79% OF FAMILIES ACHIEVED FOOD SECURITY IN OUR PROJECTS THIS YEAR

WE REACHED 1.1 MILLION PEOPLE IN RURAL AFRICA

12,848 DONORS FROM 36 COUNTRIES SUPPORTED OUR WORK
Rural Africa is rich with opportunity: with resourceful communities, and land which can grow food and hopeful futures.

Our vision:
A confident, thriving and sustainable rural Africa

Our mission:
To inspire and equip African communities to transform lives and protect the planet

Our values:
- Integrity
- Compassion
- Accountability

During the period covered by this Annual Review we changed our trading name to Ripple Effect.

For consistency we refer throughout to the organisation and our projects as Ripple Effect, even if at the time we were known as Send a Cow.
Letter from the Chairman

Ripple Effect – formerly Send a Cow – made great strides in 2021-22. We increased our income from £6.65m to £7.52m, and worked with a record 1.1 million people. We set an ambitious growth strategy to 2030 and rolled out our new name and branding to fit. We welcomed a major new delivery partner and implemented vital organisational changes.

We were able to build our income, reach and impact on rural livelihoods in six countries in Africa despite the headwinds from climate change, as well as further frustrating delays due to Covid-19, conflict in Ethiopia, inflation, and UK government aid budget cuts.

The revised strategy we published in April set out our plans to reach another five million people by 2030. We will grow largely through new delivery and funding partnerships, and by extending our cost-effective training from our traditional self-help farmer groups to neighbouring communities.

New beginnings

The ripple effect of how our impact multiplies inspired our new name and rebranding. While the well-loved Send a Cow brand reflected our origins, it no longer fitted what we do.

In line with our strategy, we signed agreements with new partners Baynards Zambia Trust (BZT) and Zambian Rainbow Development Foundation (funded by BZT), who serve 90,000 people in Zambia. This cooperation will greatly expand our reach and effectiveness there.

We also advanced our Africa Forward initiative, moving programme leadership closer to where we work. Our Africa Director and Country Directors now drive our projects, supported by thematic experts at our new Africa hub office.

A new leader of the Board

With our direction set, a powerful new brand, skilled staff in Africa, the UK and the US, and a strong Board of Trustees, it’s time I stepped down. So after seven exciting years, this is my last Letter from the Chairman – and the end of a long family connection, since my brother Martin became CEO of what was then a tiny charity in 1999. A new Chair will be announced shortly.

If we have come far, it’s thanks to the dedication of many special people. I would like to thank especially Paul Stuart, CEO since 2016, for his continuing hard work, vision, faith, courtesy and good humour: he’s a delight to work with. I also want to thank all our staff, my amazing trustee colleagues and our country trustee boards for their great support.

But none of our work is possible without our loyal donors. Thank you from the bottom of my heart for your support through thick and thin.

I will continue to do what I can to help fund Ripple Effect’s work with millions of African farmers in poverty – and I very much hope you will too.

John Geake
Chairman of the Ripple Effect
Group Board of Trustees
A tale of two farmers

Two farmers living less than a mile apart from one another are demonstrating our ripple effect in action.

Sylvia Nakisilinya and her young family live along one of the remote tracks in the Kyotera district of south-western Uganda.

In June 2022, she had not heard of Ripple Effect, or the organisation under its previous name Send a Cow. Yet her neat garden – unlike those of many houses across rural Uganda – is full of well-designed vegetable beds, bursting with crops. She sells her surplus and is able to pay her children’s school fees.

"It has not always been like this", she says. "I admire farmers so much and have watched my neighbours [who work directly with Ripple Effect]. It is from them I have learnt! Now, with this vegetable garden, I sell and get money. We used to be sickly but with my big harvest I feed my family, so they are healthy."

Less than a mile away, one of those neighbours, William, stands in the middle of his thriving maize field.

Above left: Ugandan farmer Sylvia Nakisilinya, who has adopted Ripple Effect techniques from neighbouring farmer William (above right), who is part of the Push Pull Technology project in Kyotera, coordinated by Ripple Effect’s Robert Tamuzade (right).
He is a member of the Alinyikira self-help group in the Ripple Effect Push Pull Technology project.

“Here I greet friends and strangers who come from miles to ask me about what I have done. They ask: how are your crops so healthy? I tell them Robert has taught me push pull for controlling pests on my maize. I do this work with determination and look how I have benefitted! I can now give a better life to the orphaned children I care for.”

“I am proud that many people have seen what I do and want to adopt the same methods. I will continue to encourage others and teach them so that they too can be free from poverty.”

Robert Tamuzade, Project Coordinator for Ripple Effect Uganda, explains why this transfer of knowledge and skills is vital for building sustainable development.

“I am proud to have worked alongside William over the past two years and see what he has achieved.

“You would not believe it now, but he used to fear talking to others. He was ashamed by what little he had. Now he is the talk of the village – and beyond his own village.

“Knowledge and skills are passed on and on to people outside the project”

Robert Tamuzade, Project Coordinator for Ripple Effect Uganda

“This is why Ripple Effect is special. We work intensively with a group of farmers until they are self-sufficient. But the effects quickly spread. Knowledge and skills are passed on and on, to people outside the project, in different communities altogether.

“This ripple effect is how we will build a confident, thriving and sustainable rural Africa.”
The case for hope

In the UK this year we had some experience of the climate in crisis. And now we’re in a cost of living emergency. But when you stand on the edge of a ravine in Burundi you really see how rural African communities are hit first and worst

By Paul Stuart, CEO

This trip in June was my first visit back to our country programmes in 26 months.

Alex Niyongabo, Project Manager for Burundi, was showing me what happens in Mwaro, where we’re running our Food and Income Security project, when torrential rains sweep down steep slopes towards homes and farmlands.

Groups of local people across the hillside were digging trenches to stabilise the slopes and protect their land down in the valley from flooding.

It was work made possible by collaboration with the Burundi Ministry of the Environment, Agriculture and Livestock, with funding via Ripple Effect UK.
Our new strategy sets out a clear direction that solutions must be led from Africa. Africa Director Fred Ochieng joined us in July as the first member of our Africa office in Nairobi. His new team is providing leadership for all our work, supporting our country programmes and ensuring learning is shared effectively.

Quarter 2
The Horn of Africa is suffering from a drought described as the worst for 40 years. In October conflict escalated in the north of Ethiopia: our first priority had to be the safety of our 13 staff who were at the same risk of assault and looting as the families they were working with.

In January, our staff members were amongst the first to return, and the shocking sights that met them emphasised more than ever the crucial importance of building people's resilience and food security.

It is a great sign of hope that our work in Ethiopia continues to grow, with three new projects starting this year, including one funded by The Starbucks Foundation.

Quarter 3
We were delighted to sign a formal agreement with Zambian Rainbow Development Foundation who will deliver programmes in Zambia with our support: relationships like these will help us extend our reach.

Quarter 4
After extensive consultation we publicly launched our new strategy and name-change in April. Ripple Effect puts African communities at the heart of what we do and expresses the progress they can achieve.

Our Africa Leadership Meeting in Nairobi in June brought us together after two years of virtual meetings, and leaders new and old committed to delivering our ripple effect.

The number of people we are working with increased substantially this year: by over 50 per cent. This significant achievement was possible due to our 13% growth in income, and has been driven by two key choices as we start implementing our 2030 strategy.

Firstly, we are expanding our reach by incorporating community interventions that create our ripple effect, such as peer to peer farmer training. We are also working more through local organisations.

Secondly, we are working longer with communities, such as in our Improving Nutrition projects in Ethiopia and Kenya, in order to build stronger support structures which sustain and expand our work.

We have every confidence that by starting on individual African farms, resourceful rural people can produce enough to feed their communities, their countries and beyond.

Paul Stuart visiting soil stabilisation work in Burundi with our project manager and representatives from our partner the Ministry of Agriculture.
Where we work

ETHIOPIA

1. Improved Livelihoods (2019-2022) Amhara
3. Equine Welfare & Management (2020-2023) Dawuro
4. Strengthening Local Institutions (2021-2023) Dawuro
5. Climate-Smart Pest Management (2020-2022) Wolayita
8. Building Resilience & Opportunities for Youth (2020-2023) Wolayita

KENYA

10. Improved Equine Welfare (2018-2023) Homa Bay, Mt Elgon
11. Building Thriving Communities (2021-2023) Busia, Bungoma
12. Grass to Cash Scale Up (2022-2025) Kakamega

These are our projects which have been working directly with farming families this year. Donors are also

...
These are our projects which have been working directly with farming families this year. Donors are also generously supporting two research projects which are helping us to evaluate and develop our programme design.
It starts on an African farm. The farming families we work alongside tell us of their pride at becoming teachers and donors themselves. As they share what they have, and what they know, they create a ripple effect of positive change across their communities.

It is this testimony which has driven our new strategy and rebrand, and pushed us to be bolder and ‘think beyond’.

Our 2030 strategy

In April 2022 we launched our ambitious but achievable plan, laying out how we will reach an additional five million people by the end of the decade.

We have identified key areas where our impact can be greatest and set our targets accordingly.

For example, youth. Africa has the youngest population in the world: our programmes must build skills and motivation in this generation. Currently 14 per cent of our project participants are under 30. By 2030 we want that to be at least 20 per cent.
How we will get there

This is how we are directing our efforts to reach our goal; they are tracked year-on-year (see page 24):

1. Growth
2. Focus
3. Partnership
4. Africa Forward
5. Influence

Working in partnership

Our growth target addresses our aim to reach more of the 490 million people in Africa who live under the poverty line (UNCTAD, 2021). To do that, we will need to take our projects to more people in the countries where we are already working, and also extend into new countries.

This year we secured a landmark partnership with the Zambian Rainbow Development Foundation – an NGO based in Masansa, in the Central Province, which supports 90,000 people in rural Zambia.

This is a significant development for Ripple Effect which paves the way for us to work effectively in more countries, and brings myriad benefits:

1. Our three decades of experience working with governments, like-minded NGOs and civil society has shown that when we work together, we can achieve more.

2. We can offer greater support to our project participants, and greater value to our funders, by focusing on our areas of expertise and building collaborations with organisations that specialise in complementary areas, such as micro-finance and health.

3. Working alongside organisations who have indigenous knowledge and understand the local context increases the effectiveness of our programmes, while ensuring agency remains with the community.

4. Local, established partners have existing offices, staff and connections – both to the community groups and to wider networks such as government departments. This means we can work more efficiently, with reduced overheads, improving our return on investment.

“...I am so enthusiastic about this partnership. I am convinced that together we will deliver to those communities who have for so long been unattended to by governments and other organisations.”

Brandy Mungaila, Country Director of ZRDF

How we contribute to the international SDGs

All of our work contributes, in some way, to most of the United Nations Sustainable Development Goals, because the drivers of poverty are complex and interconnected.

But Ripple Effect has clear areas of expertise and we have focused our five impact goals accordingly:

1. Nutrition: Ensure people have access to sufficient, safe, and nutritious food.

2. Livelihoods: Support communities to earn above the poverty line, become financially secure and engage in a vibrant local economy.

3. Climate crisis: Support communities to effectively adapt to the climate crisis and restore ecosystems.

4. Inclusion: Ensure the voice and agency of marginalised communities.

5. Influence: Be a catalyst of change in policy and practice, as well as maximising impact through partnerships.
Rebranding as Ripple Effect

We are proud that as Send a Cow the lives of 2.5 million people have been transformed, but it was evident we wouldn’t be able to reach our goal for growth without change.

That meant a new name, new look and new ways of talking about what we do. In June of this year we launched our new name Ripple Effect, which builds on the strong heritage of the Send a Cow brand.

Extensive research proved that we needed to show in the clearest and simplest way how we support a thriving rural Africa, and that the name Send a Cow was holding us back.

Data collected in 2021-22 revealed that for every family we work with, another three families benefit. What this clearly shows is that every investment — of time, money, and staff — creates a ripple which spreads far beyond our programmes.

Guy Singh-Watson, Founder of Riverford Organic and Ripple Effect patron:

“Farmers listen to other farmers. Whether in Africa or the UK, the best way to improve farming practice is to show another farmer like them making it work on a farm like theirs; each farmer starting a ripple effect of learning and improvement.

“The sustainable farming Ripple Effect has developed and spread is the most inspiring I have seen.”

How do we create a ripple effect?

By Catherine Mwangi, Head of Monitoring and Evaluation

Our programmes are designed to maximise the spread of impact. These methods include self-help groups, peer farmer training, copy farming, pass-on gifts of seeds and livestock, interventions on gender and social inclusion, and community savings and loans groups.

Every farmer we work with understands that change is not just for them and their household. If they are the only ones doing well, and their neighbours are struggling, they can’t sell surplus produce to them. They may have to lend them money, and give them food, and no-one will go far.

Creating and working with groups is our great strength.

We don’t tell them what to do. Some groups decide that as well as learning together, and lending together, they will buy assets for some of the group members. Some of the self-help groups grow and join cluster-level associations (CLAs), and some develop into cooperatives.

We also work with local government officials, who learn and understand our methods. All this is vital because our projects will come to an end, but this knowledge will continue.

How do we measure our ripple effect?

It’s easy to make ambitious claims. Our donors, partners and national governments need to be able to trust that we deliver what we say we do.

What we evaluate is the multiplier from “direct participants” (who receive training and support directly from us, or one of our delivery partners)
When the pandemic struck in 2020, Ripple Effect’s leadership team understood that we needed to accelerate our Africa Forward approach, putting our Africa colleagues at the centre of what we do. Setting up an African hub office was key, enabling us to build our networks and influence in the region, and facilitate cross-country learning.

We shared our vision with the innocent foundation who supported the transition with a significant strategic partnership grant.

They have walked closely with us on this journey over the last two years: providing the invaluable funding needed to make this change possible, and also offering advice and challenging our assumptions.

African solutions are the essence of Ripple Effect’s Africa Forward principle, aligned to the sentiments of the former UN Secretary-General, the late Kofi Annan, who urged Africa to take greater responsibility for its own problems and solutions.

Central to our work is the conviction that our project participants are thinkers who must be at the heart of the solutions to their challenges.

Poverty will not end until and unless we all come together to fight the causes, and everyone has a role to play to end world hunger.

Our new Africa office

This year we established our Africa hub in Nairobi to ensure we deliver on our strategic ambition. Our country directors continue to manage our country programmes, under the direction of myself as Africa Director and supported by the thematic experts appointed this year to the hub (who you will meet on the next pages).

They ensure that we evidence our impact, and are also working on transformational cross-country programmes which will bring about a step change in our work.

African alliances

We are discussing development opportunities with potential partners such as the Aga Khan Foundation and Kenya Climate Innovation Centre. Our alliance with the Zambian Rainbow Development Foundation is already testament to the achievements we can reap when we work together.

A strategic partnership grant from innocent to establish our Hub Office

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In this way, we get to assess the depth and breadth of community learning, sharing and diffusion of change, and measure how we are reaching more people.

I have worked with the teams across our country programmes to create a community-led monitoring and evaluation framework, with participants involved right from the start, and providing continuous community and stakeholder feedback over the lifetime of a project.

Ultimately, it is the project participants who hold us accountable to deliver quality programmes.

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Our Africa-based expertise

Gender and social inclusion (GSI)

When we talk about achieving a confident, thriving rural Africa, people are at its heart.
By Sofanit Mesfin, GSI Coordinator

Hub office coordination means we share best practices, but our local expertise still allows for differences in each country.

For example, in Zambia the issue we addressed was the amount of food that women get to eat, because traditionally they eat last. But in Ethiopia this year we needed to challenge the cultural traditions that prevent pregnant and breastfeeding women from eating certain types of high-protein foods.

Our most important GSI innovations

Many NGOs are working on gender and social inclusion issues at a group and community level. What is most effective about our approach is that we work at a household level: understanding and adapting to individual family needs.

Our GSI at work: Joyce Uwimana

Joyce is a Rwandan widow; her living situation was unsafe, and she worked long hours on other people’s farms to get food and earn money. As a member of the Ikawa n’Inka project (which concluded this year) she has achieved:

- The renovation of her house: “I have peace of mind from having a safe place to live.”
- Rainwater harvesting: a water tank provided by the project collects rainwater from her new roof, saving her walking far to collect water.
- Financial independence from selling produce.

95% of households in the Ikawa n’Inka project now have access to safe water

Sustainable agriculture

Ripple Effect’s low-input, agroecological and climate-positive approach (ACPA) works well for smallholder farmers.

By Meshork Sikuku, Farm Systems Coordinator

My own education in agriculture was like most of the formal training offered by institutions across east Africa: focused on conventional, mechanised techniques designed for large-scale farms.

When I started visiting small farms I understood how agriculture is really practised by most of the rural communities across our region.

It was clear that smallholder farmers couldn’t afford the inputs, these practises were very damaging for the environment long-term, and land was still unproductive.

Our most important farming innovations

Ripple Effect’s integrated farm systems methodology is unique. Everything is interconnected: people, their land, their resources, their community. I haven’t seen this approach in other organisations.

Our sustainable agriculture at work: the Mukasibo family

The farming family I met in Rwanda this February demonstrates the effectiveness of our approach.

Before they joined the Greening Girinka project the Mukasibos did not have enough food; their small house was dilapidated, the children couldn’t go to school and domestic conflict was common.

This year, as the three-year project...
concludes, the family has enough income from surplus crops to pay for school fees and buy medical insurance. They are also renting more farmland, and both have occasional employment as trainers to other farmers.

What is remarkable is that both husband and wife spoke together about the improvements in their lives, and their future.

Mrs Mukasibo says: “We plan to raise RWF 5 million (£4,000) from our savings and by selling our crops and goats, to buy the land we rent. That is our goal.”

Their resources now include:

- Income from selling bunches of amaranth (rich in vitamin C) and beetroot: RWF 3,100 per day (£2.50)
- Income from training: RWF 5,000 per day (£4)
- Two (improved) houses
- Eight goats (rented out to neighbours, who raise them)
- 800kg maize + 200kg beans (as stock in the house)

**Enterprise development**

Farm development does not stop once a farmer is producing enough food to feed their family.

By Deogratius Egeru, Enterprise Coordinator

If we can support farmers in developing agribusinesses, we are helping to create opportunities.

**Our most important enterprise innovations**

Market understanding is key to income and business development. For example, a farmer may be trying to sell a soyabean variety which is good for eating but the buyer is looking for a different variety for producing oil.

If farmers understand what the market needs, their self-help group can decide collectively what they will all grow and negotiate a better price.

**Our enterprise development at work: Phoebe Nabakossa**

In Uganda this year, I met Phoebe who is working with the Push Pull Technology project in Kyotera (which is using companion planting to repel and attract pests and revitalise soil). Before Phoebe started working with Ripple Effect, her family ate only one meal a day.

- She was given a heifer and has developed a thriving dairy business producing 10 litres of milk a day with high-quality fodder.
- She also sells 10 bales of hay a fortnight, earning more than UGX 174,000 (£40) a month.
- She makes 80L of liquid soap a month (in demand during the pandemic), earning UGX 84,000 (£18.30).

![Phoebe Nabakossa](Image of Phoebe)

*61% of farmers in the Push Pull Technology project have more than 4 sources of income, halfway through the project*

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*Left: Meshark Sikuku with the Mukasibo family*
This year a multiple wave of disasters hit sub-Saharan Africa, which compounded to create acute need in the regions of Ethiopia where we work. The families engaged with Ripple Effect have developed resources and resilience that helped them to survive these emergencies.

By Aklilu Dogisso, Ethiopia Country Director

Ripple Effect is not a disaster relief organisation. But our work to eliminate poverty ensures that the families we work with have a greater capacity to withstand the economic, environmental or political upheavals they may face.

At the end of year one, 85% of families were confident their farm could meet all their food and income needs.

For areas such as Kutaber, in northern Ethiopia, which have been terribly affected by conflict, we have developed an agile hybrid of development and emergency interventions which has enabled us to respond to urgent need.

Climate crisis

Dairy for Nutrition and Income (DaNi) project, Wolayita (Southern Nations region) funded by Jersey Overseas Aid

In this past year the effects of the climate crisis in this region, south of Addis Ababa, have been extreme.

In the highlands, farmers can plant barley, maize, peas and horse beans (fava beans). But in these lowland areas only maize or sorghum will grow, and unpredictable rains and drought have devastated crops, communal grazing lands and the supply of fodder.

Driving through this region you see maize wilting in the fields and livestock in very poor condition. When you visit families in their homes they have nothing in their kitchens.

In the DaNi project we have been training 1,978 families in animal feed preparation and storage. We advise them to keep fewer animals in better condition, and this is a big shift for these communities.

During the first year of the project (2021), Covid restricted our ability to deliver training. Despite this, during the drought:

- DaNi farmers’ animals survived better than the livestock of other families.
- Our training in the construction of hand-dug wells means that families have water for their livestock and domestic use.
- Farmers have introduced short-season crops such as chickpeas and vegetables which can survive the unpredictability of the rains.

Milikias, one of the farmers in the DaNi project, says:

“I received donations of different types of vegetable seeds: carrot, beetroot, cabbage, and I planted them all.

“In the first year we had enough for home consumption, and I also earned 7,500 birr (£120) and bought one bull.”

By the end of Year 2 (2022), earnings had increased 38%
Conflict Resilience for families affected by warfare

Developing Business Women, Kutaber (Amhara region) funded by Norad and Baillie Gifford

When fighting between the federal government and Tigray forces extended south to Kutaber in October 2021, people in the project kebeles (neighbourhoods) fled their homes.

Livestock were killed or taken, crops were stolen or withered in the fields, shops and markets were looted, homes were burned and key infrastructure including water points, medical centres and schools were damaged or destroyed.

None of the 600 families we worked with were unaffected, but the women involved in our Developing Business Women project had some resources.

The aim of this project has been to raise awareness and participation by women in household activities that generate income.

Before we started working here in 2019 it was the men who decided everything: which livestock might be bought or sold, and how the money would be used.

By September 2021, 98.5% of the women involved in the project had reported “high” involvement in livestock decisions and cash management:

- When the men were driven from their homes by the rebel forces, the women had small amounts of savings.
- They were empowered to make decisions that helped them survive.

When families eventually returned to their homes everything they had built up to that point was gone.

Ripple Effect staff were the first NGO personnel to return to the area in February 2022, and the Ethiopian government asked us to provide immediate enhanced support, knowing us to have strong connections to the communities.

Strategic donors such as The Donkey Sanctuary were willing to give us further unrestricted funds, allowing us to respond quickly to the community’s needs.

80% of self-help groups now have savings and credit schemes
85% started preparing land to plant during the 2022 long rain season
65% have restarted backyard planting with 30% regrowing food crops
Covid

Covid rates across Ethiopia have declined over the year. At the start of the pandemic vaccines were not widely available, but supplies improved and there was strong government promotion of vaccination. But there was still a lot of hesitancy, and many people remain unvaccinated.

The effects of Covid:

- Ministry of Health restrictions on gatherings meant self-help group members could not meet and training was delayed.
- Procurements and input supplies to all projects were delayed because of movement restrictions.
- Almost all our staff at administrative and operational level contracted Covid at one time or another, but fortunately there were no deaths amongst our staff.
- The need to provide masks and hand sanitisation to our staff and farmers added to project delivery costs.

Cost inflation

Empowering Women in Coffee Growing Communities (Bensa) funded by The Starbucks Foundation

Hunger results not just from food shortages, but from people's inability to pay for food that is available. Global rises in food and oil prices have had a dramatic effect in Ethiopia.

Wheat is Ethiopia's 4th largest import, with 27% of supplies coming from Ukraine in 2020. Food prices rose 66% over this year. In June 2022 the inflation rate in Ethiopia was 37% and 7.2 million people were reported to be facing severe food insecurity.

The increased resilience of the families we work alongside has meant:

- In projects like Improved Livelihoods in Amhara, they are able to grow their own food and as a result can protect themselves from food price rises by operating outside the market economy.
- Or they have produce to sell, which enables them to buy other goods, even at inflated prices.
- When the farmers we work with have produce they can sell locally at reasonable prices it helps to stabilise the local market system, enabling non-farmer essential workers such as teachers and health workers to remain in the area.

As I write, in June 2022, Ethiopia is about to enter the "lean season", when there is usually less food available. In our current circumstances I am very concerned for my country. I am buoyed by the resilience I have seen from the farmers we work alongside, but it is clear we need more sustainable development to enable families to diversify and protect themselves.

That is why it is so important for us to start new projects like the one in Bensa.

The Bensa project began in October 2021 with the aim of making women and their families (55,260 individuals) more food secure in the face of climate change, with a variety of sustainable income sources.

- Women's empowerment and inclusion trainings are raising awareness about gender equality and encouraging women's leadership.
Our Transformative Household Methodology is challenging the perception of ‘women’s roles’. A greater awareness of women’s rights is ensuring that decisions and workloads are more equally shared.

Over three years, sustainable agricultural training in the project will:

- Develop families’ food security through crop diversification and rotation, improved animal management and natural pest control.
- Mitigate against the climate crisis by restoring biodiversity and soil health.
- Raise crop yields, producing a surplus for income.

The project is also designed to improve women’s and families’ understanding of enterprise development, and their access to markets and financial services.

- Our enterprise training is developing farm businesses which can add value to products, earning higher prices for farmers.
- Cluster-level Associations are bringing together groups of farmers, enabling them to share market knowledge and leverage their collective bargaining power.
- Community savings and credit schemes will allow farmers to invest more in their farm businesses.

The effect of crisis-driven inflation on the costs of project delivery

By Rowena Warren, Director of Finance and Resources

During the year, the issue of high inflation across all the countries where we work has been most evident in Ethiopia, where it has risen to over 30%. This meant that not only our project participants but Ripple Effect staff were struggling to afford basic living expenses.

We have responded by giving all our staff in Ethiopia a post-conflict salary uplift of 20% to help them with rapidly rising costs.

We have made use of forward contracts and carefully controlled our spending to minimise the impact of cost increases on programme delivery. However, we expect the results of high inflation and the weak pound to be more pronounced next year: possibly costing us more than £250,000.

We will continue to carefully manage our treasury and seek to mitigate currency risks, holding funds in different currencies and exploring hedging options.
Co-creating projects: why NGOs can’t act alone

The impact that Ripple Effect’s approach has on farming families and communities is transformative, but not even our integrated and holistic approach can touch on every aspect of their lives.

By Peg Bavin, Director of Programme Funding, and Winnifred Mailu, Head of Programme Expertise

The value of working in partnership is that collaborations bring synergies, so that the sum total is more than one partner can achieve alone.

Donors know this and increasingly promote partnership, some even going so far as to make it a grant funding requirement.

At Ripple Effect we know that successful partnerships – whether at a national, regional, or very local level – must be built upon shared principles, values and vision. Working with different organisations brings variety: the chance to share experiences and learning and to enhance skills, as well as mobilise resources.

Keeping our community focus

Our top priority will always be the needs of a community. It’s essential that we draw on our own, and other organisations’ areas of expertise, in order to address the increasingly complex challenges confronting smallholder farmers in the face of the global climate crisis.

Being a ‘generous partner’

We are committed to inclusive partnership, which in practical terms means working with other organisations of any type or size, and building the capacity of local organisations whilst learning from what they have to offer.

In effect, we try to be a “generous” partner, as one of our key donors described it; demonstrating respect for the specialist expertise of other organisations and valuing their contribution, whilst having confidence in our own capabilities.

Example: bringing together conservationists and communities

One such innovative partnership is that of the UK Aid funded Living with Wildlife project.

Working with conservation NGO Tusk, and with the Uganda Conservation Foundation
(UCF) and Uganda Wildlife Authority (UWA) in the Murchison Falls National Park area of Uganda was a bold departure and an exciting new direction for us: working with organisations who bring their own perspectives and complementary priorities. Their focus is conservation of the wildlife of the park, whilst our work serves the people living close to the park.

Traditionally there is tension between conservationists and the communities because of conflicting priorities and needs.

People need food and in times of hunger will trap wild animals for bushmeat: illegal wildlife activities that the UWA is trying to prevent. Prior to the start of the project the situation was concerning as the future of many rural communities who live there, and the outlook of threatened species, were at risk.

However, by bringing together diverse partners with different aims we have created something better, a marriage between livelihoods and conservation and an intervention that serves both people and wildlife and gives communities and nature the chance to thrive.

Our contribution is to help people build food security and income from agriculture – with vegetable gardens, poultry and livestock farming offering a viable alternative to poaching – whilst Tusk, UCF and UWA are responsible for conservation activities.

Our first carbon sequestration partnership

In February this year we were delighted to sign an agreement with our long-standing partner Riverford Organic Farmers for a new community-led project in Ethiopia. 44,000 fruit trees will be planted to address food and income insecurity, regenerate the land and sequester over 27,000 tonnes of carbon.

Riverford has collaborated closely with us on the design of the project, together with the local development association we have worked with for many years, the Terepeza Development Association (TDA). Over the next 15 years the TDA will be working with the community to monitor and evaluate the carbon capture. Their findings will be independently verified so that Riverford can be confident that the project really does meet the needs of the community while also contributing to their own long-term sustainability goals.

We look forward to developing similar projects in the future.

Mary Owuor plants a tree in Kenya
Understanding our donors’ objectives and leveraging funds effectively

By Victoria Barnes, Head of Philanthropy and Partnerships

When we get to know our supporters, we understand what motivates their philanthropy and work together to match their objectives with our funding priorities.

Some supporters want to fund projects that align with their specific interests. Others prefer to make gifts that allow us the flexibility to fund areas where the need is greatest, which might include responding to external factors such as Covid-19, and the economic crises in the countries where we work.

**Match funding with The Big Give**

This year, donors were again able to double the effectiveness of their contributions with match funding via The Big Give, the UK’s largest match funding campaign, and our own Kebele Giving Matched Fund.

Since 2016, Ripple Effect has raised over £400,000 through The Big Give. The Christmas campaign goes live each year on Giving Tuesday at the end of November. In 2021-22, generous online donations doubled by The Big Give and Ripple Effect philanthropists resulted in £75,000 for our Kenya programme.

In April we were delighted to run a similar campaign for the first time through their Green Match Fund, which raised £20,000 to build climate resilience for communities in Burundi.

**Match funding for Kebele Giving**

In March, to mark the launch of our 2030 strategy, we boosted our Kebele Giving programme with a match fund of £75,000 from a small group of Ripple Effect philanthropists. This was made available to double the first gifts of new Kebele Giving supporters’ long-term unrestricted pledges, which are an invaluable form of funding for us.

The result was £300,000 of long-term flexible funding for our new strategy. This transformational funding mechanism, which will continue to leverage further support in the future is of strategic importance to accelerating our mission to scale our programme.

“For my wife and I the opportunity to leverage further funding for such a worthwhile charity was a significant motivation.”

Andrew and Marion

Nalule (with her cherished dairy cow) is a widow in Uganda working with the Push Pull Technology project in Kyotera.
Thank you

To all our thousands of dedicated individual supporters, our generous corporate partners, foundations, trusts and funding institutions...

The work we do alongside rural families in eastern and southern Africa has never been needed more.

Many of the farmers whose lives have been transformed by your support say that they wish they could thank you personally.

We couldn’t do it without your humanity and commitment, your global vision, and your willingness to connect with these communities.

From them, and from all the staff at Ripple Effect who they work with, our gratitude goes to all our donors, including:

Our institutional funders
Brooke
The Donkey Sanctuary
Guernsey Overseas Aid & Development Commission
Isle of Man Government
Jersey Overseas Aid
NORAD
UK Aid from the British people
USAID
IDEAL
World Food Programme

Corporate partners
Africa Exclusive
Bailie Gifford
Bennett & Co
Edge M&E Services
Flourish
ikhoji
Moo Music
Riverford Organic Farmers
Stable Price
Standard Bank

Trusts and foundations
Beatrice Laing Trust
Betty Lawes Foundation
The Big Give Trust
The Bliss Family Charity
the innocent foundation
JAC Trust
Medicor Foundation
The Reed Foundation
The Starbucks Foundation
The Waterloo Foundation

Our Kebele Giving community
The network of private donors who commit to supporting us with long-term, unrestricted gifts.

And the 12,848 individuals, church communities and groups who gave so generously this year, enabling our work to reach more farming families in Africa than ever before.

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## Our goals and achievements

### Changing lives, starting on an African farm

<table>
<thead>
<tr>
<th>Our strategic aims</th>
<th>What we said we would do in 2021-22</th>
<th>Our achievements this year</th>
<th>Our goals for 2022-23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Growth</strong></td>
<td></td>
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</tr>
<tr>
<td>Sustainably build our impact to reach 5 million more people by 2030</td>
<td>Reach at least 780,000 people.</td>
<td>Reached 1.1 million people.</td>
<td>Reach 1.2 million people: extending our reach while ensuring life-changing progress in the communities where we already work.</td>
</tr>
<tr>
<td></td>
<td>Start at least one new project in each of the countries where we work.</td>
<td>Started 11 projects: four in Rwanda, three in Ethiopia, two each in Kenya and Burundi, plus a research project in Uganda and Kenya.</td>
<td>Start at least two new projects in each country where we work.</td>
</tr>
<tr>
<td></td>
<td>Achieve income of at least £7m.</td>
<td>Increased income by over 13% to £7.5m, building on relationships with key supporters.</td>
<td>Achieve income of £8m (a small increase recognising the challenging economic environment), focusing on long-term funding partnerships.</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td>Build our climate crisis response: testing and extending new approaches, such as tree planting, and Push Pull pest and weed control.</td>
<td>Implemented climate crisis adaptation projects, including landscape restoration in Ethiopia, reforestation of 100 ha of land in Burundi, Push-Pull organic pest control technology in four countries.</td>
<td>Start two new programmes promoting wealth creation at scale while providing solutions to food and nutrition security.</td>
</tr>
<tr>
<td></td>
<td>Develop and articulate our policies in thematic areas to share our learning and create fundraising opportunities.</td>
<td>Published position papers on climate crisis, sustainable agriculture, and livestock.</td>
<td>Promote our agroecological approach to peer organisations.</td>
</tr>
<tr>
<td></td>
<td>Measure the carbon footprint of the organisation for 2021-22.</td>
<td>Our carbon footprint for 2021-22 was 712.5 tonnes CO2e.</td>
<td>Develop our strategy for greater youth participation in our projects.</td>
</tr>
<tr>
<td></td>
<td>Create a three-year plan to maintain our decrease in fossil fuel consumption.</td>
<td>Took part in Mannion Daniels Sustainability Services pilot to create a plan for reducing the carbon footprint of our operations.</td>
<td>Measure our carbon footprint annually and set target for the organisation’s carbon emissions.</td>
</tr>
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<tr>
<td><strong>Partnering</strong></td>
<td>Initiate and develop at least two new transformational partnerships.</td>
<td>In January 2022 signed significant partnerships with ZRDF in Zambia, and Baynards Zambia Trust, their UK funders.</td>
<td>Initiate and develop at least one new transformational partnership.</td>
</tr>
<tr>
<td></td>
<td>Design projects with organisations aiming to reduce their carbon impact, to achieve sustainable benefits for local ecosystems as well as farmers.</td>
<td>In February 2022 signed agreement with long-standing partner Riverford Organic Farmers for a project planting 44,000 fruit trees which will sequester at least 27,000 tonnes of carbon (page 21).</td>
<td>Develop similar opportunities for organisations aiming to reduce their carbon footprint through community-led projects.</td>
</tr>
<tr>
<td><strong>Africa Forward</strong></td>
<td>Complete the establishment of our Africa hub, including recruitment of new staff.</td>
<td>Opened our Africa hub office in Nairobi and recruited leads for each of our areas of expertise (page 14).</td>
<td>Establish board of trustees for the Africa hub.</td>
</tr>
<tr>
<td></td>
<td>Continue to strengthen African leadership in our areas of expertise.</td>
<td>Completed our Thematic and Capacity frameworks, ensuring consistent programme delivery.</td>
<td>Launch learning and leadership development strategy including wider succession planning.</td>
</tr>
<tr>
<td><strong>Influence</strong></td>
<td>Review our brand and story to ensure we effectively communicate our impact and value.</td>
<td>Ripple Effect name and brand launched, expressing impact spreading through communities and beyond (page 12).</td>
<td>Embed our new strategy, brand and profile, centering communications on participant-led storytelling.</td>
</tr>
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<td></td>
<td>Campaign for climate justice through engagement with COP26 and representing the voices of rural farming communities at the Glasgow Dialogues.</td>
<td>Petition for climate justice action with 25,000 signatures presented at Downing Street.</td>
<td>Present our expertise at international forums, and engage with thought-leaders for youth and climate crisis.</td>
</tr>
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<td></td>
<td>Influence regional policy by joining Global Agenda for Sustainable Livestock and gaining UNEP accreditation.</td>
<td>Rwandan farmer Gaspard Nzabamwita spoke directly to COP26 Glasgow Dialogues.</td>
<td>Build partnerships and networks in Africa and the US.</td>
</tr>
</tbody>
</table>
Becoming a more diverse organisation

We believe that diversity makes us a better organisation: more innovative in our thinking and more responsive in supporting the communities we work with. This has been a focus for our human resources work this year.

By Rowena Warren, Director of Finance and Resources

For us at Ripple Effect, diversity means ensuring that different contexts, experiences, perspectives and needs are taken into account to maximise our impact. Being inclusive shows that we value people as individuals; that our staff can be themselves without fear of discrimination, harassment, or victimisation. It means we care about all the people we support, and welcome all their different contributions.

Our vision is to be an organisation where all individuals in all their diversity, including their racial, ethnic, sexual, gender and religious identities, feel safe, respected, included and valued.

Our work on inclusivity

To help us achieve this we have been working on inclusivity in our country programmes.

We have started this year by focussing on disability, with a strategic alliance with international NGO Light for the World, a disability-focused organisation. Work with them has begun in Kenya, Ethiopia, and Uganda, with Burundi and Rwanda to follow shortly.

Light for the World has trained all our programme managers on disability inclusion, as well as our gender and social inclusion representatives from each of the country programmes, and will continue to mentor us on our journey.

This year we also launched inclusive recruitment practices in all our countries. In the year ahead we will be monitoring our progress and using feedback from candidates to further improve our recruitment processes. Next year we will also be making a number of accessibility improvements to the UK office, and completing accessibility audits of all our country offices.

We aren’t where we’d like to be yet, but our commitment is ingrained across the organisation and our internal Disability Confident Employer working group will ensure that we make continual improvements in this area.
**Financial Summary**

**£7.52m income**

- **£3.96m Grants** (2020-21 £3.54m) Grants from public and private institutions, corporate donors, trusts and foundations rose by 12% and accounted for 53% of total income. We consider this a strong achievement given the impact of cuts to UK government funding.

- **£2.59m Donations** (2020-21 £2.60m) Despite the continuing fundraising challenges, gifts from individual supporters were little changed and made up 34% of total income.

- **£0.67m Legacies** (2020-21 £0.35m) Supporters’ legacies provide very valuable unrestricted funds. A significant gift from one longstanding supporter helped us to exceed our targeted income in this area.

- **£0.29m Trading activities** (2020-21 £nil) A new source of income relating to the innovative Riverford carbon sequestration project in Ethiopia (page 21).

- **£0.01m Other income** (2020-21 £0.13m) The previous year’s receipts in this category included payments from the pandemic-related UK Government Job Retention Scheme.

12,848 donors from 36 countries

Income increased by 13% in 2021-22

**£7.90m expenditure**

- **£6.06m Africa programmes** (2020-21 £5.04m) We completed eight projects, and started 11 new ones, working with 1.1 million people this year.

- **£1.38m Raising funds** (2020-21 £1.32m) Fundraising costs increased slightly, in part due to the launch of our new branding, but we nonetheless increased our income by 13% over the year.

- **£0.26m Governance** (2020-21 £0.25m) Governance costs relate to the overall management and control of the charity by its trustees (who are not paid) and senior management.

- **£0.20m Education and advocacy** (2020-21 £0.20m) Once again our advocacy work this year focused on climate crisis awareness, bringing the voice of farmers in rural Africa to decision makers in international forums.

**Deficit and reserves**

£0.38m deficit (2020-21 £0.17m deficit)

This was an intentional, planned deficit to enable us to begin new projects and establish our Africa hub office in Nairobi to bring support closer to our countries of operation. The split is as follows: £0.40m unrestricted deficit, £0.02m restricted surplus. Unrestricted reserves therefore fell slightly, to £0.91m.
A day in the life

Elizabeth Nyadimo, 30, is Ripple Effect’s first specialist community health officer on the four-year Enterprising Migori project in southwestern Kenya. She is married with a young son, Eliam.

I live close to Migori Town, but my husband Erastus, works in Homa Bay Town 60km away and sees us at weekends.

On workdays I wake at 5am and say my prayers for 10 minutes. I do some reading on health news and HIV research, then prepare my breakfast: usually “tea” [which for Kenyans means tea with bread or toast], or porridge.

At 7am I wake up Eliam and get him ready. A taximan collects him at 7:30am and takes him to playgroup which runs until 3pm. (He returns with his teacher who is my neighbour – she looks after him until I get back.)

At 7:45am I take a motorbike taxi to work: 15 minutes to reach the office, or 30 minutes to a project community.

Healthcare is key to the Enterprising Migori project because HIV prevalence in Migori county is very high: currently 10.9%, compared to the national average of 4.3%. While we are training people in sustainable farming to improve their livelihoods we can’t ignore their health. In the project we are working with 691 people who are living with HIV.

On a typical day, I might run a two-hour training session with a whole group of farmers (both HIV positive and negative) on topics such as HIV testing, disclosure, using condoms, STIs, adherence to medication, and preventing tuberculosis.

I also discuss family planning and prevention of mother-to-child transmission with women farmers.

I might spend five hours talking with one family on a first visit. I work hard to create a safe and trusting environment for my clients, almost as though I am their sister or daughter.

I leave happy knowing they can live healthier lives and raise children who are HIV-negative.

When I get home I collect Eliam from my neighbour and we spend time playing and dancing to music before he has supper and I put him to bed.

My job can be quite bookish – there is quite a lot of research to keep up with. But the part that I love is working with people. If I can help to change attitudes towards people living with HIV, and see the changes in their lives, I feel fulfilled.

The project participants teach me about honour and mutual respect: being able to listen, understand and embrace others despite any differences in social status. They inspire me to be human.