



Seeds of Africa

**2021** *IN REVIEW*



**For our team and the communities we serve at Seeds of Africa, 2021 was a year of many firsts. Here are some highlights from a year of exciting milestones.**

### **Leadership Transition**

At the top of the year, the Seeds Board of Directors and staff implemented a reorganization plan designed to streamline operations for greater efficiency and financial flexibility. Our Founder, Atti Worku, stepped away from day-to-day management as CEO while continuing to serve on the Board. Long-time team members Bereket Yirgu and Jazmil Genao assumed enhanced leadership responsibilities, as Country Director of Seeds of Africa Ethiopia and Assistant Director respectively.

Together, Bereket and Jazmil have collaborated to redesign and monitor our programs to remain community-centered and cutting edge. They conducted a staff survey to gauge sentiments regarding the transition. The leadership team also hosted an on-campus coffee ceremony, where they addressed recurring questions and staff concerns.

For further teambuilding, we launched a new Campus Beautification Initiative, where staff formed groups and executed creative projects to update and elevate our campus grounds, from painting a mural of our logo, to planting new trees.

### **High School Program**

The Ethiopian Ministry of Education administers a national exam for 8th graders which determines whether a student can proceed to high school. This year, Seeds' inaugural class of students took the exam with a 100% pass rate.

They are now all 9th graders at Midland High School, where we have formed new sponsor partnerships with African Education Fund Moringa and Melony Lewis to keep our close-knit students learning and thriving together throughout their secondary schooling.

This important milestone and our new program are a resounding confirmation that our mission to provide quality education to impoverished children is working. In a country where only 25% of adolescents are enrolled in high school, we are determined to continue improving schooling outcomes in the community of Adama.





### **Salary Adjustments**

As inflation rises across Ethiopia, household incomes are being heavily impacted. In an effort towards staff retention, we made salary adjustments for all staff members on the ground to ensure that they continue to earn living wages.

### **Our First Ethiopia Event**

In May, we hosted a Get-To-Know-Seeds event in Addis Ababa. Our community gathered together to engage us on Seeds' critical work over the course of a decade, from humble beginnings as an after-school program to a powerful education and economic development organization transforming thousands of Ethiopian lives. We look forward to hosting more events in Ethiopia, where our community of supporters and potential donors grows every year.

### **Successful Fundraising Campaigns**

In June, we launched a month-long #SeedsMatchingChallenge campaign to raise the \$15,000 we needed to receive a generous matching gift. We exceeded our fundraising goal and raised over \$20,000, reached our overarching target of \$100,000, and unlocked a further \$100,000 match.

In September, we launched the #SeedsBackToSchool campaign to equip our students for an exciting school year ahead. Our goal was to collect in-kind donations of school supplies, uniforms, food, and more in Ethiopia and monetary donations from our supporters worldwide. For the first time, our teaching staff contributed over 400 exercise books, pens, and pencils, and we raised \$4,850 towards the campaign.

### **Our Second Virtual Annual Benefit**

Over \$76,000 was raised in December at the 2021 Seeds of Africa Virtual Annual Benefit streamed live on our website. Our event was an hour full of celebratory stories, a conversation between Seeds founder Atti Worku and Country Director Bereket Yirgu, and a spotlighting of Seeds' first class of students to head to high school.

### **New Partnerships for a New Year**

We are thrilled to announce that we have partnered with contemporary leather shoe brand and social enterprise DECHASE to provide all 250 of our students with a pair of leather shoes in the 2021-2022 academic year. We are excited to continue working with this visionary brand for school shoes proudly made in Ethiopia.

**Thank you for all your unwavering support throughout 2021 and in the future.**

