

May 2011

# The GlobalGiving Report

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**D**uring the month of April, the African Development Initiative (ADI) participated in the *April Open Challenge* hosted by GlobalGiving, an online platform connecting donors with high-impact non-profit organizations. Participating organizations that succeeded in raising \$4,000 from at least 50 unique donors secured themselves a permanent page on the Global Giving website. It is my great pleasure to share that, with your help, **the African Development Initiative raised \$7,808 and received a \$300 bonus** for having one of the top highest Facebook share numbers (see page 4).

We are thrilled about our success in this April Global Giving Challenge, but could have never accomplished it without you. I would like to thank you on behalf of the whole ADI team for your contributions. More importantly than helping us win this challenge, your donations will help transform the lives of community members in Ekumdipe by enabling them to profit year round. Whether its the ability to purchase seeds and fencing materials, extend the current irrigation system with new pipes, or learn the newest dry-season farming techniques from an expert local farmer, farmers will be able to increase their revenue and better provide for themselves and their families.

By supporting us, **you have improved from multiple angles the lives of the individuals living in Ekumdipe.** We hope that you will continue following Project RISE's progress through our [Global Giving webpage](#).

**Again, thank you so much,**

Cara Guenther  
Vice President, Operations

*Cara Guenther joined the ADI team in 2010. Cara is a rising junior at Harvard University.*

## Overview

**Project Rural Irrigation System for Ekumdipe (RISE)** shows local people how to use farming techniques to overcome idleness typically experienced during the 6-month dry-season. RISE utilizes the nearby Daka River to create a thorough water irrigation system. With proper irrigation, crops currently grown only seasonally can be cultivated throughout the year. Crops typically unable to be harvested during the dry-season sell in the markets of the nearby urban center of Tamale for high prices compared to the prices in regions familiar with the techniques of dry-season farming. Our technical assistance will stimulate small-scale trade growth and increase the food supply.

## The Problem

In Ghana there are two seasons, the rainy season and the dry season. During the rainy season from March to October, precipitation is abundant and farmers are able to grow crops such as corn (maize), millet, sorghum and rice. Farmers seasonally grow other vegetables as well, such as onions, tomatoes, okra, assorted bean types, peppers, cabbages, carrots, and many other local varieties. During the dry-season, however, rainfall decreases drastically and growing crops becomes nearly impossible. With no means to produce crops, many farmers remain idle for the duration of these 6 months (October to March). As a result, these farmers lack the option to farm throughout the dry season, and thusly help themselves out of poverty.

## The Solution:

- Irrigation system using Honda WB30XT pumps
  - Ditch farming technique
  - Micro-finance system:
    - Community development of constitution
    - Expected annual revenue from 4-acre onion farm: \$3,800
    - Total loan cost: \$2,800
- Components
- training by 2 local farmers
  - insecticides, weedicides
  - seedlings, pipe works
  - pump fuel, tillage costs
- Obligation to pay 40% after one year and 60% with 10% interest the following year.

## From Pumps and Pipes



## History

Project RISE began in August 2008 when ADI President Emeritus Adam Demuyakor recognized the **need for dry season farming capabilities in rural Ghana**. From the fall of 2008 to the summer of 2009, Adam and the ADI team dedicated themselves to tireless planning and fundraising. Phase 1 of RISE was launched in April 2009, however crop yields were lower than expected. Adam and his team reevaluated their approach to the project and began planning Phase 2 with the help of local professors and consultants from Ghana. In December of 2010, the team returned to Ekumdipe to implement the Phase 2 changes to the program. **On March 4<sup>th</sup>, the Bawku farm successfully harvested their first dry season onion crop.** This subsequently prompted additional Project RISE participation by other members of the community. **Most recently, at the KEM farm, seedlings arose and appeared more dense and thicker than their Phase 1 counterparts.**



## Completed Checklist from October 2010 Newsletter

- ✓ Selected 10 farmers based on precedent trends of success in rainy season farming
- ✓ Purchase 4 Honda WB30XT pumps
- ✓ Purchase approximately 400 meters of rubber pipe works to attach to the system
- ✓ Transport supplies from the capital of Accra to the northern community of Ekumdipe
- ✓ Begin pilot irrigation system utilizing the transported pipe system and the 10 initial farmers
- ✓ Identify on the ground communication liaison to ensure more accurate real-time updates
- ☑ Provide liaison with proper communication means (laptop computer, wireless router, etc)
- ☑ Hire outside farmer from Bawku region to better demonstrate successful dry-season irrigation methods
- ☑ Revamp system to measure outcomes (new system will rely on prevailing market prices instead rather than via farmer recollection)
- ☑ Acquire extra pipe connections to spread area of watering and further enhance the existing irrigation system
- ☑ New farm inputs for next season:
  - vegetable seeds
  - weedicides
  - insecticides

→ To Water and Onions



**Background**

The GlobalGiving Foundation is a registered 501(c) 3 organization hoping to change the way people give by offering donors a transparent, high-impact giving experience. GlobalGiving enables donors to fund the underdog without taking an undue risk. The foundation has a rigorous and tested due diligence process that simultaneously endorses organization while building support and funds for the groups.

The Global Giving Open Challenge was a competition amongst non- profits to raise \$4,000 during the month of April by at least 50 unique donors. Organizations that reached their goal received a permanent slot on their website which is a popular site for people interested in donating to charitable causes. Bonus awards were distributed as well for the most funds raised, the most unique

**The Results****\$7,808** raised**268** individual donations**\$25** = average donation**2,091** Facebook shares

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**3<sup>rd</sup> place** of 275+ organizations in number of unique donors**\$300 additional bonus** for Top 5 in number of Facebook shares**New Possibilities**

*By nearly doubling our original goal of \$4,000, we will be able to:*

- Purchase **more operational equipment**
  - Pumps, pipe connections, fencing materials, seedlings, trainers etc.
- Distribute **more loans** to more farmers
- Incorporate of additional new techniques to **increase crop yields**
- Consider purchasing **a storage facility**



“The GlobalGiving campaign pushed us to be creative and to garner donations by any means possible. Given the limited time frame, we urged friends and family to support us and found ways to spark interest on campus. Activities included a providing a service auction for donations, poker tournaments, and other cash related activities where substituted donations were substituted for “buy-ins”. This allowed us to convert fun activities into donations increasing our number of donations but also contributing greatly to the number of unique donors. The global giving campaign allowed us to raise awareness of ADI on campus, in the greater Boston area, thus placing a spotlight on Project RISE. We hope that the permanent spot on the GlobalGiving website, along with the increase in awareness, will provide even more funds for ADI in the future allowing us to help Ekumdipe even more.”

-Nigel Deen  
Vice President,  
Finance

“GlobalGiving has been great for the future potential of Project RISE. With the money we have raised thus far, we have enough funds to loan two more farming groups (approximately 20 farmers) with the necessary supplies to successfully farm in the dry season. Additionally, we also have the needed funding to work towards improving the current system and loan that are already in place. With this generous vote of confidence from our donors, we are extremely optimistic about our increased capacity to continue improving lives and fighting poverty through this project.”

-Adam Demayukor  
President Emeritus

