I believe that hope is one of the most powerful words in the English language.

I think a lot of people see “hope” as a passive word, but to me, hope is an action.

I believe hope is not just something we think, but something we do. I founded MAMA HOPE because I believe that the thing that ignites hope is the courage to dream beyond our current reality.

Our grassroots partners have the courage to believe in a more beautiful, just, and prosperous future; one that hasn’t come yet, but one they know is just on the horizon. Our partners are not bound by the constraints of their current reality, and they inspire us to work towards grander visions for what’s possible than we ever could on our own. We hope they can also inspire you to dream and hope for more this year than ever before.

— Nyla Rodgers, Founder + CEO, MAMA HOPE
WE ARE...

ENTREPRENEURS

TEACHERS

VISIONARIES

HEALERS

ACTIVISTS

MOTHERS

BUILDERS

LEADERS

SISTERS

PARTNERS

STUDENTS

MAKERS

FAMILY

LISTENERS
730,044 lives impacted

8 countries

125 holistic projects

8 stop the pity film screenings

18 communities

5 media residents

88 global advocates trained

3,968 women in US-based trainings

239 babies born safely

100,000 #Unforgettable dances from around the world
We work in service of grassroots leaders who have big dreams for the future. We invest in them with funding and training, helping them to launch and scale projects in the areas of water, health, education, women and girls, and more. Our people > projects model is a radical, ground-up restructure of how the global development sector works and connects. Our 3 key initiatives work hand-in-hand to uplift people and communities and shift the global development sector.

**WE PUT HOPE INTO ACTION WITH OUR COMMUNITY PARTNERS**

Fellows raise money for projects while learning to be empathetic leaders in social impact.

We connect directly with community partners to provide project funding, talent and training.

Changing the conversation from pity to potential in nonprofit media marketing and storytelling.

**MAMA HOPE**

**GLOBAL ADVOCATES**

**Stop The Pity.**
Dina, Health Worker, Suubi Health Center, Budondo, Uganda

White Orange Youth 'Free to Dream' Girls' Club, Moshi, Tanzania
At MAMA HOPE, we seek to do more than alleviate poverty — we seek to create lasting prosperity. We do this by supporting the strength, humanity and innovative spirit of our grassroots partners. To deliver on our mission, we invest in businesses, business training, and seed funding for their efforts. These initiatives allow local ecosystems to become self-reliant, but success really only takes hold because we invest most heavily in building and maintaining trust and collaboration. Our partnership with St. Timothy’s School in Tanzania is an example of what’s possible when we invest in holistic projects based in entrepreneurship. Founders Pastor James and Beatrice have led incredible growth; from a classroom under a tree to a top-rated school and several connected businesses that employ 40 people.

PROSPERITY TAKES HOLD THROUGH TRUST & ENTREPRENEURSHIP

$131,726 Raised through Entrepreneurial Projects

- $108,268 Reinvested in Education for 467 Students
- $23,458 Reinvested in School Facilities

- 4 Classrooms
- 2 Staff Quarters
- 20 Bathrooms
- School Bus
- Two water tanks
- School Farm
- Expansion
- Nutrition for 9 Months

Founders Pastor James and Beatrice have led incredible growth; from a classroom under a tree to a top-rated school and several connected businesses that employ 40 people.
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>People employed</td>
<td>304</td>
</tr>
<tr>
<td>Children in homes</td>
<td>350</td>
</tr>
<tr>
<td>People provided health services</td>
<td>15,761</td>
</tr>
<tr>
<td>People received quality education</td>
<td>4,012</td>
</tr>
<tr>
<td>Food security projects</td>
<td>23</td>
</tr>
<tr>
<td>Water &amp; sanitation projects</td>
<td>5</td>
</tr>
</tbody>
</table>

**Our projects are as diverse as the communities we serve.**
Our partner in Guatemala, Tejiendos Futuros ("Weaving Futures"), has developed a holistic project plan that combines education, agro-ecology and entrepreneurship to ensure self-reliance takes hold for the project and local families. After Founder Ingrid Villaseñor began her first after school education program, she quickly realized that in order to best support her students, she also needed to work closely with parents. They too needed stability and opportunities — especially the mothers, as many were raising children alone and with few resources and little education. So, she created 3 programs.

**EDUCATION**
Ingrid’s main educational goal is to help children — and other teachers in her community — to learn to think through volunteerism, activism and project-based learning.

**AGRO-ECOLOGY**
Ingrid is working closely with a permaculture trainer to plan the development of Tejiendo Futuros’ new land. They will run a permaculture building course in early 2018 which will draw international guests and provide vocational training for local families.

**ENTREPRENEURSHIP**
Ingrid works closely with community members to provide opportunities to learn locally relevant skills and trades. So far, parents have been receiving training in entrepreneurial skills, arts and crafts, cooking, hospitality and agriculture.
One of MAMA HOPE’s core values is collaboration. We see an international development sector in which organizations are too often pitted against one another for funding or resources. We believe that there are enough resources to enable us all to prosper. To facilitate equity, we partner with organizations and communities worldwide who share our dedication to sustainable, human-centered progress. We partner with communities through our Global Advocate Program. Global Advocates raise a minimum of $20,000 for the partner and increase capacity within the organization’s team on the ground. We also welcome new partners into our MAMA HOPE family; providing a support system, mentorship, and the opportunity to participate in conferences and trainings throughout the year.

**COMMUNITY PARTNER EXPANSION**

**WE EXPANDED TO INCLUDE 10 NEW COMMUNITY PARTNERS**

- **Destiny**
  Destiny creates safe, dignified and well-paid employment opportunities for women from shelter homes and brothels in Kolkata, India. All of the women at Destiny are either the victims of trafficking or are at high risk of being trafficked.

- **Anza**
  Anza believes that businesses have the power to tackle some of the biggest problems facing Tanzania. Anza provides Tanzanian entrepreneurs with strategic consulting, business training, access to networks and much more.

- **LivelyHoods**
  LivelyHoods is a not-for-profit social enterprise that creates jobs for youth and women in Kenyan slums through the distribution of life-improving products like solar products, clean-burning cookstoves, reading glasses, and household appliances.

- **Malkia**
  The Malkia Foundation was created to help make the lives of disadvantaged girls and women in Gamoi, Kenya by empowering them with education and skills for enterprise development.
Our 9-month fellowship training program trains passionate individuals from all over the world to work in a supportive role alongside global community leaders, and to connect their own personal networks to communities through fundraising and storytelling. The diverse origins of our fellows, combined with the broad reach of our community partnerships and our unique engagement curriculum, means that we’re building an unprecedented network. As we build trust and human connection, old barriers of misunderstanding and bias break down. The end goal? The global development sector will be deeply transformed, and for the better.
This year, we trained 34 Global Advocates who have raised $410,921* which has been invested directly in community projects.

During the past year, we’ve been able to expand our partnerships more than ever before because of the successes of the Global Advocate Program. Jania, our first US-based Advocate, has joined our team in a consulting role to help us build out our partnerships in Charlotte, North Carolina, and is working closely with our second US Advocate Jamall on his mentorship program for young men in the Lakewood community. Our Global Advocates East Africa program continues to grow, with a successful class launch in Kenya over the summer. We’ve also been able to expand to 10 new NGO and CBO partners, including Common River in Ethiopia, Desai Foundation in India, Running Chicken in Kenya, Anza in Tanzania, Malkia Foundation in Kenya, Destiny Foundation in India, Livelyhoods in Kenya, Shanti Uganda in Uganda, Crossroads Corporation and the Lakewood Community Alliance in North Carolina.

* Classes 13 and 14 are still fundraising into 2018.
We believe that storytelling is an essential tool for creating impact. Our viral Stop the Pity campaign showed us that there is a hunger for a new kind of nonprofit media — for stories that engage, inspire, and move us to action through the power of potential, not pity. Spurred by the Stop the Pity movement, we now partner passionate, heart-centered filmmakers, photographers and storytellers with grassroots leaders to co-create media content and amplify community voices. We’ve spent the year travelling around the world — from Montreal to Norway to San Francisco — leading Stop the Pity workshops for leaders in the nonprofit, film and impact space. We’re proud that MAMA HOPE has become known for our authentic, respectful and uplifting voice.
IN 2017, OUR STOP THE PITY MEDIA CAMPAIGN SPARKED NEW PARTNERSHIPS, DONATIONS, AND A GLOBAL MOVEMENT FOR HEALTHCARE

Media resident Ryan LeCluyse’s documentary gained the attention of Global Citizen.
Global Citizen connected hip hop star French Montana with our partner project in Uganda. 
French started a movement of rappers, organizations and people worldwide, raising $400,000.
FRENCH MONTANA & DENIS MUKISA ADVOCATED FOR UGANDA, HELPING TO EXPAND SUUBI’S FACILITIES, SERVICES, AND COMMUNITY PROGRAMS.

SUUBI IS NOW A FULL CAMPUS, WITH 3 MEDICAL BUILDINGS, STAFF QUARTERS, ENVIRONMENTAL EDUCATION AND HEALTH PROGRAMS. THE MAIN HOSPITAL IS ALSO UNDER CONSTRUCTION.
MAMA HOPE is built on the belief that women nurture hope in this world. Early on, our team dubbed 2017 “The Year of the Woman,” and this year we’ve been especially driven to support organizations that empower women and girls, to invest in more women-led community organizations, and to seek out funding and branding partners led by women. One of our partners this year was Eileen Fisher, who featured our founder Nyla in her #RealPower campaign, promoting inspirational women who live powerfully in their truth and passion.

WOMEN LEADING CHANGE WORLDWIDE IN 2017

HOPE IS POWER.

“There are people all over the world who, given the chance to have access to resources, would completely change this world. It’s my dream, and goal, to get them the funding to be able to do it.”

Nyla Rodgers
Founder & CEO of Mama Hope
**FINANCIALS**

**Income** $1,360,748

**Expenses**
- Education 140,969
- Agriculture 85,270
- Healthcare 68,721
- Orphan Care 39,836
- Women & Girls 24,661
- Micro-business 16,030
- Housing 14,244
- Water 2,755
- Sustainable Programs 392,485
- Capacity Building 180,289
- STP Media 62,310
- Global Advocate Program 234,612

**Programs** $869,696
- Fundraising + Marketing 307,027
- General Administrative Costs 135,485

**Total** $1,312,308

**DONORS**

Huge thanks to supporters and extended MAMA HOPE Family who made 2016/2017 a time of growth and exponential impact!

**Foundations/Companies:**
- William James Foundation
- Zimmerman Foundation
- The Coca-Cola Foundation
- Irish Famine Memorial Foundation
- CapCon Foundation
- Reemprise Foundation
- Wells Fargo
- Silicon Valley Community Foundation
- Perspective Group
- Jewish Federation of Cleveland
- The Wyman Foundation
- GSmile
- Cornerstone Research
- OMD
- Ostara Foundation
- Wine + Moxxie
- Soul Carrier
- The Nest Collective
- FYI Brand Communications

**Individuals:**
- Mindy & Jesse Rodgers
- French Montana
- David Garcia
- Abel Tesfaye (The Weeknd)
- Ann Mulroy
- Jonathan King
- Liz Hart
- Bill Hellman
- Ryan Totaro
- Ankush Gera
- Amanda Kahlow
- Andrew Trader
- Davin Miyoshi
- Ben Black
- Tim Chang
- Jonathan Teo
- Warren And Mary Staley
- Alex Abelin
- Sharon Harris
- Judy and David Teater
- Barbara & Douglas Edema
Since 2007, we have been seeking out visionary grassroots leaders across the globe and partnering them with the funding, talent and business so that they can become independent agents of change in their communities. We have now funded 124 projects, in 8 countries, that have improved the health, education, food and water security of over 700,000 people.

Over the years, as we have grown so have our ambitions, and our model has become more complex. We not only exist to serve grassroots communities, we also aim to shift the entire sector with our human centered approach.

We are training the next generation of social entrepreneurs. Our Global Advocates will disrupt the traditional power structures of international development sector, ensuring community voices are put first. We are holding our peers to a higher standard. Our Stop the Pity campaign and media programs will put an end to the use of poverty porn and pity marketing. We are building a family of connected organizations who will create a Coalition for Collective impact, all of us together stronger and more influential than we could be apart.
THANK YOU

www.mamahope.org
facebook.com/mamahope.global
MAMA HOPE is a registered 501(c)3 organization.