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2011 Annual Report

Executive Letter

Since its founding in 2010, Eliminate Poverty Now has made great progress. In 2011, our first full year of operation, we funded 7 projects in 3 countries, sharpened our strategic focus, and greatly increased our capacity to get work done.

The mission of Eliminate Poverty Now is to teach skills and create opportunity that enable hard working people in sub-Saharan Africa, especially women, to lift themselves out of extreme poverty. Much of our activity is focused in rural areas, because that's where most of the extreme poor live. And much of our activity is agricultural based, because farming is primarily what people in rural areas do.

When choosing project initiatives, our strategy is to address local needs and local opportunities as identified by the communities themselves. We identify trusted partners on the ground to work with. We empower people by giving them skills and opportunity to help themselves. And we focus on the ability to generate sustainable results. Our philosophy is to start small and go slow, to measure results and to learn from mistakes. We look to expand only those projects with demonstrated ability to create positive, sustainable impact.

It isn't easy. The challenges of creating sustainable development in Africa are well documented: a low skill base, lack of infrastructure, lack of financial resources and small local markets. Throw in periodic political instability and the vagaries of climate change and you get the picture.

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But progress can be made. We'll highlight several of the promising projects we're funding in this report.

Over the last year, Eliminate Poverty Now has also made substantial progress in our capacity to get work done. Some of this reflects a significant increase in our financial resources as detailed in the financial section. But much reflects our success in tapping people with the skills required to support our activities. In particular, we established an Advisory Committee of four highly respected experts with over 100 years of development experience to help guide our work. Virtually all our support group is volunteer and our Board of Directors has committed to cover the modest administrative expenses we incur. As a result, we can proudly say that 100% of all public donations go to support project work in Africa.

As co-founders of Eliminate Poverty Now we are proud of what the organization has accomplished in a relatively short period, and optimistic about our ability to make a lasting, positive impact on people's lives. We hope you enjoy reading about our progress in these pages and will work hard to earn your trust and support.

John and Judy Craig
Co-Founders, Eliminate Poverty Now

2011 Grants by Country



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Promoting Economic Opportunity and Education In Niger: Farmers of the Future



The Program: Introducing primary school children to the tremendous potential in modern farming.



Objectives

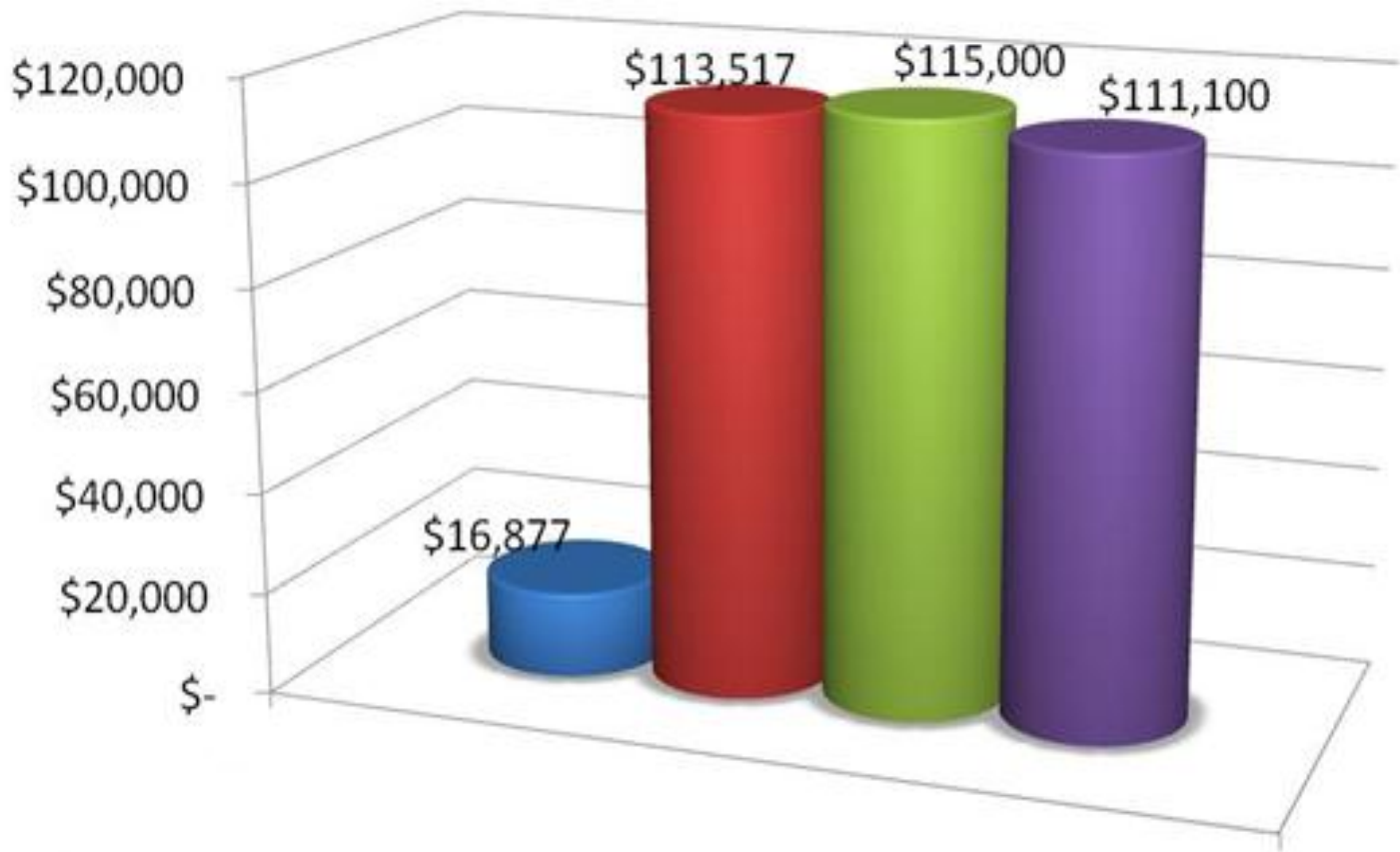
- Introduce students to market-based agricultural concepts and practices.
- Demonstrate that farming can be a good source of income and improve food security and nutrition.
- Long term: change the general mindset that “farming is just for poor people.” Using proper agricultural techniques farming can generate income, increase food security and reduce environmental degradation.

Results to date

- Pilot program established in 3 schools in rural Niger.
- Consists of classroom instruction and practical experience in “mini-farms” adjacent to the schools.
- Developed classroom curriculum and conducted teacher training.
- Built 3 “mini-farms” comprising an irrigated vegetable garden, tree nursery and enclosure for raising small animals.
- 300 children participating in the program. Expansion to 600 by end of 2012.
- Generating strong visibility and support for the program among local, regional and national educators and government officials.
- Effectively linking the program to Niger’s “3 N’s” initiative to create national self-sufficiency in its food supply.



Total Grants: Historical and Projected



■ 2010

■ 2011

■ 2012 projected

■ 2013 projected

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Promoting Economic Opportunity and Education In Benin: Songhai Women's Capital Fund



The Program: A partnership with the Songhai Center to enable talented women graduates to start their own businesses.



Objectives

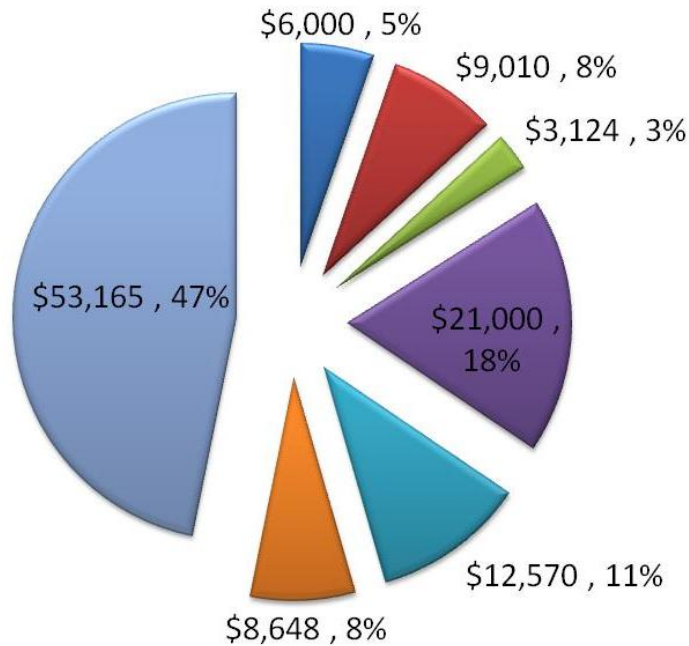
- Partner with the Songhai Center, one of Africa's premier agricultural vocational centers, based in Benin.
- Leverage and enhance Songhai's ability to attract and train talented young women to become agricultural entrepreneurs.
- Provide low interest loans to women with the most promising business plans to commercialize their ideas.
- Create dozens of role models of what talented women can do given the proper training and opportunity.



Results to date

- Eliminate Poverty Now has committed \$20,000 per year for 5 years to create a \$100,000 revolving pool of capital.
- Songhai has created a high level steering committee to administer the program.
- Program successfully publicized. 15 initial applications reviewed.
- 8 low interest loans from \$1,000-\$5,000 have been made.
- Songhai will provide on-going technical support to loan recipients to maximize the chances of commercial success for their ventures.

2011 Grants by Project



- Little Rock Scholars After-School Tutoring
- Kuludje Sewing and Literacy Center
- RockPads Market Test
- Songhai Women's Capital Fund

- Elevage Sheep Raising
- Petit Commerce
- Farmers of the Future

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Promoting Economic Opportunity and Education In Niger: Women's Elevage



The Program: Women in rural villages earn income raising and selling sheep.



Objectives

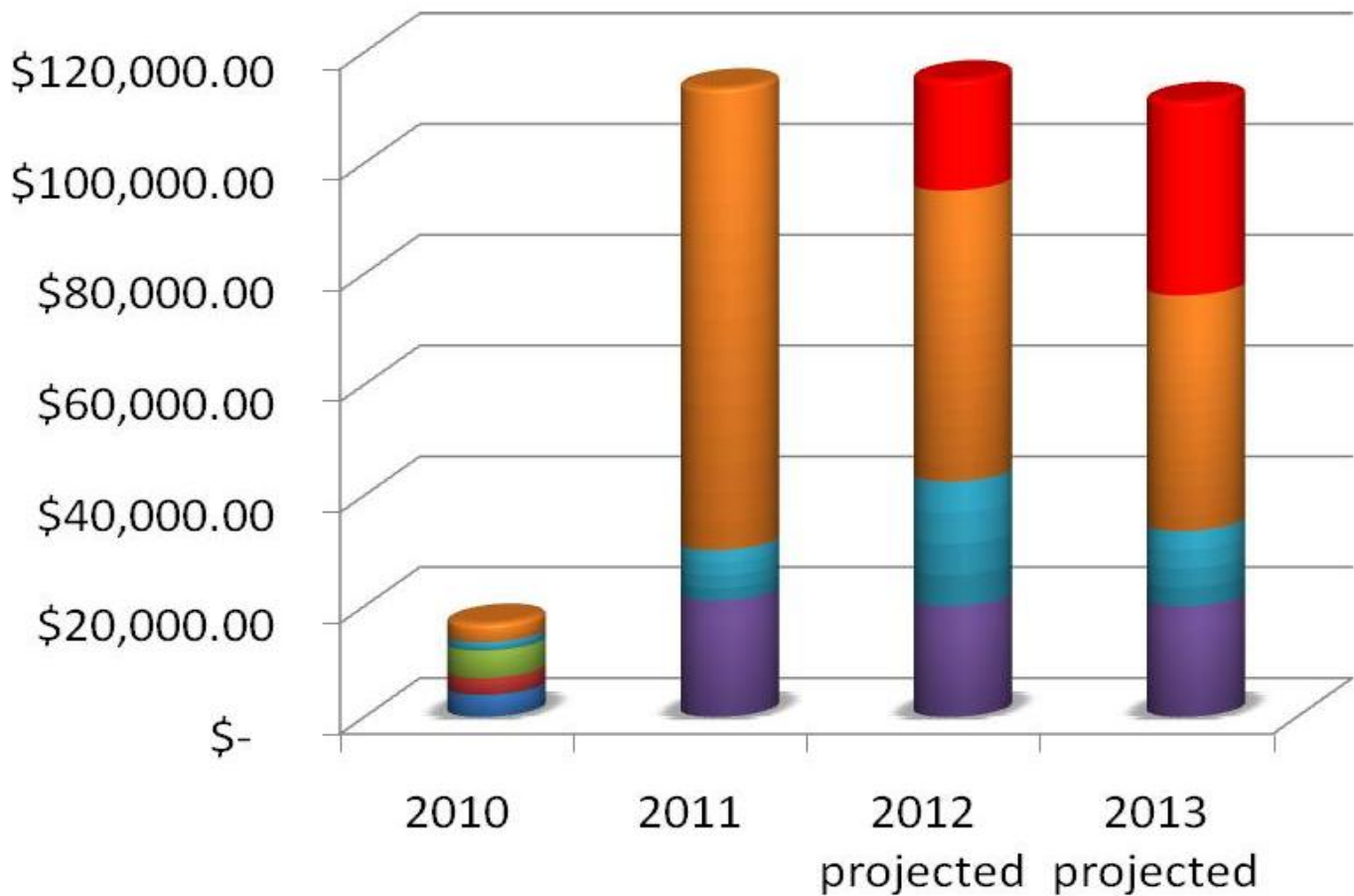
- Provide low interest loans to women to purchase breeding stock of sheep.
- Women breed the sheep, keep the offspring to start their own flock, then sell the adults to repay the loan.
- As loans are repaid, funds are recycled to additional women in the community.
- Once their own flock is established, women retain 100% of the profits from sale of their sheep.

Results to date

- Pilot program established with 20 women in the village of Gonzare, Niger.
- Women trained in proper techniques for raising sheep.
- Veterinarian contracted to provide on-going technical support.
- Women purchased breeding stock of 50 sheep with their low interest loans.
- Results tracking on plan:
 - 19 lambs surviving from the first breeding.
 - After second breeding, women will begin selling the original sheep to repay their loans.



Grants by Country: Historical and projected



- Not yet identified
- Niger
- Kenya
- Benin
- Uganda
- Mali
- Senegal

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Promoting Economic Opportunity and Education In Kenya: RockPads



The Program: Produce and distribute reusable sanitary pads in Nairobi, Kenya.



Objectives

- To remove one of the obstacles that prevents teenage girls from attending and completing secondary school.
- To provide a cost effective sanitary pad for adults in Nairobi and surrounding areas.
- To create a source of income for the women who produce and sell the pads.



Results to date

- Reusable sanitary pads are being produced by parents at the Little Rock School in Kibera, Kenya's largest slum.
- The prototype was consumer tested along with competitive products to optimize product design.
- Product is being distributed free to 200 girls in Kibera in combination with classes on sex education and gender empowerment.
- Product will be sold for profit to women in Kibera and surrounding areas.
- An executive MBA team from St. Mary's College in California developed a business plan to help guide the "for-profit" business.

Financial Results

	2010	%	2011	%
Contributions	\$35,998		\$300,353	
Investment Income	\$49		\$7,916	
Total Revenue	<u>\$36,047</u>		<u>\$308,269</u>	
Grants Paid	\$16,877	90.39%	\$113,517	96.90%
Overhead and Administrative Expenses*	<u>\$1,795</u>	9.61%	<u>\$3,636</u>	3.10%
Total Expenses	<u>\$18,672</u>	100.00%	<u>\$117,153</u>	100.00%
Revenue less Expenses	<u><u>\$17,375</u></u>		<u><u>\$191,116</u></u>	

*The Board of Eliminate Poverty Now pays all Overhead and Administrative expenses.

To The 2011 Donors* Who Made It All Possible!

Eliminate Poverty Now provided economic opportunity to thousands of people in Africa because of your support! Thank you for making a difference in their lives!

Major Gifts (\$1000 and over)

Nancy Barnett	Craig Family Foundation	Bill & Amy Lipsey
Brach Family Charitable Foundation	Fred & Barbara Fields	Millburn Middle School Peer Leaders
Peter Brach	Mel & Nancy Goodes	Rick Rizzo
Judy & John Craig	Michael J. Jennings	Peter & Cheryl Watts
	Helen Lappe (7"r)	

Patrons (\$500 to \$1000)

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Derek Fields & Rebecca Glass	Nancy & Peter Saretsky	
Dorothy Tapper Goldman	Warren & Leslie Simmons	

Sponsors (\$100 to \$500)

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Lynn Engel	Philip & Nancy Lebov	Robert E. Wilen
Eric Falk	Lynne Lieblein	Meg & Jim Wiviott
Jack & Bea Fine	Pablo Lopez	Yale & Goldie Zimberg
Joyce & Lee Gladstein	Eden Marsh & Jay Phillips	Lori Zucker
Barry & Patricia Golembe	Edwin Neill	

*We deeply regret any accidental omissions and hope you will let us know so that we can correct this.

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Our Valued Friends

Thank you to the following volunteers and organizations whose contributions of hours and in-kind donations made our 2011 donations go so much further.*

Eliana Arian
Ellen Arian
Barely Concealed Narcissism
Pete Brach
Day Pitney LLP
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Bob DeNatale
Anna Drury
Fabri-Quilt
Jocelyn Gilman
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St. Mary's College
Stephen Tavares
Vicky True
Matt Twomey
Peter Wentworth
Susan Werk

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**We are deeply grateful to the
following individuals. Their involvement
makes Eliminate Poverty Now possible.**

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Liz Craig, Secretary/Treasurer
Judy Craig
Rich Finkelstein
Eric Nelson
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