic life in the villages of India, and to develop and implement educational programs to promote Indian culture and heritage in the United States. Their focus is to help the communities in which we live, as well as the one we came from, by promoting better health and education. The Foundation envisions a society where everyone leverages their experiences and resources to reach out to others in greater need.

We have just launched a monthly giving program and global collective called Change Agents. Participants have committed 1% of their annual salary to helping build sustainable prosperity around the globe. As a thank you, and to strengthen our global community, Change Agents are offered access to private parties, impact trips, collaborative opportunities, and other unique and memorable events.
OUR FAMILY

From our CBO leaders across Africa, India and Guatemala, to our staff in San Francisco and across North America, to our donors, followers and friends the world over — our community is the foundation that enables us to drive change.

Pastor Elisha Asamoah
Founder, United Hearts Children’s Center

Meg Atieno Mwadime
Co-founder & Director, Our Lady of Perpetual Support, Kisumu, Kenya

Mukisa Bernard Nadhomi
Co-founder & Director, Our Lady of Perpetual Support, Kisumu, Kenya

Bernard Boateng (Nana Bee)
Co-founder & CEO, United Hearts Children’s Center, Bawjiase, Ghana

Katrina Boratko
Communications Manager

Hannah Clyne
Sustainability Programs Manager

Beatrice Elias
Founder, Tanzania Children Concern

Katie Hale
Global Advocate Program Manager

Khalid Itum
Founder & CEO, Folio, Board VP

Anastasia Juma Sinawa
Founder & Director, Our Lady of Perpetual Support, Kisumu, Kenya

John Kessy
Co-Director, White Orange Youth, Moshis, Tanzania

Alice Matthew
Co-Founder & CEO, Glorious Orphan Care, Arusha, Tanzania

Gamaliel Mbalase
Co-Director, White Orange Youth, Moshis, Tanzania

Ibrahim Mkizwizu
Founder, Afrishare Solutions

Davin Miyoshi
Co-founder & CEO, CBO, Board President

Rocky Muuri
Project Manager, Comfort The Children Int'l

James Nathan
Co-founder & Director, Tanzania Children Concern / St. Timothy’s, Newland, Tanzania

Erick Ochieng Aluru
Project Manager, Our Lady of Perpetual Support, Kisumu, Kenya

Peter Ochieng Olwo
Farm Manager, Our Lady of Perpetual Support, Kisumu, Kenya

David Omondi
Co-founder & CEO, Akili Girls’ Preparatory School, Kisumu, Kenya

Erick Otieng
Co-founder & CEO, Glorious Orphan Care, Arusha, Tanzania

Nyla Rodgers
Director Innovation Lab Unicef, Board Secretary

Jakob Silverstein
Founder & CEO, Queen Elizabeth Academy, Malawi, Tanzania

Julius Shuma
Founder, Glorious Orphan Care, Arusha, Tanzania

Jake Silverstein
Founder & CEO, Queen Elizabeth Academy, Malawi, Tanzania

Amanda Slavin
Founder & CEO, CatalystCreativ, Board Marketing Lead

Vaughn Stevenson
Financial Consultant & Sales Freemont Bank, Board Treasurer

Amy Vaninetti
Director of Global Engagement

Ingrid Villaseñor
Founder, El Árbol del Niño, Guatemala

Lauren Wright
Programs Director

NEW TEAM MEMBERS

HANNAH AMES BEAVERS: Hannah is the Director of Development and Strategy of MAMA HOPE, and the Founder and Executive Director of Glorious. In 2014 while on sabbatical from her job at GE, Hannah met Nyla and Lauren in Tanzania and became the first member of MAMA HOPE’s Global Executives Program. The two organizations have been working hand-in-hand ever since, and are now working together to scale MAMA HOPE’s Global Advocate Program.

KATIE CAREY: Katie is the Director of Global Partnerships at MAMA HOPE and co-founder of Glorious, one of MAMA HOPE’s newest NGO partners. Prior to joining MAMA HOPE, Katie worked at The Coca-Cola Company building strategic NGO & sustainability partnerships for the past three years. Coupled with her past experience with NGOs in Tanzania, Guatemala and Peru, Katie will be leading the CCI expansion with new NGO partners and also building strategic partnerships with companies, universities and media.

LEXI SPAULDING: Lexi is the Projects Coordinator at MAMA HOPE meaning she wears many hats! On any day she can be found running Global Advocate Curriculum, supporting CBO partners’ project development, guiding Advocates through their in-field work, or looking for ways to make the programs more regenerative. She’s excited to explore the potential for MAMA HOPE to bring permaculture into practice this year and is very grateful to be on the team.

THANK YOU

A special thank you to those who help us spread Hope:

• 6Sense
• The Battery Powered Foundation
• Reemprise Fund
• Judy & Dave Teater
• William James Foundation
• Wells Fargo
• Wyman Foundation
• Zimmerman Family Foundation