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.
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.
Letter from the Founder

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.
We partner with outstanding individuals and organizations who 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.

SFF GIVING GROWTH 2009 - 2016

141
grandee partners

23
new grante partners

764 days
spent in Africa by SFF team
$8.5M GIVEN 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

69% have budgets less than $1M

74% have Africans in leadership roles

78% have women in leadership roles
On 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 grantees 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.

“The world belongs to the creative cooperators.”
-- President Bill Clinton, SFF Annual Meeting 2013
Barry and Dolly Segal with President Clinton

Participants in the Pitch Competition: Inviting Others to Join Your Cause anxiously wait for real-time poll results

Molly Melching, Founder of Tostan delivers an address

Peter Luckow and Raj Panjabi of Last Mile Health accept the SFF Rising Star award

Gardens for Health accepts the prize for the best pitch after a live audience poll

Maggie Barankitse of Maison Shalom accepts the SFF Angel for Africa award

The youth panel discusses how young people can drive change in their communities

Susan Davis, CEO of BRAC USA during the panel, “Fundraising Success from Day One”
Highlights

**January**
SFF hosts Bill Clinton at Annual Meeting in NYC

**February**
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

**May**
SFF holds Health Network Workshop: Pushing Healthcare Beyond Clinic Walls

**June-July**
SFF celebrates the success of its first Youth Network Workshop: Improving Youth Outcomes Through Collaboration
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.

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

SFF makes a Clinton Global Initiative Commitment to Action for a radio soap opera in Burundi. At the 2013 Clinton Global Initiative, 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 of $1.6 million.

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.
Active Partnership

launching grantees to a next level of impact

We 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

77% of grantees served by Active Partnership

$256K awarded in capacity building support

$387K in grantee savings
In 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.

How 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.

Professional Development & Learning Opportunities

Empower local organizations
Connect with high impact INGOs
Attract international funders
Active Partnership
launching grantees to a next level of impact

Targeted Capacity Support

Targeted 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: 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.

“...really addressing the grantee partner’s specific needs.”
--Ash Rogers, SFF Director of Operations

Peer Networks

S 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.
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 bookkeeping 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.
“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**

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

George William Bakka
Founder, 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.

**YOUTH C4C**

“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

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.
Today, 1.5 million Liberians in remote villages live inaccessibly far from health centers. In 2012, Last Mile Health reached out to the most vulnerable patients in Liberia’s so-called “last mile villages” to provide access to high-quality primary care. By providing villagers with the training, equipment, consistent management, and financial incentive to be professionals, their frontline health worker (FHW) model is able to overcome obstacles in access, including far distance from the clinic, inability to pay for transport to the clinic, and unavailability of medication at the clinic, to provide high-quality and home-based primary care. Since September 2012, Last Mile Health has developed and refined a replicable model that acts as a clinically effective, cost-effective community health delivery system in the Konobo district of southeastern Liberia.

“After developing Liberia’s first rural HIV treatment program, we knew the solution was not more doctors nor was it just more community health workers. The solution is better community health workers who are recruited, trained, equipped, managed, and incentivized to operate as the core of the rural health system.”

Raj Panjabi
CEO, Last Mile Health

We support innovative grassroots organizations that can replicate or scale their models to reach more beneficiaries in a variety of locations.
Lwala Community Alliance is unique in three ways. First, the organization is Kenyan founded and has a workforce that is 98% Kenyan nationals. Second, the mission is geographically targeted at the nexus of Migori, Kisii, and Homabay counties in Kenya, an area known for acute health and development needs. Third, the model is multi-dimensional, with programming in clinical care, community health, education, and economic empowerment. With this focus, Lwala is able to innovate as a rural, community-led development agency and aims to purposefully share and transfer best practices with other partner organizations.

“By purposely convening and connecting its grantees, SFF has created an ecosystem for project collaboration and partner co-learning. Through SFF, Lwala has at least a dozen new relationships with peer organizations which has led to great opportunities for peer-learning in terms of program innovation, management challenges, and fundraising strategies.”

James Nardella
Executive Director,
Lwala Community Alliance
“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 (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
We support locally-led Burundian NGOs to achieve their 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
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.

“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

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Grantee Partners

A Child For All Inc.
Access Energy
ACODEV
AfricaID Inc.
African Innovation Prize
AfriPads
AFYA
ACE Africa
African Institute
Askil Dada
Amani Global Works
Anshia Lutheran Medical Center
Angels Initiatives
Ashoka
ASYV
Beads for Education
BESO Foundation
BOMA Project
BRAC
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
Digi
Digital Divide Data
Dikembe Mutombo Foundation
Eastern Congo Initiative
Echoing Green
Educate!
Education For All Children
Enclass
Face AIDS
FAME
Farm Shop
FODE
Foundation Rwanda
FVS-Amade
Gardens for Health International
Gbwee Peace Foundation USA
Generation Rwanda
Georges Malaika Foundation
Girls Foundation of Tanzania, The

Global Grassroots
Global Health Corps
GlobaMed
Gondabai Manga Foundation
GoodforGood
GRACE Project, The
Habitat for Humanity
Harvest For Christ
Hatuw Likoni
HEART
Heart
HELGA
Indego Africa
Indigenous Education Fund of Tanzania
Innovate Salon
Inyenyen
Jeff Gordon Children’s Foundation
Jilmegeme
Joyce Banda Foundation
Kenya Education Fund
KickStart
Kip Keino Foundation
Kisito
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
Macheko Sustainability Project
Madieu Williams Foundation
Maison Shalom
Makita Ltd. Ruby Cup
Medic Mobile
Mezimbite Forest Center
Microclinic International
MIT 100K
Mitengo / Shared Value Africa
Mothers2Mothers
myAgro
Naquru Teenage Center
New Sight Eye Center
Niapole Project
Nibakure Children’s Village
Nyakera 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
PSI
Rafiki wa Mpendo Impala Trust
Raising 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
Titaiga Schools
Top Ride Academy
Tostan
Tugende
Village Health Works
Village Hope Core International
We Care Solar
WISER International
Worldwide Orphans
Youth Challenge a 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.