

Segal Family Foundation 2013 Annual Report



MUSO community health workers like Safiatu Sangare (pictured above) provide proactive and rapid access to healthcare at the doorstep, reaching vulnerable children before illness can become life-threatening.

CONTENTS

About SFF

- 4 Letter from the Founder
- 6 SFF At a Glance

Happenings

- 8 Highlights
- **12** Active Partnership
- **16** Partner Spotlights

Grantees & Leadership

- 24 Grantee Partners
- 25 Staff & Board

Letter from the Founder



We'll continue to focus on placebased, grassroots organizations and strengthening the capacity of our partners. To all Segal Family Foundation partners and supporters,

Somehow, we managed to one-up ourselves in 2013. We continue to grow our giving and the number of organizations we support and will start off 2014 with over 140 partners. We will continue to focus on place-based, grassroots organizations and strengthening the capacity of our partners. We'll also continue to focus on reproductive health and engaging youth. We believe these are the key areas of intervention that will lead to future generations of healthy and productive communities in Sub Saharan Africa.

This past May, President Bill Clinton delivered the keynote speech at our Annual Meeting. In some ways this was a capstone of my journey into philanthropy. The former president was a primary inspiration in getting us started, and attending his meetings years ago led us to focus on Sub Saharan Africa. He, of course, spoke eloquently and described the SFF family as a "community of creative cooperators." I could not have said it better myself.

We also welcomed two new employees to the Foundation. The team seems to get younger and hopefully smarter each year. There are now four staff based in the U.S. and three more in East Africa, including our first two African staff members. Our presence on the ground makes us unique. We can spot trends earlier and support our partners more fully.

As I look to 2014, I remain true to my observations during my first trip to Rwanda in 2008:

- 1. If given the opportunity and appropriate resources, people in rural parts of Africa could change their communities for the better.
- 2. The many NGOs and organizations in Africa were working to solve similar problems but were not collaborating or learning from each other.
- 3. The Segal Family Foundation could make a significant impact on the continent by investing in grassroots projects with talented leaders and smart solutions and by encouraging these organizations to work together.

We hope to make a difference, and we will never ever give up. Here's to 2014.

Barry Segal

Founder, Segal Family Foundation



The S.O.U.L. Foundation: One of eight fish ponds yielding a total of 50,000 tilapia per year providing income and food security for women.

improve the well-being of communities in Sub Saharan Africa.

SFF At a Glance

The Segal Family Foundation (SFF) was founded by Barry Segal in 2008. After the sale of his family business, a trip to Rwanda awakened his interest in the development and promise of Sub Saharan Africa.

SFF is a U.S.-based foundation that invests in African nongovernmental organizations and empowers them to achieve their vision of development. We pride ourselves on identifying creative, innovative grassroots solutions to address Africa's most difficult development challenges with a focus on reproductive health and building the capacity of youth.

We focus our giving exclusively on Sub Saharan Africa and will steadily grow our financial support over time. We help high-performing organizations reach their full potential, collaborate and learn from each other. We strive to find rising stars and continue to support them as

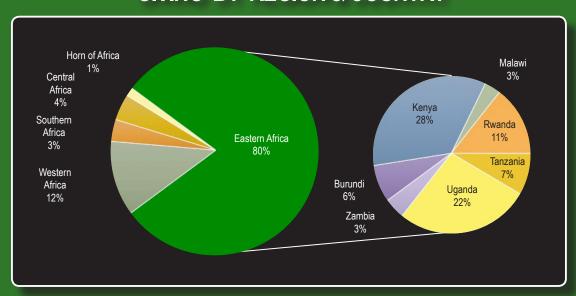
they grow the depth and breadth of their impact. At the heart of our portfolio are our Grassroots partners. They typically offer a holistic set of education, health, and livelihoods services and tend to be rooted in local communities. These organizations have dynamic, visionary leaders and budgets of usually less than one million dollars. We connect our Grassroots partners with organizations in our Innovators portfolio. These include larger non-profits, for-profit social ventures, and other hybrid organizations. SFF's support is two-fold:

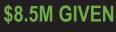
- 1. We provide financial support through flexible funding.
- 2. We connect local organizations to innovative ideas, technical expertise, capacity building opportunities and broker meaningful connections for our partners.





GIVING BY REGION & COUNTRY





in grants and program related investments

\$2.4M LEVERAGED

from other funding sources

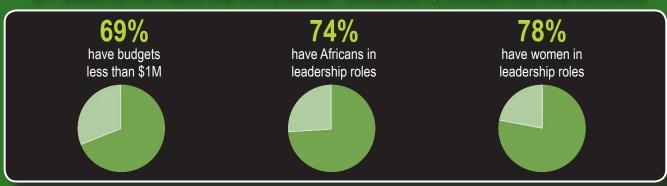
\$256K SPENT

on capacity building support for grantees

\$11.15M

IN TOTAL VALUE
TO GRANTEE PARTNERS

SFF GRANTEE PARTNERS ARE INCREASINGLY GRASSROOTS, LOCALLY-LED AND INCLUSIVE



"The world belongs to the creative cooperators."

-- President Bill Clinton, SFF Annual Meeting 2013

Highlights the annual meeting





n May 30th, we hosted representatives from over 17 African countries at our Annual Meeting at the Lighthouse Conference Center in New York City. The day-long meeting focused on all areas of philanthropy and development in Africa and brought together a network of over 150 grassroots NGOs, service delivery innovators and social good organizations that are creating change across the African continent. President Bill Clinton attended the meeting as the keynote speaker. Barry Segal noted, "We can think of no better person to address our annual meeting. He's been an inspiration to the Segal family and many of our partners during his presidency and in his work since." Above all, our Annual Meeting was a day to celebrate the work of our grant-

ees and encourage collaboration within the development sector. Additional highlights included an address by Co-Founder of Women for Women International, Zainab Salbi; a presentation by Molly Melching, Founder of Tostan; and a Social Innovation Pitch Competition with a panel of expert judges. SFF presented the Rising Star award to Raj Panjabi and Peter Luckow of Last Mile Health and the Angels for Africa award to Maggie Barankitse of Maison Shalom. We also announced the winners of our Youth Network Design Contest and celebrated the launch of the Social Impact Incubator in Burundi. Our capacity building partners, Catchafire, ConceptLink and The Foundation Center held a workshop the next day to present their service offerings to SFF grantees.













Angel for Africa award





Highlights

January



SFF celebrates the success of its first Youth Network Workshop: Improving Youth Outcomes Through Collaboration -ebruar



Grantee partners, Carolina for Kibera and AGE Africa engage in a SFF-sponsored learning visit in Malawi

March-April



SFF launches the Social Impact Incubator in Burundi

Vel



SFF hosts Bill Clinton at Annual Meeting in NYC

June-July



SFF holds Health Network Workshop: Pushing Healthcare Beyond Clinic Walls



SFF holds graduation ceremony in Bujumbura for the 12 Champions of the Social Impact Incubator

SFF board member, Richard Segal and his family visit grantee partners in Africa.

On a multi-week trip to Africa, Board member, Richard Segal and wife Joanna visited SFF partners Nyaka AIDS Orphans Project, Powering Potential, Kyetume Community-Based Health Care, Foundation Rwanda, ASYV and Akili Dada. Pictured above is Richard at Foundation Rwanda's Bike Build Fundraiser.

Nov.-Dec.



SFF grows its team with two new hires

Princeton in Africa alum, Katherine Anderson joined the team as Knowledge and Impact Manager in New Jersey. Global Health Corps alum, Evelyn Omala joined the team as Program Officer in Kampala, Uganda.

September



SFF makes a Clinton Global Initiative Commitment to Action for a radio soap opera in Burundi

At the 2013 Clinton Global Intiative, SFF committed to fund and support Population Media Center (PMC) and other key stakeholders in the creation and distribution of a radio soap opera in Burundi. This commitment catalyzed the innovative Behavior Change Communications radio soap opera to influence the attitudes and subsequent actions of youth and adult Burundians around health and family planning. The commitment marked a new strategy for SFF, as well as a new initiative for the East African country. An initial commitment of \$300,000 leveraged the remaining funding for the project, a total leveraged the remaining funding for the project, a total of \$1.6 million.

Active Partnership

launching grantees to a next level of impact

The invest in the most talented and passionate innovators, who understand the challenges faced by their communities better than anyone, and support them in transforming their communities. However, all dynamic organizations face gaps in institutional capacity. In response to this challenge, SFF designed **Active Partnership**, or the leveraging of our own collective resources and networks to launch grantee partners to a next level of impact.

"Our special sauce is what we call Active Partnership:

A model of non-monetary support that we believe will fill in some of

the common gaps in our partners' ability to maximize impact.'

- Andy Bryant, SFF Executive Director





Professional Development & Learning Opportunities

ow can nonprofits utilize their brands to gain and engage supporters? In 2013 SFF partnered with **ConceptLink**, a social impact strategy firm that helps Africa-interest organizations effect change in their communities. ConceptLink designed two sets of tailored curricula based on the needs of SFF grantees. The first was *Taking the Fear Out of Fundraising*, a six-week series on the donor cultivation cycle. The series outlined the five steps - identify, qualify, cultivate, solicit and steward - and concluded with advisement on creating a fundraising strategy plan.

The second series, *From Words to Wallets*, was designed to help grantees understand their target audiences and improve their storytelling for effective brandraising. The series included weekly office hours with ConceptLink, case study presentations from SFF grantees and a learning challenge to create a crowdfunding campaign. The winner, Change a Life Uganda, won \$1,000 towards their Quarters for Water campaign and in total, SFF grantees raised nearly \$28,000 from subsequent crowdfunding campaigns.



From Words to Wallets

#words2wallets





The Social Impact Incubator

n Burundi, we took Active Partnership a step further and created the **Social Impact Incubator (SII)**. With some of the highest hunger levels in sub-Saharan Africa, Burundi is one of the poorest countries in the world, yet it receives little international support. Committed to changing that trajectory, SFF piloted The Social Impact Incubator, a capacity building program designed to give local organizations the coaching, skills, and networks they need to achieve their vision of development. The SII also provides international NGOs and donors a platform to recruit local partners to serve more beneficiaries.

On October 31st, SFF hosted a graduation ceremony for the first cohort of the Social Impact Incubator in Burundi. The first graduation class included organizations working to address many of Burundi's most difficult challenges: organizations like SACODE, which designed a text-based platform to launch a youth reproductive health campaign, and Kaz'O'z'Art, a social enterprise that trains, finances and finds a market for local artisans. From our \$50,000 investment, we were able to catalyze another \$250,000 in donor funds to these local organizations. The SII aims to challenge the existing paradigm by creating new partnerships between donors and local organizations. In 2014 and in partnership with CARE International Burundi, the SII will welcome another cohort of 24 locally-led visionaries.





Empower local organizations

Connect with high impact INGOs Attract international funders

Active Partnership

launching grantees to a next level of impact



Targeted Capacity Support

argeted Capacity Support (TCS) utilizes the experience of the SFF team to help organizations identify capacity gaps and set realistic goals for future growth. In 2013, SFF offered Targeted Capacity Support to six partners in Uganda. Each went through a capacity assessment, led by SFF leadership, that is specifically designed for grassroots organizations working in Africa. Grantees were then paired with a consultant to meet their particular needs.



TCS Partner: Budondo Food Security Group

BFSG works with widows and families affected by HIV/AIDS in Uganda's Jinja district. We supported Budondo in building a vocational center and

through TCS, they created a plan for the center, hired their first employee and grew their fundraising systems. The new vocational center will open in 2014.



TCS Partner: BESO Foundation

BESO works in rural Ugandan communities to improve livelihoods and provide access to education. Through TCS, BESO's Executive Director, Aaron Bukenya, worked with ACODEV, a Ugandan-led capacity building organization, on

projects including a strategic plan, the restructuring of their board, improved marketing materials and advisement on grantwriting and fundraising. ACODEV's Executive Director now sits on the board of BESO Foundation.

"The heart of the Targeted Capacity Support model is

really addressing the grantee partner's specific needs."

--Ash Rogers, SFF Director of Operations



Peer Networks

egal Family Foundation **Peer Networks** bring together organizations within similar programmatic areas to promote best practices, resource-sharing and collaboration. The Youth Network is comprised of 30 grantee partners creating innovative solutions that lead young people to become healthy, productive, and empathetic adults. The first three-day workshop, *Improving Youth Outcomes Through Collaboration* was held in Lake Naivasha, Kenya where our partners met to share challenges, successes, and valuable resources that inspire future action.

SFF's second peer network is comprised of over 30 grassroots health grantee partners. The most recent health conference, *Pushing Healthcare Beyond Clinic Walls*, began with a gala reception in Uganda's capital with the Minister of Health, the Honorable Dr. Ruhukana Rugunda, delivering the keynote address.



Kyetume Community Based Healthcare, was also awarded for its Excellence in Grassroots Healthcare. Over the course of the four-day workshop, SFF's grantee partners learned how farming can reduce childhood malnutrition.

how community health workers can be trained and incentivized to deliver healthcare in homes, and how radio or drama can be used to change attitudes and behavior on family planning issues like contraceptive usage. SFF peer networks encourage the value of smart collaboration among NGOs working in Africa.

Strategic Connections

n May 2013, we launched a partnership with **Catchafire**, an organization that provides talented individuals with meaningful pro bono experiences in order to build capacity for social good organizations. SFF contributed \$1000 per grantee towards a membership with Catchafire that would match each organization with pro bono professionals for three discrete capacity building projects. The partnership not only presented an opportunity for huge savings -- it also provided an

opportunity for our grantees to build relationships with professionals who could



become long-term volunteers, supporters, and even board members. In 2013, 37 grantees began their project planning with Catchafire, amounting to an estimated \$360,000 in savings in market cost consulting fees.

The Project: Salesforce Database Customization



EFAC provides scholarships, mentoring and global connections to exceptional students in Kenya.

The Challenge: EFAC was facing a challenge that many nonprofits face: data overload. EFAC was working from multiple systems for multiple sets of data and could not find or synthesize the critical information necessary for growth.

The Match: EFAC was matched with Jeremy S., a Salesforce Developer with experience in a variety of industries, who wanted to provide his services pro bono.

The Result: After Jeremy completed the database customization, the EFAC team (pictured right) had an information system that was accessible to the entire board, as well as the Kenya and U.S. teams. The database was created to include up-to-date bookeeping information, student grades, tuition logs, budgets, student performance tracking, and sponsor payments. An efficient and customized database was a critical step for EFAC to better understand their data and run their programs more efficiently.

The Project: Brand Messaging



HEART is a Christian humanitarian organization dedicated to empowering the people of Kenya to survive and thrive beyond the HIV/ AIDS pandemic. HEART provides medical

care, education, and income generating activities to create a healthy, sustainable, disease-free life.

The Challenge: HEART's brand didn't reflect the essence of the organization and needed some refocusing to better communicate their successes and accomplishments. HEART's Executive Director, Vickie Winkler, also needed advice on how to perfect her elevator pitch and tell the compelling stories of HEART's work in Kenya.

The Match: HEART was matched with Lance Roth, a marketing and branding professional with 15 years of experience with faith-based organizations.

The Result: Based on the theme, "Stabilization, Skills Development, Sustainability," Lance helped HEART craft a new set of brand messages and talking points that could be tailored based on the audience. Lance also helped HEART enhance their vision delivery and elevator pitch so that regardless of the type of event or opportunity, Vickie and her staff could evangelize about HEART to gain new supporters.



We support African youth to thrive in their own communities.

and lead the next generation of healthy, productive changemakers.

Partner Spotlights Young changemakers

PEACE FOR AFRICA AND ECONOMIC DEVELOPMENT (PAD)

"At PAD, we believe that access to capital is not all that the youth need, but actually incubating and building these projects with them in such a way that they grow to sustainable standards. Our approach therefore enables us to combine economic empowerment with civic education that speaks to other bigger sociocultural and political issues."

Eddy Oketch Gicheru Founder, Peace for Africa and Economic Development (PAD)





Peace for Africa and Economic Development (PAD) is a Kenyan peace-building organization that believes that the lack of youth economic empowerment and exposure are the underlying reasons for a majority of youth's involvement in conflicts. PAD acts as an incubator of grassroots youth enterprises and community action income-generating projects that unite the youthful population.

ANGELS INITIATIVES



The Angels Initiatives embodies a holistic approach that seeks to convene entrepreneurs and offer them the resources needed to build sustainable enterprises, from a rural farmer running a "1-10 acre" farm micro-enterprise, to a street smart entrepreneur building a media company.

"We believe entrepreneurship and enterprise are the core and engine of social progress."

George William Bakka Founder, Angels Initiatives



YOUTH C4C



Youth Challenge-4-Change provides youth entrepreneurs with support, ideas, capital and tools to help them succeed in the marketplace. Each year, YC4C hosts the Hoima Entrepreneur Ideas Festival, a business plan competition for secondary students.

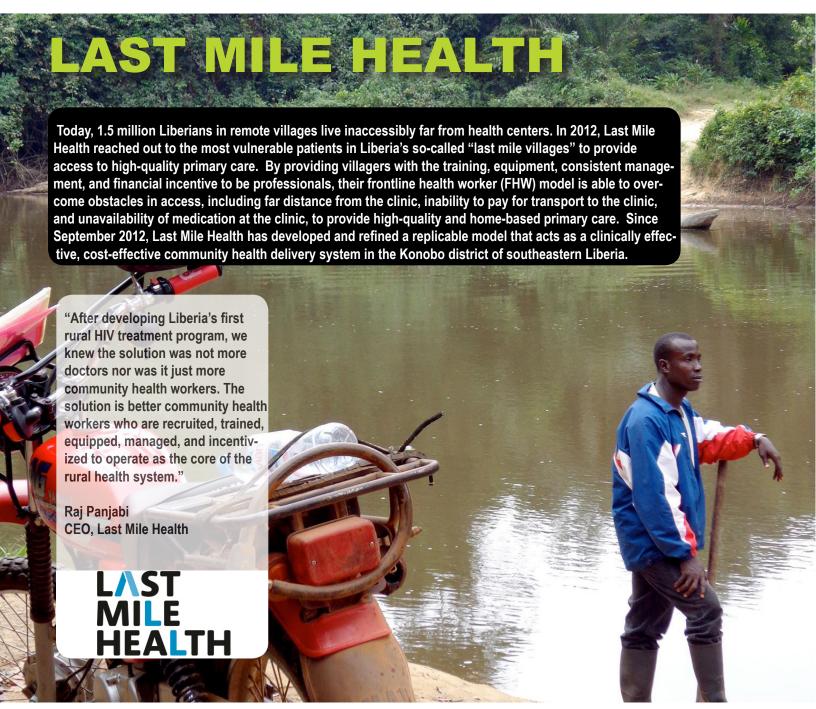
"The model focuses on the working environment of businesses in Uganda, the notion of empowering community through socially responsible ventures, and improving the quality of life in communities."

Kanizius Nsabimana Founder, YC4C



scale their models to reach more beneficiaries in a variety of locations.

Partner Spotlights innovators



LWALA COMMUNITY ALLIANCE



scale their models to reach more beneficiaries in a variety of locations.

Partner Spotlights **innovators**

What makes BOMA unique? Where they work and the women they work with. The pastoralists of Northern Kenya are accustomed to adversity and know how to survive despite incredible hardship. BOMA builds on these strengths, by helping people reach the goals that they have set for their families, not the goals that we think they should have. Women want to earn an income. so they can feed their families, pay for doctors and, most importantly, send their children to school. BOMA's program was founded in the idea that women living in extreme poverty have a right to dignity and self-confidence to change their own lives.







"From its founding in 2005, BOMA has placed a high priority on listening (to the women of Northern Kenya) and collaboration (with local leaders in the rural villages where we work). In partnership with the Segal Family Foundation, these two principles guided our successful expansion into Samburu District, a new region for BOMA. We now have two full-time mentors and 121 thriving micro-enterprises in Samburu, with 90 new businesses planned for 2014."

Kathleen Colson, Founder & CEO, The BOMA Project

GARDENS FOR HEALTH

Gardens for Health (GHI) is inspired by the gap, and the opportunity, between Rwandan food and health-care systems, especially in areas where the population is primarily smallholder farmers. Malnutrition is an underlying cause of the deaths of millions of children across sub-Saharan Africa each year. GHI believes that agriculture can play a critical role in improving long-term patient outcomes in resource-poor settings where the majority of patients and their families are also farmers. GHI operates at the nexus of agriculture and health care, broadening the clinical treatment of malnutrition and pushing medical interventions beyond the clinic walls and into kitchen gardens and backyards. Their work is shifting the paradigm of dependency to one of prevention and self-sufficiency, by equipping families with the knowledge and resources to grow their own nutritious food and improve the health of their families.



"Gardens for Health's engagement with the Segal Family Foundation has transcended traditional notions of the funder-grantee relationship. SFF continues to provide mentorship, guidance, resources and support to our growing program, encouraging investment in systems and capacity necessary for responsible growth. This year, we are partnering with SFF to provide training on our approach to clinical partners throughout the region."

Jessie Cronan, Executive Director
Julie Carney, Country Director
Gardens for Health International



homegrown visions of development for the well-being of Burundi.

Partner Spotlights burundi

FVS-AMADE



FVS- Amade is an entirely Burundian-led organization that upholds the phrase "umwana si uw'umwe" or "a child belongs to the whole society." FVS-Amade forms Solidarity Groups as a way to support the guardians of orphans and other vulnerable children (OVC). Drawing on the traditional value of solidarity in Burundian communities, group members pool their resources together to organize Village Saving and Loan Associations (VSLAs) in order to improve their lives and the lives of the children in their care. The organization has created a way to support communities financially while also keeping OVC in safe community homes with the support package they need. FVS-Amade has 1,200 Solidarity Groups and takes care of thousands of OVC. Their model also acts as a distribution platform for family planning. Loan officers, nurses and social workers utilize the Solidarity Groups to spread healthy messages about family planning to reach thousands of group members.



"FVS-Amade works to protect the fundamental rights of children in Burundi. Through solidarity groups and child protection committees, FVS-Amade is championing a system of community care for orphans and vulnerable children."

Spes Nihangaza President, FVS-Amade



BURUNDI YOUTH FOR CHRIST

"Through SFF, Burundi Youth for Christ has been able to learn from and develop relationships with NGOs with similar health and education related goals both inside and out of Burundi. Whether it's learning how to train community health workers from a partner in Liberia, to implementing a malnutrition program that was developed in Rwanda, we are blessed to be partnered with SFF. It's not the word 'foundation' that excites us as much as the word 'family."

Joshua & Nadine Guenther Executive Director & Medical Director, Shammah Health Center Burundi Youth for Christ





By mentoring, educating, and caring for the youth of Burundi, Burundi Youth for Christ (BYFC) is raising up a new standard: a generation of integrity, excellence and leadership. BYFC works to develop self-sustaining initiatives that make an impact not just within the communities they work with, but the whole nation. Through a number of different projects, including two orphanages, three schools and a health center, they are a diverse and rapidly-expanding organization that aims to have a lasting impact on the future of Burundi and its people. In addition to raising up a strong and powerful generation of leaders to change our future, BYFC's programs are working today to better the lives of all Burundians.

Grantee Partners

A Child For All Inc.

Access:Energy

ACODEV

AfricAid Inc.

African Innovation Prize

AfriPads

AFYA

AGE Africa

Akilah Institute

Akili Dada

Amani Global Works

Arusha Lutheran Medical Center

Angels Initiatives

Ashoka

ASYV

Beads for Education

BESO-Foundation

BOMA Project

Budondo Community Based Org.

Bugiri Pastors' Alliance

Building Tomorrow Inc.

CA Bikes

Carolina for Kibera

Change A Life Uganda
CIRE Foundation / 101 Heroes

Clinton Global Initiative

COMACO

Cries of a Child, The

Crossroads Springs Africa Inc.

CYEC DIG

Digital Divide Data

Dikembe Mutombo Foundation

Eastern Congo Initiative

Echoing Green

Educate!

Education For All Children

EnClasse

Face AIDS

FAME

Farm Shop

FCDE

Foundation Rwanda

FVS-Amade

Gardens for Health International

Gbowee Peace Foundation USA

Generation Rwanda

Georges Malaika Foundation

Girls Foundation of Tanzania, The

Global Grassroots

Global Health Corps

GlobeMed

Gondobay Manga Foundation

GoodsforGood

G.R.A.C.E Project, The

Habitat for Humanity

Harvest For Christ

Hatua Likoni

HEART

Heartt

HELGA

Indego Africa

ndigenous Education Fund of Tanzar

Innovate Salone

Inyenyeri

Jeff Gordon Children's Foundation

Jitegemee

Joyce Banda Foundation

Kenya Education Fund

KickStart

Kip Keino Foundation

Kissito

Komera

Komo Leaning Centres

Kyetume C.B.H.C

Last Mile Health

Life Project for Africa

Livelyhoods

Living Goods

Lwala Community Alliance

MacDella Cooper Foundation

Macheke Sustainablility Project

Madieu Williams Foundation

Maison Shalom

Makit Ltd. Ruby Cup

Medic Mobile

Mezimbite Forest Center

Microclinic International

MIT 100K

Mitengo / Shared Value Africa

mothers2mothers

myAgro

Naguru Teenage Center

New Sight Eye Center

Niapele Project Nibakure Children's Village

Nyaka AIDS Orphans Project

Nyansakia Church of Christ

Off-Grid:Electric

One Acre Fund

One School At A Time

Partners For Access

Partners In Health

Peace for Africa & Economic Dev.

Penda Health

Permaculture Research Institute of Kenya

Planned Parenthood

Population Media Center

Powering Potential

Princeton In Africa Project Muso

Rafiki wa Maendeleo Trust

aising The Village

Root Capital

Rwanda School Project, The

S.O.U.L. Foundation

Sanergy

Scientific Roets

School of St. Jude, The

Self Reliant Agriculture

Set Her Free

SHE Shining Hope for Communities

Small Loans Association

Soft Power Health

Spark Microgrants

Straight Talk Foundation

Taia Peace Foundation

Tanzania Children's Fund

Titagya Schools Top Ride Academy

Tostan

Tugende

Village Health Works

Village Hope Core International

We Care Solar

WISER International

Worldwide Orphans

Youth Challenge 4 Change

Youth For Christ

Zambian Institute for Sustainable Dev.

ZAMCOG

Staff



Andy Bryant, Executive Director



Denise Stripling, Foundation Administrator



Gabby Francesco, Communications Manager



Katherine Anderson, Knowledge and Impact Manager



Ash Rogers, Director of Operations





Dedo N. Baranshamaje, Burundi Country Director





Evelyn Omala, Program Officer



Board



Barry Segal, Founder



Martin Segal, Managing Director



Dolly Segal Family member



Richard Segal Family member



Janis Simon Family member



Antoine Chiquet Founder, Komo Learning Centres



Barbara Bush Founder, Global Health Corps



David Auerbach, Co-Founder, Sanergy



Larry Seruma CIO and Managing Principal, Nile Capital Management



Macdella Cooper Founder, Macdella Cooper Foundation



We partner with outstanding individuals and organizations that improve the well-being of communities in Sub Saharan Africa.

