



**SEEDS OF
AFRICA™**

2014-2018

*ANNUAL
REPORT*



LETTER FROM THE CEO

When I founded Seeds of Africa in 2008, our organization consisted of little more than an after-school program in a backyard classroom of makeshift desks, benches, and a freestanding chalkboard. Now, Seeds had grown into a full-time school and community landmark in Adama, Ethiopia. We have created a multifaceted model of enrichment and social uplift that has achieved immense success despite so many obstacles in our path.

Finally given proper materials, expert instruction, and proper nutrition, our students are thriving. They are developing comfort in core academic disciplines, methods of critical thinking, and dynamic life skills that will allow them to become stewards of a new generation that will lead us in solving the nation and continent's most pressing issues.

Finally offered the holistic assistance necessary to make their entrepreneurial dreams come true, our Seeds families and the local businesses we support are expanding because of their success, setting in motion the gears for a sustainable foundation of socio-economic development and equality in the region and well beyond it.

Seeds of Africa has directly and indirectly impacted over 300 families in Adama. With more than 200 students now enrolled in Pre-K through Sixth Grade classes and 138,000 meals to make sure they are nourished and focused—and with 120 loans to the female guardians of students and financial support for the establishment of 50 new small, community-oriented businesses—Seeds of Africa is transforming the trajectories of the families we serve and is impacting the community today, and for decades to come.

Our impact on the region has been significant, but we are buoyant with the hope that we will have an even more profound impact in the upcoming years as we move to expand across the country. Through our close partnerships with the Ethiopian Ministry of Education, Ministry of Health, and Women's and Children's Affairs Bureau, we hope to collaborate with communities and replicate our Early Childhood Care and Education (ECCE) model at the national level.

The strongest, mightiest trees were once seeds, and sustainable social development begins with an energizing morning meal, an Algebra textbook, and a set of writing and reading projects. It begins with our future leaders. Together, we can provide early childhood interventions that guarantee the right of each Ethiopian child to develop to his or her full potential and unlock the potential of our nation and continent.

We are excited about the future, and you should be too.

On behalf of the Seeds of Africa board, family, and students, we thank you.

Atti Worku
FOUNDER AND CEO

MISSION

Seeds of Africa is a nonprofit organization educating the next generation of Ethiopia's leaders and empowering their mothers to become entrepreneurs.

Our programs aim to provide students, families, and their larger networks with the resources they need to alleviate poverty, support themselves and reinvest in their local community. Seeds of Africa's vision is to replicate our sustainable model in the broader Ethiopian education system and in other African communities.

GLOBAL PROBLEMS, LOCAL SOLUTIONS

Our goals are in harmony with the United Nations Development Programme's Sustainable Development Goals (SDGs), which set global social and economic development goals to reach by the year 2030. We focus on three SDGs at the local level in Ethiopia: No Poverty, Quality Education, and Gender Equality.

Our programs are designed with the practical knowledge that Ethiopia is one of the world's poorest countries, where over 30% of the population lives below the international poverty line. Seeds of Africa seeks to provide a platform for a grassroots movement, grounded in education, to halt the twin cycles of poverty and illiteracy while challenging the gendered social norms that persist for women.

APPROACH

Seeds of Africa serves families in the community of Adama, Ethiopia. We use a multipronged approach to lower the barriers to personal development and prosperity that poverty and a poor education create.

Our Seeding Education program provides a free full-time school to children from pre-kindergarten to 6th grade. Our unique project-based curriculum challenges students to identify and solve problems that stem from poverty through critical thinking and creativity. We provide school supplies and uniforms as well as critical social services like free healthcare and nutritional meals to keep our students healthy, happy, and engaged.

Our Sowing Community program works with the mothers and caregivers of our students to improve the quality of their family's lives. We provide the tools and resources necessary to help them increase their household income through classes in adult literacy and small business literacy. We also empower them to become independent and self-sustaining by providing micro-loans for the startup or scaling up of community-oriented small businesses. Ethiopian education system and in other African communities.



FIVE YEAR IMPACT OVERVIEW

2014 Highlights: OPERATING BUDGET: \$298,000

- Serviced 100 students Pre-K to 2nd grade
- Served over 75 mothers
- Provided 20,000 nutritional snacks for students
- Hired first full time team member in the US
- Seeds of Africa completed its first financial audit

2014

2015 Highlights: OPERATING BUDGET: \$396,401

- Serviced 125 students pre-K through 3rd grade
- Served over 100 mothers
- Distributed over 60 loans for 35 new startups
- Distributed loans for the expansion of 25 businesses
- Initiated regular medical checkups and health workshops
- Provided 23,600 nutritional snacks for students
- Hired our first Country Director in Ethiopia

2015

2016 Highlights: OPERATING BUDGET: \$455,538

- Serviced 150 students pre-K through 4th grade
- Served 125 Mothers
- Provided 30,000 nutritional snacks for students
- Expanded our successful English Immersion program
- Teacher training in STEAM curriculum (Science Technology, Arts and Math)

2016

2017 Highlights: OPERATING BUDGET: \$455,928

- Serviced 175 students pre-K through 5th grade
- Served 150 Mothers
- Increased average loan size to \$300
- Provided 35,000 nutritional snacks for students
- Secured a 99% loan repayment rate
- Earned Microfinance Institution (MFI) recognition
- Hired a development associate in US

2017

2018 Highlights OPERATING BUDGET: \$639,082

- Serviced 200 students pre-K through 6th grade
- Served 175 mothers
- Provided 40,000 nutritional snacks for students
- Expanded our microloan fund by \$10,000 to support 50 new businesses annually
- Hired program associate in US

2018



SEEDING EDUCATION

PROGRAM EXPANSION

The past five years have seen exponential program expansion as we have worked to make the Seeding Education program and its emergent, project-based curriculum richer and more impactful for our students.

In 2014, we piloted a Snack Program, which addressed the prevalence of childhood malnutrition by providing healthy meals to all students on campus. The program made our students more alert and engaged in classrooms and reaffirmed our research-backed belief that nutrition must be a cornerstone of Seeds of Africa's programming.

With a strong foundation of nutrition in place, we strategically expanded our programs to ensure that our students are equipped with the life skills necessary to succeed in our complex contemporary world. In addition to our core curriculum, new computer classes built foundational digital literacy at a young age while our Summer Program allowed students to foster critical skills in collaboration and independence through new, entirely student-run afterschool organizations.

By the end of 2017, Seeds of Africa had a Drama Club, Arts Club, Sports Club, Science & Technology Club, and a Girls Club—all student run and led. Our students are eager to lead when given the opportunity, and we are overjoyed to be able to provide it, watching them grow into confident young leaders and supportive, group-oriented peers in our programs.

Nothing captures the spirit of our students more than the establishment of our Girl's Club by several fifth graders. Young as they were, these adolescent girls took a stand against prevailing gender norms so that younger girls would not have to experience what they had. They thus formed the club not just for themselves but for the sake of others, embodying the values of independence, equality, and freedom that gives everyone at Seeds of Africa confidence in the future.

200

STUDENTS ENROLLED

100%

STUDENT RETENTION
RATE

20-23

NEW ENROLLMENTS
PER YEAR

56%

FEMALE STUDENT
ENROLLMENT

14:1

STUDENT TO
TEACHER RATIO

6 1/2

HOUR SCHOOL DAYS
(NATIONAL AVG IS
4 1/2 HOURS)

CAPACITY BUILDING

Our great success nurturing students inside as well as outside of the classroom has led to incredible growth, from a small school for very young children to one that can offer a full, free education to students through the sixth grade.

In 2015, Seeds of Africa received accreditation from the Ethiopian Education Bureau, allowing us to immediately double our enrollment. In order to accommodate the influx of fresh, enthusiastic faces eager for schooling, we expanded to a second campus and hired new administrators and international teachers who were eager to take an active role in achieving our mission. We partnered with Accelerated, an independent educational coaching organization, to help us train teachers to use the latest research-backed pedagogy. Accelerated oversaw the school's curriculum mapping—including a new English Immersion model— using new data-tracking methods, and helped us facilitate our first teacher training sessions in curriculum development, lesson plan preparation and child psychology. The results have been impressive, with growth in student participation, active learning, and creativity-critical thinking of between 10-20%, significantly higher than comparable partner schools.

PARTNERSHIPS

Impact requires collaboration, and we cherish the strong relationships we have forged. We seek out every opportunity to work with fellow organizations, agencies, and individuals that share our commitment to educating children, empowering women, and building sustainable social and economic development in our communities. In the past five years, Seeds of Africa has partnered with local NGOs and private schools in Ethiopia to refine our teachers' pedagogical strategies, created mentorship opportunities for our students in partnership with the Adama Science and Technology University, and hosted Peace Corp volunteers to enhance student experience in our Summer Program.

Because of this extensive network of allies and visible impact on our community, the Ethiopian Education Bureau partnered with Seeds to provide free textbooks for more than half of our students. As we continue to grow, we will continue to cultivate partnerships in both private and public sectors with the aim of reaching common goals of education equity in Ethiopia.





SOWING COMMUNITY

PROGRAM EXPANSION

For children to flourish into the leaders of future generations, they not only need an education at school, but a stable, supportive family at home. Thus, we are constantly working to expand our community development programming for parents and caregivers of Seeds of Africa students. Since 2015, we have provided enhanced health offerings—including vital clinic check ups and counselling services, family planning services and access to reproductive care—as well as adult literacy training and English language workshops.

Our community programs tap into the incredible potential of our families. Seeds offers micro-loans for the establishment or expansion of small businesses, and we consistently aim to expand our microcredit cycle. We increase the number of loan recipients each year, and 57 loans of approximately \$300 were granted in 2018 alone. Our efforts to expand our financial support of regional businesses culminated in a massive victory in 2017 when Seeds of Africa became formally recognized as a Microfinance Institution (MFI).

The true victory is in seeing so many of these small businesses we support—hair salons, cafes, metalworks, bread and spice shops, and so many others—taking root in our community and thriving. They exemplify our belief that the only element missing for so many impoverished families is opportunity. Take Tsehay Getachew. She runs a beverage sales business, offering local drinks like Tella and Arake to eager customers, but she needed support in order to make her business thrive. Since receiving her loan from Seeds, Getachew has tripled her business' capacity. "I hope my kids follow in my footsteps so that they don't struggle with poverty," Tsehay said about her family and her desire for self-sufficiency. "We have to be strong enough to show our children what it is like to be brave."

175
WOMEN SERVED

120
MICRO-LOANS
DISTRIBUTED

50
NEW BUSINESSES

90%
LOAN REPAYMENT
RATE

50%
HOUSEHOLD INCOME
INCREASE

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At Seeds of Africa, we believe the poor know the solutions to their problems; they just need better resources to actualize solutions. Our direction is determined by listening to the community we serve.”

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COMMUNITY BUILDING

Our mission would not get far without the support of our community, and we pride ourselves on the strong relationships we have developed with local citizens and leaders. In order to maintain an open dialogue with them, we have piloted new on-campus Community Coffee Chats and, in 2016, hosted the first annual Seeds of Africa town hall. These events have served as vital opportunities for us to speak face-to-face with community members, helping us to educate them about our organization while also ensuring that our programs are responsive to the community's ever-evolving needs.

OPERATIONS

CAPACITY BUILDING

As Seeds of Africa has grown, the operations teams in New York City and Ethiopia have expanded to meet capacity needs.

In 2015, we hired Bereket Yirgu as Seeds of Africa's Country Director in Ethiopia, who is tasked with overseeing all operations on the ground, and our New York office expanded through multiple hires in Development, Programming, Social Media Management, and Communications. These fresh voices bring with them years of professional expertise to help us expand Seeds of Africa's internal efficiency and external visibility. They are all on board to help our vision become a reality.

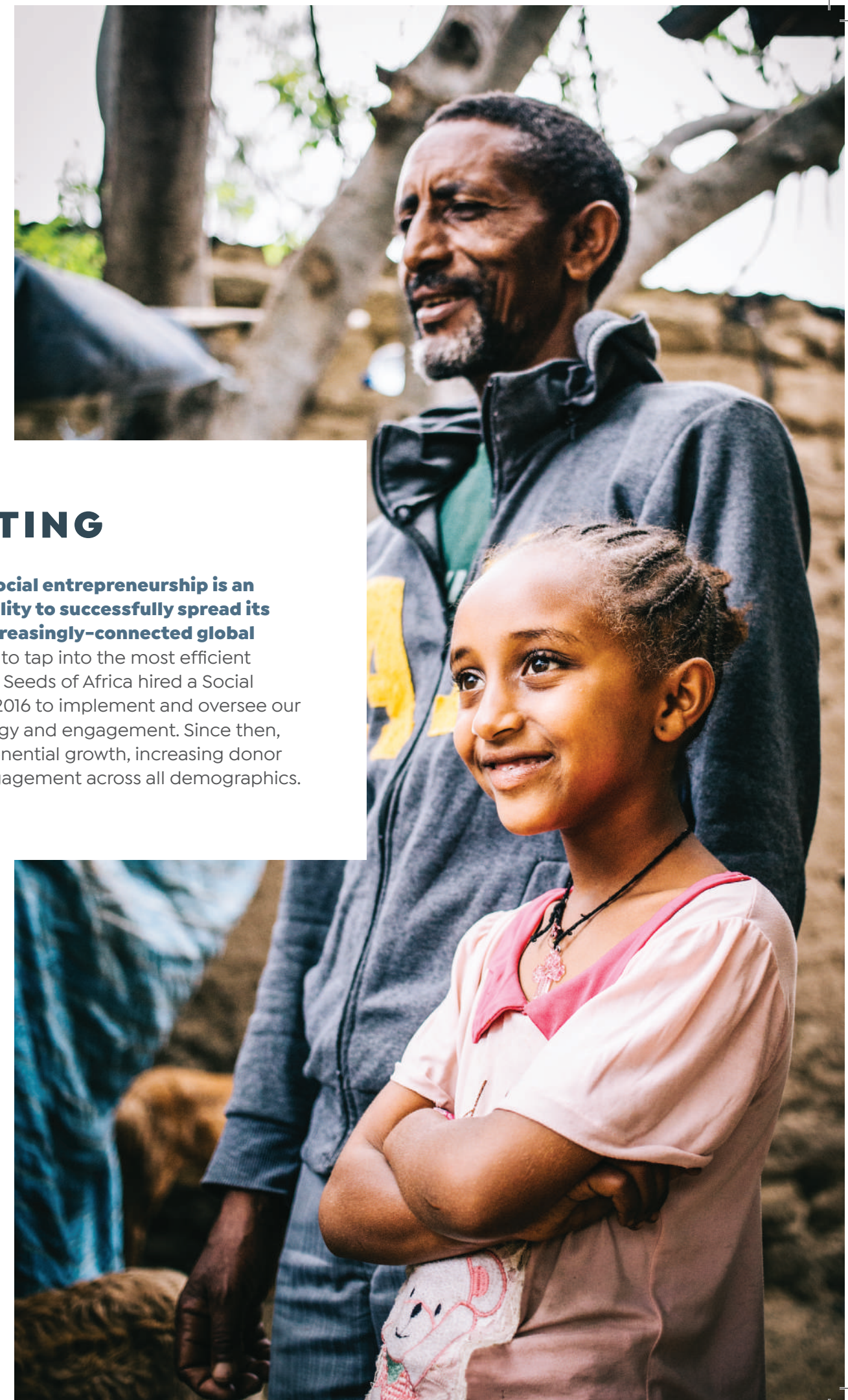
Despite operating across multiple continents, we believe that it is critical that our organization's members feel united as a single community. As part of our efforts to foster this sense of cohesion, we sent the entire New York City team to Ethiopia for the first time in 2018. They spent a month working on campus, gaining exposure to our work on the ground, and interacting with our teachers, administrators, and students. They returned to New York with a stronger grasp of the practical complexities we, as an organization, and Adama, as a community, face on a day-to-day basis as well as a reinvigorated enthusiasm for our mission.

MONITORING

Seeds of Africa has always prioritized feasibility and transparency, without which we could not successfully serve so many children and families. In 2014, Seeds completed its first financial audit, and we have continued to publish financial audits every year for review. We also began the extensive process of collecting our records, and we now have a fully digitized student database with personal profiles, demographics, grades, contact information, and medical records. This data is invaluable not only for better serving our students but for informing our future directions.

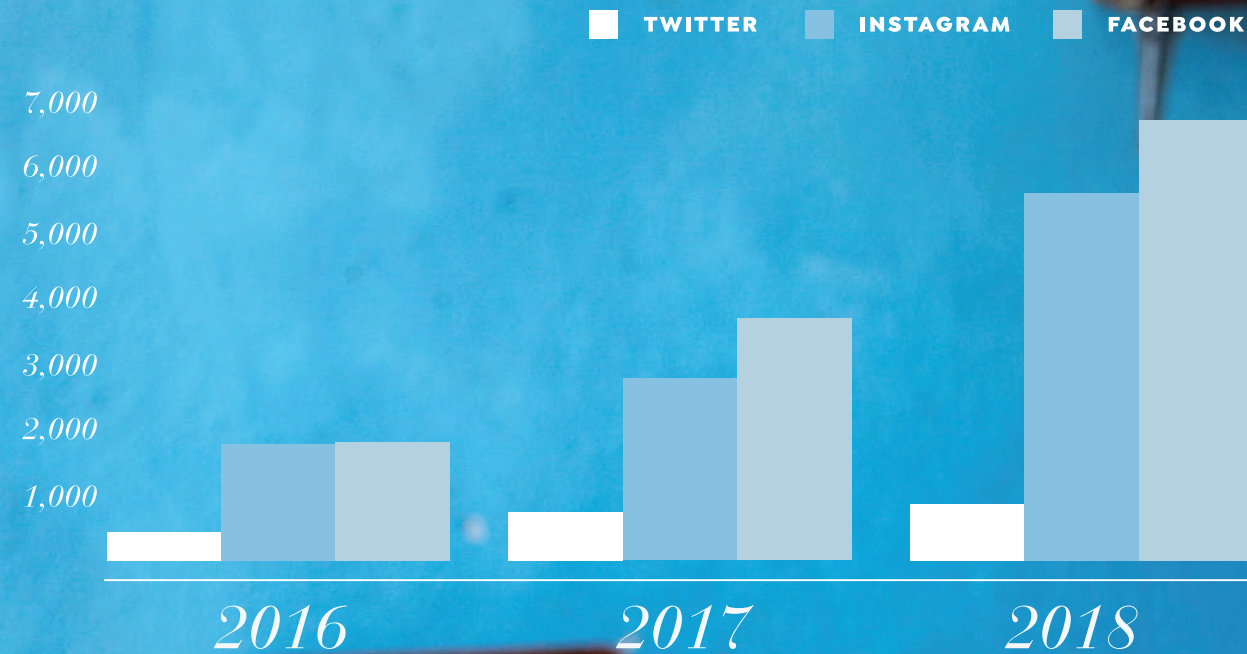
MARKETING

The lifeblood of social entrepreneurship is an organization's ability to successfully spread its message to an increasingly-connected global audience. In order to tap into the most efficient means of doing so, Seeds of Africa hired a Social Media Manager in 2016 to implement and oversee our social media strategy and engagement. Since then, we have seen exponential growth, increasing donor cultivation and engagement across all demographics.



SOCIAL MEDIA GROWTH

Follower increases by year



BOARD DEVELOPMENT

Seeds of Africa's Board of Directors and Board of Advisors have been instrumental in our growth since our establishment, and we continue to cultivate a strong and engaged board, regularly introducing new members. All board members are actively engaged in fundraising efforts.

Anthony Worku

CHAIRMAN

Founder and CEO, Plan 3000 Inc.

Elizabeth Dettori

SECRETARY

US Fund for UNICEF

Atti Worku

OFFICER

Founder and Executive Director,
Seeds of Africa

Stephanie Bond

OFFICER

Director of Marketing, Lennox
International

Sarah Simmons

OFFICER

Vice Chair of Simmons Food & Board
Member of Simmons Foundation

Deirdre Gaughan

OFFICER

Director for School of Professional and
Graduate Studies Program Development
College of Mount Saint Vincent. Former
Assistant Principal, The Ursuline School

Milton Speid

OFFICER

Director of Development, Silicon
Valley Community Foundation

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Chairman, Changing Our World Inc.

ANDY CLAYMAN
**Global Creative Director, Avenues:
The World School**

JOHN DAMONTI
**President, Bristol-Myers Squibb
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MIRELA GEGPRIFTI
Carnegie Corporation

KEVIN SHIVERS
Agent, William Morris Endeavor

DEBRA CATANZARO-WAYNE
Trustee, The George Link Charitable Trust

MARGARET SANDS
Michelin Star

MICHAEL IOVINO
Soulful Impact & iF Foundation

FUNDRAISING

Seeds of Africa's funding strategy has evolved significantly over the past five years. We have worked consistently to diversify our funding sources which now consist of Foundation Grants, Individual Contributions, Corporate Contributions, Board Contributions and Special Events.

OUR TOP FUNDERS:

Alexander Soros Foundation

The iF Foundation

Bridgeway Foundation

*The Leila and Mickey Straus
Family Charitable Foundation*

*Bristol Myers Squibb
Foundation*

George Link Charitable Trust

Yellow Chair Foundation

*Mark and Diane Simmons
Charitable Trust*

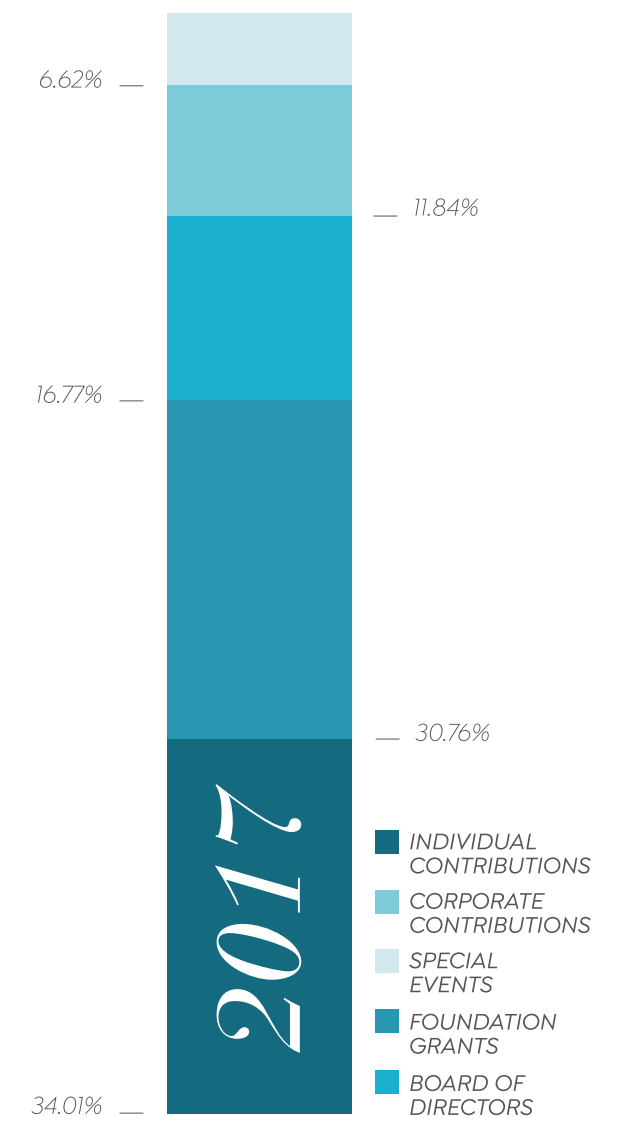
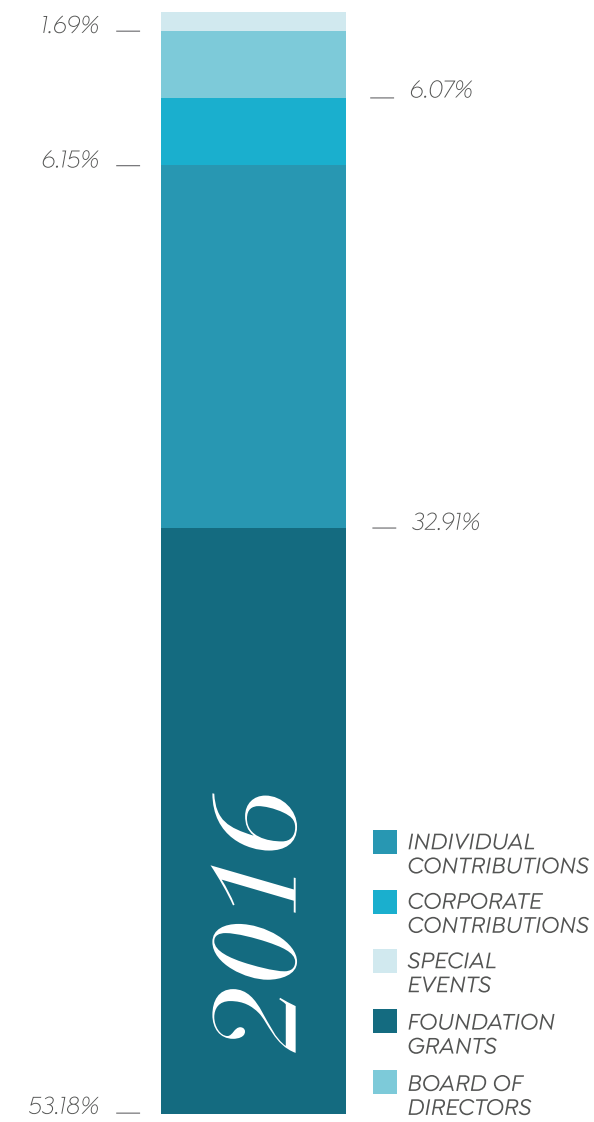
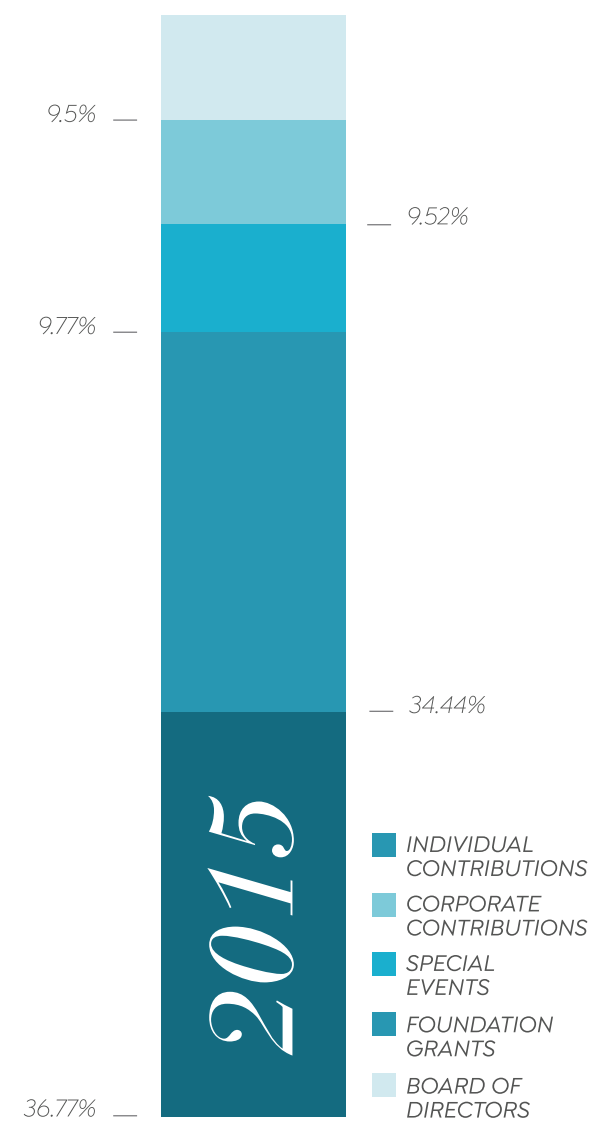
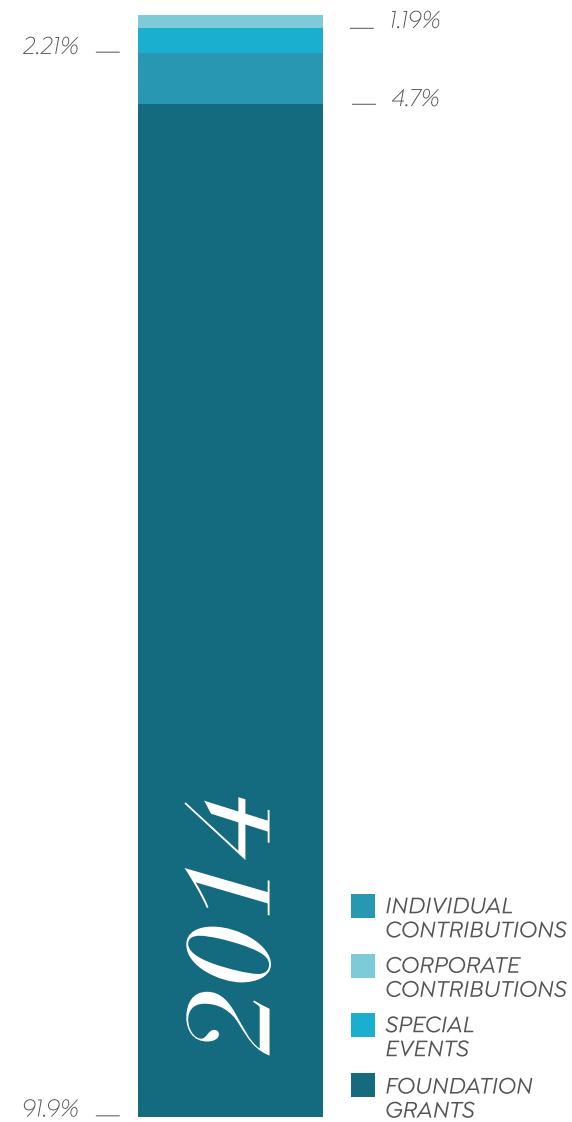
Sarah Simmons

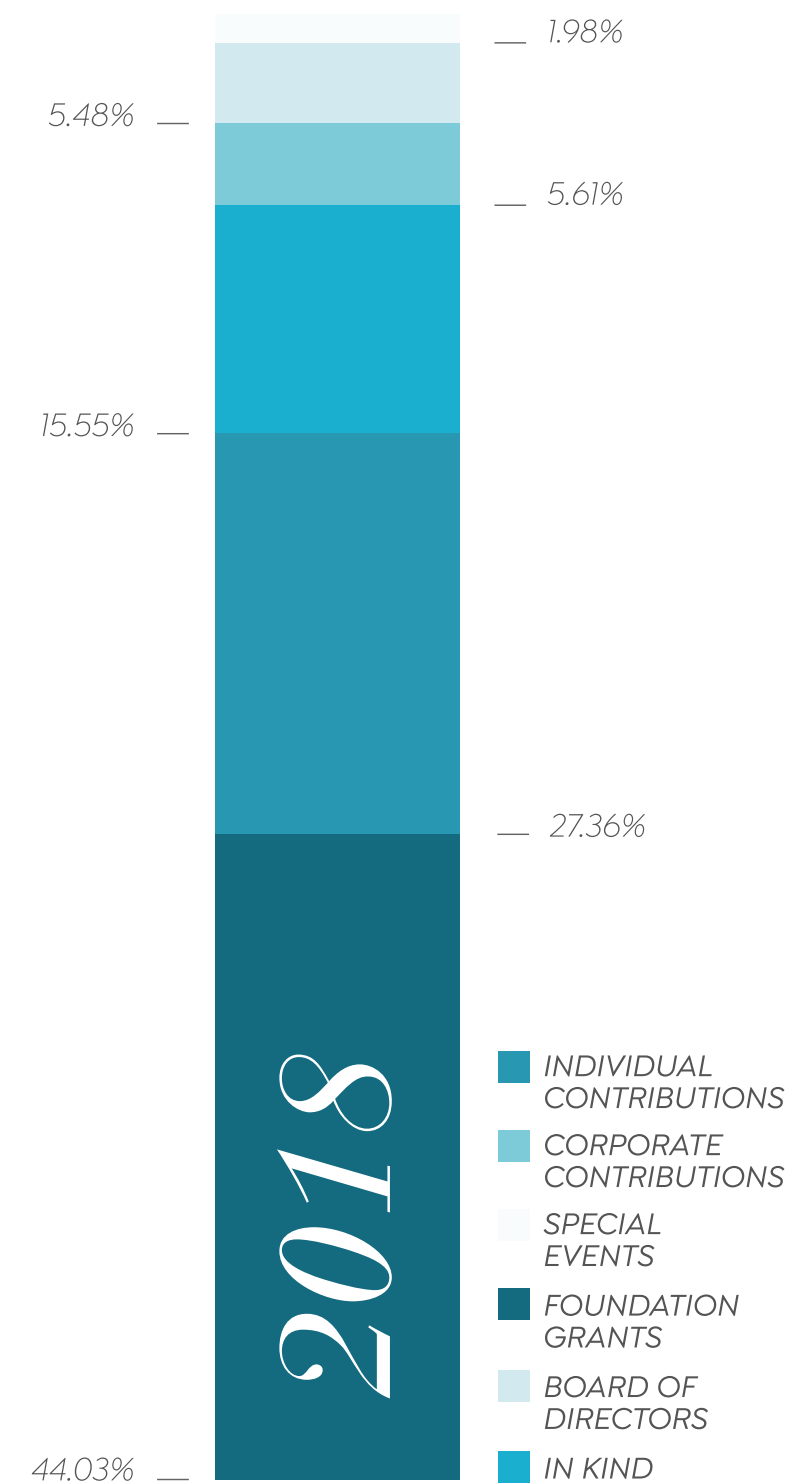
Kassahun Kebede

Tim Headington



BREAKDOWN OF FUNDING SOURCES







ADVOCACY

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When we started Seeds, we asked ourselves: what is the best way to improve educational and economic outcomes? We quickly learned that the best solutions often come from the community. The people of Adama knew that the key to improving the lives of their children was to secure their own financial independence.

And they were right: empowering mothers is the key to empowering communities.

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Our Founder and CEO Atti Worku's mission is to uplift youth through education and empower women through entrepreneurship. She has used her platform to shine a light on the power and potential of Africa and its people.

Atti is an outspoken advocate for early childhood education, women and girl's empowerment, environmental sustainability, and African socioeconomic development. In 2018, her essay on girl's education as a potential solution for global climate change was published in *Why Women Will Save the Planet*. She has spread her message from The United Nations to The Aspen Institute and innumerable venues in between, garnering global attention and notable awards for her efforts.

SERVICE:

- OPEN HEART BIG DREAMS FUND
ADVISORY BOARD
- THE ASPEN INSTITUTE SOCIETY
OF FELLOWS NY VANGUARD
LEADERSHIP BOARD
- CORDAID US LEADERS
COUNCILMEMBER
- THREE DOT DASH MENTORSHIP
PROGRAM

AWARDS:

- THE AFRICAN DIASPORA AWARD
FOR COMMUNITY SERVICE, 2015
- THE AFRICAN YOUTH EXCELLENCE
HONORARY AWARD, 2015
- WEWORK THE WING
SCHOLARSHIP, 2018
- THE GRATITUDE NETWORK
FELLOWSHIP, 2019

SPEAKING PLATFORMS:

- SKOLL WORLD FORUM
- THE UNITED NATIONS
- THE FORD FOUNDATION
- BLOOMBERG PHILANTHROPIES
- WOMEN4CLIMATE CONFERENCE
- THE ASPEN INSTITUTE
- COLUMBIA UNIVERSITY
- NEW YORK UNIVERSITY



NATIONAL EXPANSION

As part of our five-year plan, Seeds of Africa plans to scale our impact by creating a public-private partnership with the Ethiopian government to launch early childhood care and education (ECCE) centers that provide free pre-kindergarten to Ethiopian children. We are determined to contribute to increasing literacy and educational outcomes in Ethiopia as part of our founding mission, and we are excited by the government’s responsiveness to our mission.

We are currently engaged in the early stages of discussion and development with the Ethiopian Ministry of Education and local advocacy organizations like the Roman and Hailemariam Foundation. We plan to pilot a multi-year program in Ethiopia’s top five major cities, rolling out innovative and cost-effective ECCE models. This project is comparable to Open Society Foundation’s Cuna Mas program in Peru, an early childhood development program that provides day care and home visiting services for over 60,000 children.

THE FUTURE

NUTRITION PROGRAM

The mind stagnates if the body languishes. Approximately 76% of malnourished children suffer from deficits in cognitive, language, and behavioral development, and this is an especially dire problem in Ethiopian communities such as Adama. In an effort to combat malnutrition, Seeds of Africa piloted its Nutrition Program in March of 2019, and better equipped with funding and resources we are in the midst of transitioning from a snack program to a full-scale nutrition program. We have partnered with professionals in the field in order to develop a nutritious, brain-boosting menu, and we are excited at the prospect of providing breakfast, snacks, and lunch to all of our students every day beginning in the 2019-2020 academic year and beyond.

THE DREAM SCHOOL

The Seeds of Africa school is ever-evolving and we are blessed to have more and more children eager to pursue their dreams come under our wing each year. In addition to accommodating these new students, we also expand our curriculum annually in order to meet the needs of our inaugural classes as they move successfully through our system. In such a rapidly expanding system, space becomes a critical issue. Therefore, the acquisition of land to build and launch our Dream School Initiative still remains a top priority. In three years, we will offer secondary school education and begin to implement high school programs and college track programs for our students. The Dream School will be an Ethiopian Academy, a true beacon of education, that meets the highest international standards and will prepare our students to succeed in high school, college, and beyond.

FUNDRAISING

We continue to make significant shifts in our fundraising strategy and diversify our funding streams. Our goal is to continue securing major multiyear gifts in order to create stability in our funding and continuity in our programs. In order to do so, we are hiring a new development associate in order to secure African and Ethiopian grantmakers and will also host an annual fundraising event in Ethiopia to go along with an expansion of our fundraising events in New York City and Dallas.

IMPACT ANALYSIS

In 2019, Seeds of Africa will be conducting a thorough impact analysis of our programs in order to quantify and evaluate the impact our organization has had to date on our stakeholders, which will, in turn, inform decisions about strategic future growth. This quantification and analysis of our ongoing impact will allow us to more effectively and concretely communicate our story to prospective donors and other external audiences as well as internally analyze how to optimize our programs.

THREE YEAR PLAN

Based on the results of the Impact Analysis, our immediate goal will be expansion in the programmatic areas that are most successful and have the highest impact on the families that we serve.



THANK YOU!

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The right to development is the measure of the respect of all other human rights. That should be our aim: a situation in which all individuals are enabled to maximize their potential, and to contribute to the evolution of society as a whole.

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KOFI ANNAN