Message from Barry
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Leadership

2012 Year in Review
To all Segal Family Foundation partners and supporters,

2012 was a good year for the Foundation. We heard from Nobel Peace Prize Laureate, Leymah Gbowee, at our Annual Meeting in New York City. Our board is stronger than ever with the additions of Barbara Bush and Larry Seruma. Ashley Rogers joined us to be our eyes and ears on the ground in Africa. While Dolly and I have not been back to Africa in the past few years, we are following the growth and good work of our partners from here in New Jersey.

I think that the future will be even better for SFF. We’ve begun some really innovative partnerships on Family Planning that should yield benefits in 2013 and beyond. The Annual Meeting continues to be the highlight of our year and it should be even bigger and more productive in 2013.

The Segal Family of partners is now 142 strong and growing. Our goal was and always will be to leverage our money and our efforts and I think we are succeeding in doing that. We hope to make a difference and we will never ever give up.

Here’s to 2013.

Barry Segal
Founder, Segal Family Foundation
Our Footprint

2012

The Segal Family Foundation was created by Barry Segal in 2004.

After the sale of his company, Bradco, a trip to Rwanda awakened his interest in the development and promise of Sub Saharan Africa. To date, The Segal Family Foundation has given over $13 million dollars to more than 150 grantees and will provide more than $8 million in grants in 2013 to organizations working across Africa. Barry will eventually devote all his wealth to philanthropy.

We support grassroots organizations directly and by connecting them with innovative ideas, technical experience, and capacity-building opportunities.

Grassroots organizations are uniquely situated to deliver much needed services and we value the local knowledge and commitment they possess. Because these organizations are community-focused, they often lack the networks to attract resources, technical expertise and new ideas. We strive to broker these connections.

142 grantees

$800k given to 37 new 2012 grantees

$6.6m in total support

2009-2014 Giving Growth

Giving by Country

- Kenya 29%
- Uganda 25%
- Tanzania 10%
- West Africa 10%
- Burundi 4%
- DRC 4%
- Malawi 3%
- Zambia 2%
- Rwanda 13%

*Figures inclusive of Barry Segal personal donations
Our Capacity Building Support

Helping our partners reach their full potential.

Our grantees are fueled by their passion to serve their communities and often devote most of their revenue and energy towards programming. While we admire their commitment to beneficiaries, we also recognize that this may leave minimal resources to strengthen the staff and systems needed to make a greater impact. In 2012, we began building a package of services aimed at enhancing organizational capacity. In 2013, we will grow this effort significantly.

Providing tools and professional development opportunities
In 2012, we began our partnership with The Foundation Center, the leading source of information on philanthropy, fundraising and grant programs. Through this partnership, SFF provides grantees with access to the Foundation Directory Online Professional as well as credit towards educational training courses.

Sharing knowledge from subject matter experts
In 2012, we held our first webinar series, Proposal Writing 101 with JCGeever Inc. development experts. In 2013, we’ll hold the series, Taking the Fear Out of Fundraising: The Donor Cultivation Cycle with the Africa-interest social impact strategy firm, ConceptLink.

Harnessing talented volunteers to build organizational capacity
In 2013, we will begin to help our partners leverage skilled volunteers to help grow their organization’s impact. SFF will partner with Catchafire, an organization that matches pro bono professionals with social good organizations.

Building civil society presence
We will also focus specific attention on Burundi, which lacks both donor attention and a strong civil society. In 2013, we plan to establish a Social Impact Incubator, which, in its first year, will act as a common space for both local and international NGOs to collaborate and focus on building capacity.

Connecting organizations to local experts
SFF will also be piloting a capacity building support program for select partners in Uganda. We will guide organizations through an assessment process to identify their most pressing capacity needs and then match them with the best service providers to offer targeted, on-site advisement.
SFF holds Annual Meeting with Nobel Laureate Leymah Gbowee providing the Keynote; Jacques Sebisaho of Amani Global Works receives our Rising Star award and Cheryl Dorsey of Echoing Green receives our Angels for Africa award.
SFF organizes Proposal Writing 101 webinars for SFF grantees with JCGeeverInc.

SFF gains full-time presence on the continent by hiring Africa-based Director of Operations, Ash Rogers and Burundi Country Director, Guy Desire “Dedo” Ndishimiye.


SFF sponsors health partners to attend D.C. International AIDS Conference.

SFF closes 2012 at $6.6m in giving for the year.

SFF attends Clinton Global Initiative.

SFF gains full-time presence on the continent by hiring Africa-based Director of Operations, Ash Rogers and Burundi Country Director, Guy Desire “Dedo” Ndishimiye.
Our Annual Meeting celebrates the accomplishments of the SFF community. 2012 was particularly inspiring with the introduction of our Angels for Africa and Rising Star awards and a keynote address by Nobel Peace Laureate, Leymah Gbowee.

**SFF Award Winners!**

Jacques & Mimi Sebisaho
Jacques, Founder of Amani Global Works & winner of the SFF Rising Star award

Cheryl Dorsey
Cheryl, President of Echoing Green & winner of the SFF Angels for Africa award

Barry & Martin Segal
Barry and Martin address nearly 150 guests and share SFF highlights from the past year

Our Keynote

Dolly Segal, Barry Segal, Leymah Gbowee, MacDella Cooper
We were honored to have Nobel Laureate, Leymah Gbowee as our keynote speaker

Panel Discussions

Innovative Strategies in Reproductive Health & Africans for Africa

SFF Staff & Board

Denise Stripling, SFF Administrator; Alison Maloney, Focus Autism; Gabby Francesco, SFF Program Assistant; Jeremy Goldberg, SFF emcee & Board Alum; Andy Bryant, SFF Executive Director
Alarming, menstruation-related issues are cited as one of the biggest factors related to Uganda’s disproportionately high dropout rates amongst girls. When girls drop out, they have a higher incidence of early pregnancy, higher lifetime fertility rates, sicker children, and poorer families. In order to combat this cycle, SFF supports a range of organizations working on feminine hygiene solutions. Organizations like Afripads are opening the discussion to this previously taboo topic. As SFF’s first program-related investment (PRI), this partnership reflects our desire to experiment with different forms of support. As a social business, Afripads aims to make a profit through supplying reusable sanitary pads that keep adolescent girls healthy and in school. The pads are manufactured in Masaka, Uganda, employing a team of 60 young women.

Set Her Free works with young women in Kampala slums that were involved in or are vulnerable to the sex trade. They get them off the streets and into sustainable employment. Even though they are working with an extremely marginalized population, they have been able to find job placements for 100% of the girls who agree to enter their full program. Founder Robinah Muganze says success comes from thinking about the entire set of issues a young person faces.

SFF is interested in the transition youth face between education and finding employment; Set Her Free is developing a cluster of services that helps to bridge this transition. Their project not only provides vocational training and job placement but also healthcare, mentoring, legal services, temporary housing, and life-skills training.

The winner in 2012 was Kelvin Doe (aka DJ Focus) a teenage, self-taught engineer who runs a radio program on the batteries and generators he created from found objects. He was the youngest person to be invited to MIT’s Visiting Practitioners Program. SFF continues to find immeasurable value in organizations like IS that can catalyze the potential of determined young people.

When David Sengeh isn’t busy pursuing a doctorate in biomechatronics at MIT, he is expanding the business plan competition he created in his native Sierra Leone. David saw a lack of outlets for the creativity and entrepreneurship of youth so he started Innovate Salone (Salone is creole for Sierra Leone). IS reaches thousands of secondary students who submit proposals for their innovative ideas. The best are selected to receive start-up funding and mentorship from top minds in Sierra Leone and the US. The winner in 2012 was Kelvin Doe (aka DJ Focus) a teenage, self-taught engineer who runs a radio program on the batteries and generators he created from found objects. He was the youngest person to be invited to MIT’s Visiting Practitioners Program. SFF continues to find immeasurable value in organizations like IS that can catalyze the potential of determined young people.
Notable Updates

Amani Global Works

SFF Annual Meeting 2012 Rising Star awardee, Jacques Sebisaho, forges ahead to bring quality health care to Idjwi Island, an extremely underserved and remote island in Lake Kivu (DRC). Amani Global Works treats 240 patients per day, feeds 150 children twice per week, supports 800 women with livelihood projects, and deploys one community health worker for every 15 households.

Amani Global Works joins a cohort of SFF health partners, which use health clinics as anchors to extend holistic services to communities. SFF believes that this approach of incorporating education, agriculture, and community development programming is the path to true impact in the health sector.

Nyaka AIDS Orphans Project

Founder and Executive Director, Twesigye Jackson Kaguri was celebrated as a 2012 CNN Hero for his leadership of The Nyaka AIDS Orphans Project. Nyaka is one of our longest grantee partnerships, since Barry met Twesigye at the Clinton Global Initiative in 2008. Nyaka works on behalf of HIV/AIDS orphans in rural Uganda using a holistic approach to community development, education, and healthcare.

With the support of SFF, Nyaka’s new secondary school will open between 2013 and 2014. SFF would love to see its partners learn from Nyaka’s holistic programming, especially their Grannies program, which serves over 6,000 grandmothers that are at the core of their community.

Spark Microgrants

Sasha Fisher is building a model behind the oft lauded, yet rarely achieved, concept of community-led development. Spark offers small grants of $2,000 – $10,000 and facilitates a participatory process through which the community designs, implements, and manages their own projects. The idea is that once communities get organized and see the benefit of the initial project, they will go on to tackle other social issues.

SFF is proud to have been a founding partner when Spark was just getting starting two years ago. Since then, Spark has partnered with over 40 communities in Rwanda and Uganda.
This year SFF and PPFA kicked off an exciting partnership at our March Reproductive Health Workshop, where training was held in the Youth Peer Provider (YPP) Program for our top grassroots health partners. This program trains young people to provide reproductive health information to their peers, prepares health workers to provide youth-friendly services, and creates venues for youth to seek reproductive health services.

PPFA eventually chose Lwala Community Alliance, Village HopeCore, and Shining Hope for Communities as implementing partners of the program. We like the amplified impact of this initiative and hope to catalyze similar collaborations in other sectors.

Investing in women and girls is generally the best investment for development outcomes. But what about when it comes to sex? Rather than ignoring one half of the equation, BRAC-Uganda is including men and boys in the conversation of sexual and reproductive health through its Adolescent Health Promoters programming. Young women are trained to sell healthcare goods and are paired with leaders from young mens’ groups to disseminate health messaging. Teaching girls to say ‘No’ is the natural partner of teaching boys not to ask.

BRAC is one of our strongest International NGO partnerships and we’re excited to share our learnings of the Adolescent Health Promoters programming with our growing portfolio of reproductive health partners.

Most teenagers don’t want to ask for condoms in front of their Auntie. So is it any surprise that they shy away from seeking reproductive health services at the same clinic their neighbors and relatives frequent? Naguru addresses this issue with their Youth Corner model. Youth Corners are separate structures near health centers that provide a wide range of reproductive health services. Youth are drawn in by movies, sports, and games, which they can use as their excuse for visiting in the first place.

In all, Naguru reaches 20,000 young people through their Youth Corners in Kampala. SFF is partnering with Naguru to spread their model outside the capital, and through partnering with grassroots organizations, like the Mpoma Community HIV/AIDS Initiative.
Barry Segal, Founder

Barry is a man who can't sit still. In business and in philanthropy he has obsessed over the challenge of solving big problems and getting things done more efficiently and effectively.

As a business person, he was a fantastic entrepreneur. He started his company, Bradco, in 1966 after working with his father for 15 years at the H. Verby Company. His father eventually joined him at Bradco. The company was built over the decades until 2006, when Bradco sales peaked at over $1.9 billion with 150 branches across the US. In August 2008 he sold control of the company and began his journey into philanthropy.

Segal Family Foundation was registered in 2004 as the manifestation of Barry’s belief that individuals and communities in Sub Saharan Africa were just a few opportunities away from realizing stable, healthy, and empowered lives. The Foundation team has striven to remain true to this vision to this day.

Twice daily tennis, visits with 14 grandchildren, managing the family's finances, and running the Foundation didn’t fill his days so Barry started a second foundation, Focus Autism, that addresses the root causes of that disease.

Dolly Segal

Dolly was born in the Philippines. She went to college at the University of San Carlos, Cebu City, and graduated at the age of 19 with a Bachelors of Science in Commerce, majoring in accounting. Upon graduating, she began working with Philippine Banking Corporation in Cebu City, Davao City, and later in Manila.

Dolly came to the US in 1970, settling in New Jersey. She worked as an accountant in New York City for over a decade. Eventually her commute got the best of her and she went into real estate. In 2000, Dolly was an associate in MCAR (Middlesex County Association of Realtors) and served on its Community Service Committee. They helped children with terminal illness, raised funds for disabled college students, collected food for the homeless and placed abused women in safe homes. She is a strong supporter of the Realtors Political Action Committee, NJ Make-A-Wish Foundation and the Children Miracle Network.

Dolly met Barry on the tennis court in 2005. They have been doubles partners ever since.

Martin Segal, Managing Director

After Graduating from the Kelley School of Business at Indiana University in 2004, Martin worked to become the Vice President of Operations for Bradco. He later took on the role of Vice President of Acquisitions, negotiating numerous strategic and accretive acquisitions.

In 2010 Martin joined the Segal Family Foundation full-time as Managing Director. In addition to his role with the Segal Family Foundation, Martin is a real estate investor and manages several real estate partnerships.

When Martin is not working or spending time with his lovely wife Kristen and their daughter, Elin, he enjoys fishing, skiing, playing tennis, and spending time with family and friends. The family resides in Chatham, NJ.

Janis Simon

Janis Simon resides in Chevy Chase, Maryland and Vail, Colorado. She has been married for 32 years and is a mother of four children and a host son from the ABC program (A Better Chance).

She has her Masters degree in art education from Connecticut. She has taught art in the public school's kindergarten through 12th grade, and pre-school and Kindergarten for the Jewish Community Center.

She has been on many boards of directors including Hadasah, Congregation Kol Haverim, A Better Chance, and Hartwell Soccer. Besides the Segal Foundation she is presently on the board of Artists in Real Time, The University of Hartford and serves as the Chairperson of the Nyaka Aids Orphanage Project. In addition, she has experience fundraising for the National Epilepsy Foundation and the American Cancer Society.

In her free time she loves to play tennis, oil paint and ski.
Antoine Chiquet was born in France and went to business school there. He worked in the corporate world both in Europe and Asia, mostly in international marketing.

He met his wife, an American citizen, while they were both working for L'Oréal in Paris. They moved to San Francisco and stayed for 15 years before relocating to New York a few years ago with their two daughters.

While in vacation with his family in Uganda, Antoine met Noerine Kaleeba, the founder of the The AIDS Support Organization (TASO). Her story inspired him to get involved in the non-profit world and he co-founded a non-profit organization called Komo Learning Centres, which provides community-based educational opportunities for vulnerable and disadvantaged children in Uganda.

Rich earned his Ph.D. in Computer Science from the University of Washington in 1997. Since then, he has been a member of the research staff at the IBM T. J. Watson Research Center where he researches the application of artificial-intelligence and machine-learning techniques to real-world business problems.

Rich and his wife Joanna are the parents of three girls. Rich is an avid bicyclist who has completed the 204-mile, Seattle-to-Portland bicycle classic eight times. He also enjoys skiing, softball, racquetball, archery, and is sometimes even seen on the tennis court. He is currently training for his first triathlon.

Rich’s charitable interests include Africa, children with special needs, epilepsy, and sustainable living. He has a personal connection to children with special needs as his oldest daughter has epilepsy. He is an active supporter of the Epilepsy Foundation of America, Blythedale Children’s Hospital, and the Miracle League of Westchester.

Larry Seruma is the Managing Principal of Nile Capital Management LLC, the Advisor of the Nile Africa Funds. In 2004, Mr. Seruma founded Nile Capital Management, where he began his tenure as Portfolio Manager for the Nile Master Fund, a global long/short equity hedge fund.

Prior to founding Nile Capital Management, Mr. Seruma was a Principal at Barclays Global Investors (BGI), a division of Barclays Capital. He was a member of the Active Strategies Group there and also a member of BGI’s Investment Process Committee. Mr. Seruma has authored several articles on investments in Africa and other emerging/frontier markets, and has been featured in many leading financial publications. He is the author of www.moneywatchafrica.com, a financial blog focused on understanding Africa investment opportunities.


Barbara Bush is CEO and co-founder of Global Health Corps, an organization that aims to mobilize a global community of emerging leaders to build the movement for health equity. Over the past few years, Global Health Corps has sent hundreds of fellows from eight countries to work with non-profit and government health organizations like Partners In Health and the Clinton Health Access Initiative in Burundi, Uganda, Tanzania, Malawi, Rwanda, and the United States.

Before joining GHC, Barbara worked for two years in educational programming at the Smithsonian Institution’s Cooper-Hewitt, National Design Museum, where she supported design thinking programs for high school students and faculty in Louisiana, Texas Minnesota, and New York.

Barbara Bush came to America in 1992, one of thousands of refugees of the Liberian civil war.

Prior to founding MCF in 2004, Ms. Cooper was the Marketing and Events Coordinator for Jones Apparel Group, where she helped to develop comprehensive marketing strategies for Ralph Lauren, Anne Klein, Jones New York and several other fashion brands. She also directed the marketing and event planning initiatives for the New York Independent Film and Music Festival.

Ms. Cooper sits on the board of directors of several charities and private foundations, including the Red Cross Tiffany Circle. She has received several awards for her philanthropic efforts, including the Victor E. Ward Humanitarian Award for community service and the Momentum Women's award. A graduate of The College of New Jersey, Ms. Cooper lives in Manhattan.
Andy Bryant joined the Foundation as executive director in October, 2010. He oversees the Foundation’s team and implements the vision of the Segal family.

He has worked in international development for many years in various countries in the developing world. The common link across his postings has been involvement in programming that provides self-sustaining solutions to poverty.

Andy completed a BA from Princeton University in 2003 & subsequently graduated from Syracuse University in 2007 with a MPA in International Development. He also served as a Princeton in Africa fellow. Following completion of graduate school, he founded the microfinance program for Tanzanian Children’s Fund where he was a grantee of the Foundation. He has also worked as a consultant for the Mpoma Community HIV/AIDS Initiative and TechnoServe in East Africa and India.

Ash is the Foundation’s Director of Operations and based in Kampala, Uganda. She directs SFF’s funding and non-monetary support of partners In Africa.

Before joining SFF, Ash was a Global Health Corps Fellow, working as the project manager for Mpoma Community HIV/AIDS Initiative.

She received her Masters in Public Administration and Certificate in International Development Management from the Evans School of Public Affairs at the University of Washington. While in graduate school she first interned with EA Alliance of Nonprofits (a nonprofit umbrella organization) in Seattle and then with the U.S. Department of State in Malawi.

Gabby works as the Program Assistant at the Segal Family Foundation. Her primary role is to develop the Foundation’s communications strategy and non-monetary support package for US-based grantee partners. She joined Segal as an intern in October 2011 and began full-time as Program Assistant in January 2012.

Gabby previously worked with the African Rainforest Conservancy and helped to design and implement a revitalized social media marketing campaign during the organization’s 20th anniversary re-launch.

She graduated from Rutgers University magna cum laude with a degree in Art History and a certificate in Cultural Heritage Preservation where she also had the opportunity to spend summers studying art in Paris and Greece.

Guy Desire “Dedo” Ndyishimiye
Burundi Country Director

Dedo is SFF’s Burundi Country Director, running our Social Impact Incubator. He is a social enterprise and social justice advocate. He was born and raised in Burundi. He graduated from Uganda Martyrs University with a major in Ethics and Development studies.

Before moving to the public sector, Dedo worked in the private sector for two years in strategic service delivery and marketing. He spoke in December, 2012 at TedX Youth Bukoto in Kampala, about the flash mob he organized in Burundi to promote healthy lifestyles among the youth. In 2011-12, Dedo was a Global Health Corps fellow. He worked with PSI/Burundi on condom social marking and communication.

He is currently leading SFF efforts to support civil society organization through creation of our first capacity building incubator. In his free time, Dedo loves dancing, traveling, adventure, cooking and activities engaging the youth and other minorities.
2012 Partners

Arusha Lutheran Medical Center
A Child for All
Access: Wind
AfricaHEART
AfriCAN Cafes
African Innovation Prize
African Rainforest Conservancy
Afrika Tikkun
Afripads
AGE Africa
Akihah Institute
Akilah Institute
Akili Dada
Amani Global Works
Architecture for Humanity
ASYV
Ashoka
BEADS for Education
The BOMA Project
BRAC
Budondo Community Based Organization
Building Tomorrow
Bugere Education Support Organization
Carolina for Kibera
Change a Life Uganda
Child Future Builders
Compassionate Actions Foundation
The Cries of a Child
Crossroads Springs Africa
CYEC-Kenya
Development in Gardening
Dikembe Mutombo Foundation
Digital Divide Data
Echoing Green
Educate!
EnClasse
FACE Africa
FACE AIDS
Falco’s Home
FAME
Farm Shop
Foundation Rwanda
Free the Children
Gardens for Health International
Gbowee Peace Foundation USA
Generation Rwanda
Georges Malika Foundation
Global Grassroots
Global Health Corps
GlobeMed
Gondobay Manga Foundation
goods for good
Habitat for Humanity
Heartt
HELECA
Help Malawi
International Education Exchange
IPAS
Indego Africa
Indigenous Education Foundation of Tanzania
Innovate Salone (Global Minimum)
Invisible Children
Inyenyeri
Jack Brewer Foundation
Jeff Gordon Children’s Foundation
Joyce Banda Foundation
Kenya Education Fund
Kickstart
Kip Keino Foundation
Kisilco
Komaza
Komera
Komo Learning Centres
Kyetume Health Clinic
President Sirleaf Literacy Project
Life Project for Africa
Livelyhoods
Living Goods
Lwala Community Alliance
MacDella Cooper Foundation
Macheko Sustainability
Madieu Williams Foundation
Makita Ruby Cup
Mezimbite Forest Center
MIC Dispensary
MIT 100k Contest
MIT Sloan Africa Business Club
Mitengo Carbon
Moringrow Bounty Investments
mothers2mothers
Naguru Teenage Information and Health Center
New Sight Eye Center
Niapale Project
Nibakure Children’s Village
Nyaka AIDS Orphans Project
Nyanza Church of Christ
One Acre Fund
One School at a Time
Pamoja Project
Partners in Health
Peace for Africa and Economic Development
Permaculture Research Institute of Kenya
Planned Parenthood Federation
The Population Bomb
Population Media Center
Powering Potential
Princetion in Africa
PSI
Rafiki wa Maendeleo Trust
Raising the Village
The Rwanda School Project
Sanergy
Scientific Roets
Self Reliant Agriculture
Set Her Free
SHE
Shining Hope for Communities
Sirleaf Market Women’s Fund
Small Loans Association
Small Rain
Soft Power Health
Spark Microgrants
Straight Talk Foundation
Sullivan Foundation
Sustainable South Bronx
Taia Peace Foundation
Tanzanian Childrens Fund
Teen Support Line
Tigatya Schools
Tiyaten Health
Top Ride Academy
Tostan
Ubuntu Education Fund
Uganda Development Health Associates
Umoja Usao Women’s Fund
Village Health Works
Village Hope Core International
World Wide Orphans
We Care Solar
Women for Women
ZAMCOG
Zambian Institute for Sustainable Development
We partner with outstanding individuals and organizations who improve the well-being of communities in Sub-Saharan Africa.