



excellent!  
DEVELOPMENT.COM

annual report  
2007-8



*“creating development with trees & water”*

*excellent development enables disadvantaged communities in Africa to transform their environment sustainably and improve water supplies, food production, health and incomes.*

**Patrons: Lord Joel Joffe CBE and Sir Edward Clay**

**Excellent Development Limited is a UK Registered Charitable Company  
Incorporated in England and Wales No. 4432166 Registered Charity No. 1094478**

**Excellent Development Kenya is a Registered International NGO**

**Kenya Registration: OP 218/051/2005/086/3574**

# excellent mission & goals

"I particularly like Excellent Development's holistic approach to sustainable development. This is underpinned by their community development approach and innovative sand dam technology, which helps transform semi-arid environments and provide clean water for people and animals. Joshua Mukusya has dedicated the last 30 years of his life to supporting disadvantaged communities, which play an important and active role in all the work - contributing significant manual labour to ensure that their goals are met."

**Lord Joel Joffe CBE, Chair of Oxfam 1995-2001 and Patron of Excellent Development**

## our mission

- **We enable disadvantaged communities in Africa to transform their environment sustainably and improve water supplies, food production, health and incomes.**
- **We enhance development awareness and education in the UK and worldwide.**

## our 2010 goals

**Support community self-help projects:**

- To dig: 1,000km of terracing**
- To build: 300 sand dams**
- To plant: 1 million trees**

# excellent strategies 2006-10

## **Enable and encourage community self-help projects in Africa to:**

- **Improve soil and water conservation through:**
  - Terracing of land,
  - Building of small-scale sand dams,
  - Planting of trees.
- **Improve the water supply for people, animals, trees and crops.**
- **Improve the quality, variety and quantity of food crops.**
- **Increase the number of trees planted that are indigenous, medicinal and/or endangered.**
- **Empower themselves through knowledge and experience sharing, training, workshops and exchanges.**
- **Improve their income generating opportunities.**
- **Address the barriers to their sustainable development including climate change, HIV/AIDS and urban migration.**

# excellent 2007 summary

	Target 2007-2008	Actual 2007-2008
<b>Income Generated</b>	<b>£601,000</b>	<b>£678,695</b>
<b>Self-help groups</b>	<b>49</b>	<b>47</b>
<b>Tree nurseries</b>	<b>46</b>	<b>45</b>
<b>Trees planted</b>	<b>176,000</b>	<b>180,009</b>
<b>Dams built</b>	<b>43</b>	<b>54</b>
<b>Dams extended</b>	<b>4</b>	<b>11</b>
<b>Terraces dug (km)</b>	<b>196</b>	<b>229</b>

# excellent track record

	Prior	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	Total
<b>Income</b>								
<b>Plan</b>	£66,000	£9,000	£18,000	£83,000	£239,048	£370,043	£601,000	£1,386,091
<b>Actual</b>	<b>£102,922</b>	<b>£9,921</b>	<b>£27,613</b>	<b>£80,446</b>	<b>£254,356</b>	<b>£371,743</b>	<b>£678,695</b>	<b>£1,525,696</b>
<b>Variance</b>	£36,922	£921	£9,613	£(2,554)	£15,308	£1,700	£77,695	£139,605
<b>Dams</b>								
<b>Plan</b>	12	1	4	6	29	40	43	135
<b>Actual</b>	<b>12</b>	<b>1</b>	<b>5</b>	<b>6</b>	<b>39</b>	<b>43</b>	<b>54</b>	<b>158</b>
<b>Variance</b>	0	0	1	0	10	3	11	23
<b>Terracing</b>								
<b>Plan</b>	-	-	-	0	84,000	128,000	196,000	408,000
<b>Actual</b>	-	-	-	<b>42,661</b>	<b>117,012</b>	<b>274,539</b>	<b>220,371</b>	<b>654,583</b>
<b>Variance</b>	-	-	-	42,661	33,012	146,539	24,371	246,583
<b>Trees</b>								
<b>Plan</b>	2,000	18,000	30,000	33,000	75,000	140,000	176,000	474,000
<b>Actual</b>	<b>2,000</b>	<b>13,256</b>	<b>30,175</b>	<b>35,858</b>	<b>85,112</b>	<b>136,076</b>	<b>179,175</b>	<b>481,652</b>
<b>Variance</b>	0	(4,744)	175	2,858	10,112	(3,924)	3,175	7,652

# charity of the year 2008

Excellent Development is celebrating a spectacular win at The UK Charity Awards 2008. We were named Environment Charity of the Year and later crowned Overall Winner of the Charity of the Year Awards from the selection of 10 category winners.

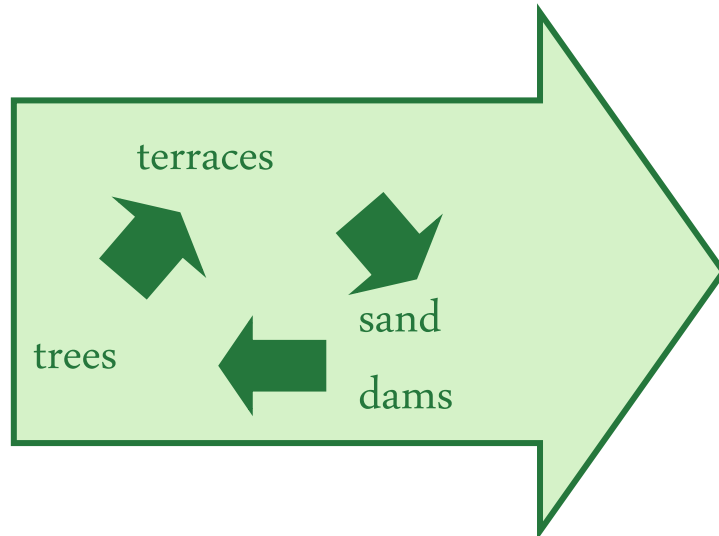
Simon Maddrell, Excellent Development co-founder, accepted the award, dedicating it to Excellent co-founder Joshua Mukusya, and the 1,292 farmers that we work with in Kenya.



Daniel Phelan, organiser of the Charity Awards 2008 commented: "Excellent Development is a fantastic example of how innovation, passion and vision can be turned into an effective project demonstrating considerable impact. The project greatly impressed the judges with how its excellent management led to a great idea being implemented across so many communities. The initiative is both sustainable and replicable and is a perfect illustration of the inspirational work that takes place within the voluntary sector by charities ranging in size from those with a couple of volunteers operating on limited resources to the largest household names."

# how we work

conservation leading to development



## development

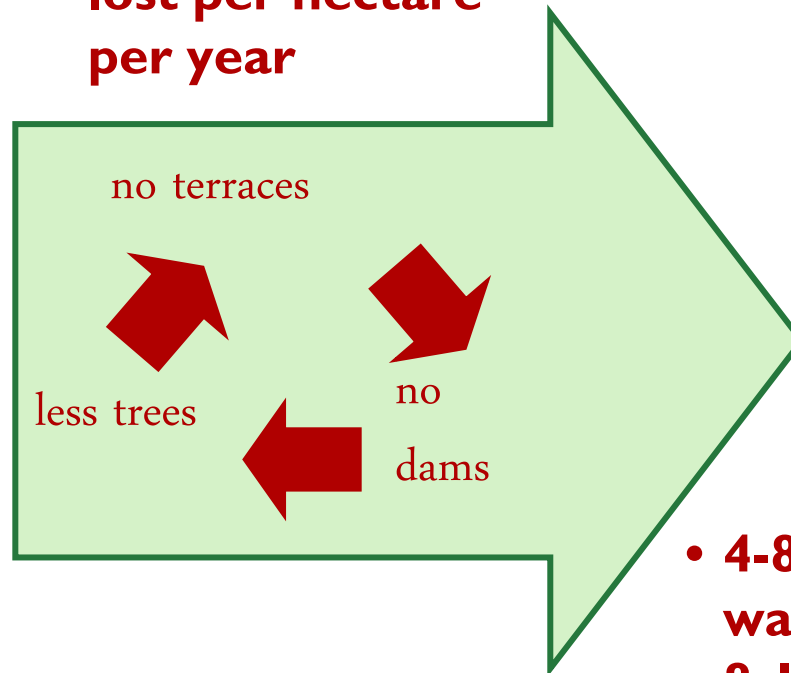
- water
- food
- incomes
- health

**Excellent Development** enables communities to conserve their environment by building sand dams, digging terraces, and planting trees. This improves the availability of water and the productivity of the land, reducing the time taken to meet basic needs. This in turn creates time for social and economic development, e.g. food production, income generation, school attendance.



# lack of conservation hinders development

- **70% of water lost**
- **250 tonnes soil lost per hectare per year**

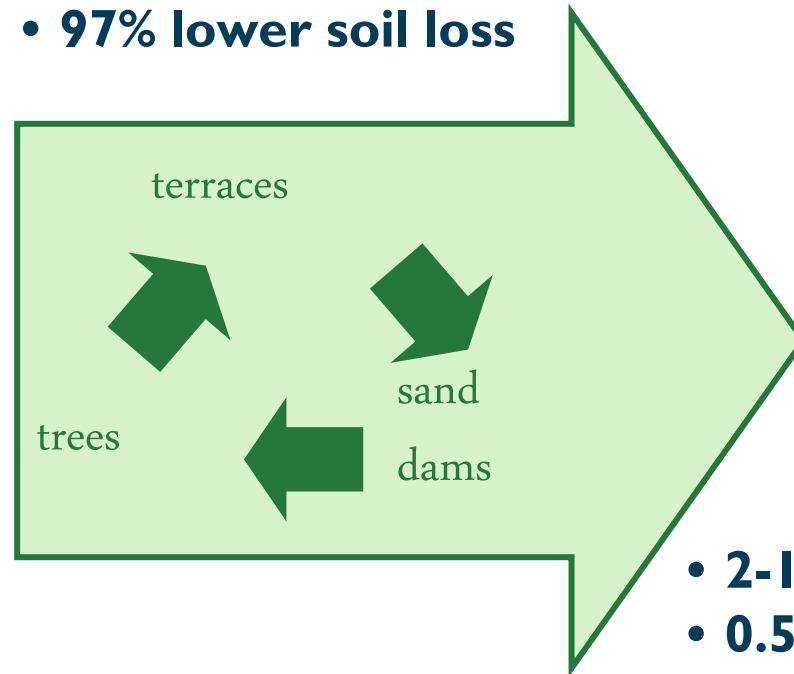


- **Trees - 95% of energy use in rural Africa**
- **1-2 hours collecting firewood**

- **4-8 hours to collect water in dry season**
- **8-12 hours during droughts**

# impact of soil & water conservation

- **95% of water saved**
- **97% lower soil loss**



- **Self-sufficient in fuel**
- **Fruit & medicines**
- **Fodder & compost**
- **Increased soil & water conservation**

- **2-10M litres of water**
- **0.5-1 hour to collect water in dry season**
- **1-2 hours during droughts**

# benefits of sand dams



**"I have seen a great change from when we started working together as a group, we have improved our local water supply. Today women don't have to queue to collect water. People used to take four or five hours to collect 20 litres of water. Today we don't have to queue while collecting water from July to the time when it rains. With the construction of the sand dams the water table in the river channel has risen. Other groups in the area are now copying what we do."**

**Patrick Musyimi, chairman and founder of Nzaaya Muisyo Self-Help Group**

**"Before we built the sand dams we had a great problem due to water scarcity. At that time we went far to get water. Kambu river sites took us about 10 hours and were 6-11 km away from the community. Thange water points 20 km away took all day, starting at 3 am and getting home at 6 pm.**

**"Sand dams have been very helpful, they have helped us solve our water problems. Excellent Development Kenya have helped us join hands together to work, and we are now willing to do other projects - things like better crop production, terracing, tree planting, making a demonstration farm, and starting a seed bank."**

**Kwa Mukonza Self Help Group**



# impact of sand dams



Left: Mbuani dam  
August 2005



Right: Mbuani  
dam June 2006

**“Extracting a resource, while at the same time building up or adding to that same resource is an unusual win-win scenario. This is what is accomplished with the implementation of the sand dam technology developed by Excellent Development. Water-scarce communities in Kenya are building up the historical levels of ground water in their land even as they extract clean and abundant water for their own needs.**

**“It would be a mistake, however, to think that this technology is simply about building dams. More fundamentally, it is about engaging with communities in ways that empower them to solve their own problems. Dialogue with communities is conducted in such a way that both problems and solutions are owned by the same communities.”**

**Jim Bowman, Kenya Country Representative for the Mennonite Central Committee**



# benefits of terracing



**Terraces dug in 2005.**



**Same terraces in 2007 with trees growing naturally.**

**Excellent Development encourages farmers to terrace their land to improve soil and water conservation. Terraces combined with water from sand dams greatly improves agricultural productivity. The effect can be seen here – the photo on the left was taken at Matuni village in Kithito Kya Kima in 2005, the one on the right in 2007. Terracing is hard work, so community group members work together to lighten the load. During 2007-8, self-help group members working with Excellent Development dug 228,955 metres of terracing in this way.**

# impacts of terracing



“Since we started working with EDK we have been digging terraces on our farms. Only those people who had money used to terrace land, because they hired people to do that work. Now we help each other. We are now becoming wise because we can meet and share ideas from the community group, learning from each other.

“Terraces have helped us control soil erosion. The soil is not washed away and we see increased production on the land. We realised that our soil used to be washed away when we noticed how much water was held by the terraces after we built them. We appreciate terracing as a way of controlling soil erosion and harvesting water. Most of the members have terraced half of their land.

“Our income has improved because we have better harvests from terracing land, growing cover crops and intercropping. Because of these better harvests we have saved time, we have more time to work on important issues and we can sell a portion of the crop.”

**Kwa Mukonza SHG**

**Terraces have done a great thing for me - water used to flow from the road through the farm, washing away all the seeds and crops after germination. Run-off water caused the collapse of my kitchen! Now today the water sinks into the soil and hardly any gets into the homestead." - Mrs Mutezi Mwilu, Munathi SHG**

# benefits of trees



**Women often spend 2 hours a day collecting firewood. Lack of firewood increases the cost of cooking, affecting people's health and nutrition. Additionally, the soil erosion and reduced retention of rainwater arising from deforestation seriously damages subsistence farmers' ability to grow enough food to eat and sustain their livelihoods.**

**Trees absorb carbon dioxide, fertilise soil, help to absorb rainwater and prevent erosion, whilst at the same time providing fuel, food, fodder, compost, building materials and medicines from their wood, leaves or fruit. Trees are a vital part of creating long-term transformation of semi-arid environments.**

**Excellent Development plant 85 species of tree with community groups, including many with valuable medicinal uses.**



# impacts of trees

**“You can see all these trees which I have planted. The place was bare, but now you can see and feel the change. The place has completely changed as a result of planting trees. The roof of our house used to be carried away by the strong wind blowing. After planting these trees on the windward side this has stopped.” Mrs Mulwa Ngala, Meka SHG**



**“I have been encouraging my children and telling them the importance of trees. They help take care of the trees, which have so many uses.”**

**Angelina Kilala,  
Ukono SHG**

**“We are able to plant trees. Not everyone used to plant trees. We used to plant and then they would dry up because of lack of water, failure to dig good holes, or ants. The demo farm is now planted with different species of trees for training us on their use. We are planting neem, moringa, and leucaena and many others. We are learning to dig and prepare holes. We are planting many trees. We want to plant enough to help our neighbors and to teach our neighbours about tree planting. Our neighbours have started planting trees as a result of us planting trees.” Kumina Thina Kisaani SHG**



# soil & water conservation creates...

- more fertile soil
- less time collecting water
- more time to farm
- potential to learn and innovate

## Improved Farming

Inter-cropping  
Crop Diversity  
Fruit & Vegetables  
Zero-grazing  
Livestock & Bees  
Seed Banks

- greater resilience to drought
- increased food production
- food security
- increased incomes
- improved health

...the potential to develop sustainably

# intercropping

Farmers in the areas where Excellent works traditionally practised intercropping – effectively doubling the available land. Our Field Officers work with farmers to encourage intercropping of staple crops which complement each other with their different ground coverage and root networks.

Yields are increased for a number of reasons: more moisture is retained in the soil and the greater coverage lowers soil temperatures. Intercropping also means that you leave some land fallow and even get natural pest control!



“So many people in the last few years were told not to intercrop by the government people and I do this against the government will, and the funny thing is that when they come to see my shamba [farm] they always get surprised at what I am doing because my yield seems to be more better than the people who doesn’t intercrop”

**Rhoda Silu, Farmer, Utooni Development Project**

**Above:** His parents are intercropping maize, beans and pigeon peas, which will provide him with a healthy diet as he grows.

# crop diversity

In addition Excellent Development encourage farmers to grow a wider range of traditional food crops like sorghum, millet, pigeon peas and cow peas, reducing the risk of failed harvests – particularly as they are species more suited to lower rainfall.

The diversity also creates a more balanced diet. Excellent has supported all the community groups to set up a demo plot so they can see how well different crops grow in their locality.

**Below: millet, sorghum and maize on a community demo plot**



**"I used not to plant well because I could not afford at times to plant the whole farm. I have learnt to intercrop, now I plant a diversity of crops, I never knew about sorghum and pearl millet. I had never eaten it. But now I do take it and I have taught my children the same and they now eat it too."**

**Mrs Peter Nduku , Iviani SHG**



# kwa mukonza self help group



**Above: Kwa Mukonza self help group working on their community demo plot**

**“A long time ago sometimes harvests would not be good and at other times we failed to harvest. We would survive on relief food. We have already started diversifying our crops. We acknowledge the diversity of crops. We are growing drought resistant crops which will survive little rainfall.**

**“We have been able to vary our meals. We have different diets today from the different crops. We have learned to use our local foods to cook differently. Like chapati from millet and sorghum and pilau from sorghum. Malnutrition incidences used to be recorded in the community.**

**“We appreciate intercropping as a practice that should go on - the farmers understand from reality that they need to do this: if one crop fails we can survive from the crop that survives, we are learning about soil cover, we vary meals, we have improved harvests.” Kwa Mukonza Self Help Group**

# fruit and vegetables



**"In order to eradicate poverty in Africa, we must encourage communities to produce what they consume, and to consume what they produce." - Professor Mugambi, Nairobi University**

**Having water nearby saves time and also makes growing fruit and vegetables possible. By building their own sand dams and creating a year-round water supply, communities take their first steps towards income generation and self-sufficiency.**

**"We used to take our animals up to 10km to drink water - this year we only take our animals 1-3km to drink after constructing the dam sites. Through the construction of the sand dams this year the river channel did not dry up – we had a continuous flow in the channel. We used the water in the river channel to plant vegetables, sukuma wiki [kale] and tomatoes, which we sold and earned KSh 6,000." - Iviani Self Help Group**



# zero-grazing

**“When I started farming I joined the Nzaaya community self-help group. They were working with Excellent Development Kenya and learning many new techniques for saving water and planting crops. Two ideas from Excellent Development Kenya were especially important to me: Firstly, I learned time management techniques. The one that really made a difference was to zero-graze my animals. That action immediately freed up my time as I did not have to herd them. And I got much more manure without labour.**

**Then I had time to work on the terracing that would save me much water and conserve the soil. This year I have enough manure for my fields and trees – I will not need to purchase any.**

**I know there is something good in the soil. It has wealth. Others are not aware that there is much they can get from the soil if they treat it right. ”**

**Josephine Kavita, Nzaaya Muisyo Self Help Group**



# seed banks

Excellent Development supports community groups to set up a seed bank to store seeds on a communal basis. The aim is to get three seasons' worth of seeds, to provide food security in times of drought and failed harvests.

**“We are now getting seeds which are readily available. I would take a longer time to go searching for seeds in the past. Before the seed bank programme we would plant late due to lack of seeds.” Munathi Self Help Group**



**Above: Kitui Kya Musyi Seed Bank**



**“Before the seed bank I would feed on the seeds when I stored them at home – when I lacked money to buy food I used my seeds. This would pain me when the rains came as then I had to search for money to buy seeds.”**

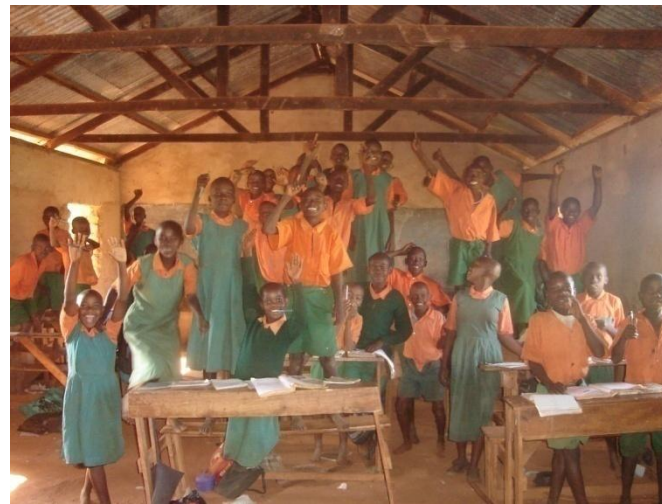
**Farmer, Munathi Self Help Group**

**Left: Ukono Seed Bank**



# we even do school water tanks!

Sand dams are not the only way we improve water supplies - we also build water tanks, pipelines and school water tanks. Drinking water at school helps keep your brain alert and ready to learn. Having a water tank at school saves children time in collecting water, and ensures the water they drink is clean. Excellent has supported the building of 4 school tanks over the past year and is expanding its programme in response to requests from self-help groups. During 2008-9 14 school water tanks are planned, some of which are already underway...





# mtito disabled group & treeduty



**Left: Mtito Disabled Group with their water tank, built with funding from Guernsey Government Overseas Aid Committee**



The Mtito Disabled Group comprises members from all over the Mtito Andei region. Everyone in the group makes a full contribution to the project work, in the same way as members of all the groups we work with. In some cases the member will bring a relative to support them in this. This way of working creates ownership and empowerment. In order to provide a source of income generation for the group, Excellent Development have arranged to buy seedlings of the useful medicinal tree *Melia volkensii* grown by the group, to plant in a protected forest under our TreeDuty carbon offset scheme.

# treeduty



As well as helping farmers to plant trees on their farms, Excellent Development is planting protected forests. These forests focus on endangered indigenous trees to provide a long-term resource for the communities. The forests act a living seed banks to provide seeds for communities to use in their nurseries. And of course as they mature, the trees will add to regional biodiversity and contribute to improving the global environment through their absorption of carbon dioxide.



TreeDuty is Excellent Development's charitable carbon offsetting scheme. Donations fund the planting of trees in the TreeDuty forests. For the general public we have developed three donation routes, covering total annual emissions from all your activities, aircraft offsets or emissions from your car only. Online calculators make it easy to work out how many trees to plant.



From left to right: annual treeduty, vehicle treeduty, aircraft treeduty

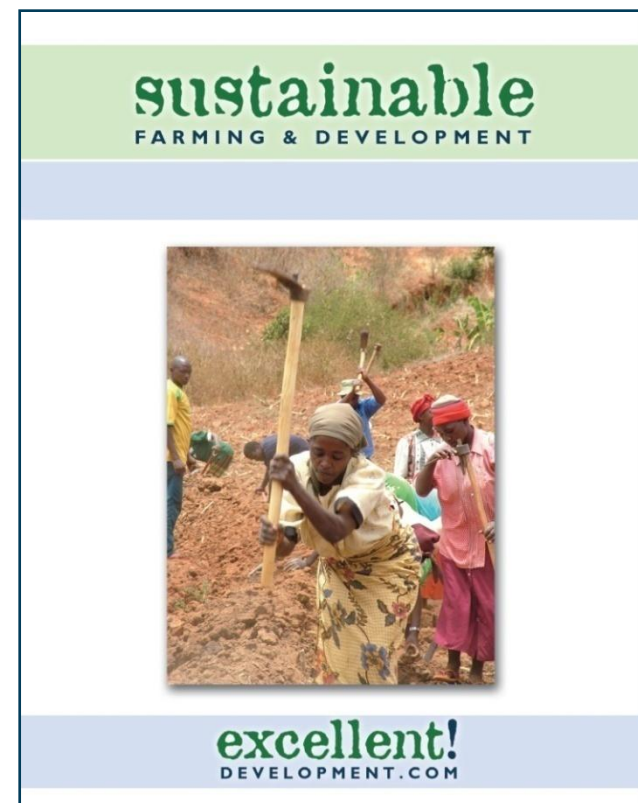
# development education

Utilising the film footage taken in Kenya in 2006, Excellent Development have created a development education resource focussed on Key Stage 3 & GCSE teachers and students.

The resources consist of:

- Sustainable Development Film (31' 36'')
- Sustainable Farming Film (21' 35'')
- CD of support materials including film guides & scripts; activities & worksheets; photos & maps; teacher's notes.

With additional short films on specific aspects of our work, the resources can be used for all ages!



“The films show very positive images and the involvement and pride of local people is sensitively portrayed with great emphasis on the huge benefits from simple but effective methods of appropriate and sustainable technology”

**Philip Matthews - Geography teacher, Ballakermeen High School, Isle of Man**

# 2007-8 finances summary

Excellent SOFA	Total Funds				Total Expenditure					
	Unrestricted Funds	Restricted Funds	Total Funds		Unrestricted Expenditure	Restricted Expenditure	Total Expenditure		Operational Costs % Expenditure	Total Costs % Expenditure
Balance (Funds-Expenditure)	£ 89,237	£ 168,570	£ 257,807							
Total Funds	£ 121,500	£ 631,798	£ 753,298		£ 32,263	£ 474,155	£ 506,418	Total Expenditure		
Carried Forward 1st April 2007	£ 29,089	£ 45,513	£ 74,602							
Total Income	£92,411	£586,284	£678,695							
Bank Interest	£976	£2,508	£3,484							
Total Fundraising & Marketing	£91,435	£583,777	£675,212		£10,250	£44,281	£54,531		12%	11%
Marketing & Communications	£0	£0	£0		£1,945	£12,184	£14,128		3%	3%
Total UK Fundraising & Marketing	£91,435	£232,924	£324,358		£7,956	£31,483	£39,439		8%	8%
Africa Direct Funding	£0	£220,853	£220,853		£350	£614	£963		0%	0%
Development Funding	£0	£130,000	£130,000		£0	£ 38,362	£38,362			8%
			Governance Spend	£ 2,325	£ 10,572	£ 12,897			3%	3%
		Total Charitable Spend			£ 19,688	£ 380,940	£ 400,628		86%	79%
		Overseas Development Spend			£ 2,579	£ 336,181	£ 338,760		72%	67%
		Development Education Spend			£ 5,322	£ 19,890	£ 25,212		5%	5%
		Research & Advocacy Spend			£ 11,787	£ 18,669	£ 30,456		7%	6%
		Overseas Charity Set Up Grants			£0	£ 6,200	£ 6,200		1%	1%



# 2008-2012 financial plan

<b>Expenditure Outlook - Excellent Development Plan 2008-2012</b>					
	2008/9	2009/10	2010/11	2011/12	Total
<b>Total Outlook Income</b>	<b>£ 793,781</b>	<b>£ 1,025,471</b>	<b>£ 1,268,997</b>	<b>£ 1,370,000</b>	<b>£ 4,458,249</b>
<b>Total Planned Expenditure</b>	<b>£ 858,762</b>	<b>£ 1,006,745</b>	<b>£ 1,193,852</b>	<b>£ 1,362,546</b>	<b>£ 4,421,904</b>
<b>Fundraising &amp; Marketing Costs</b>	<b>£ 92,626</b>	<b>£ 127,687</b>	<b>£ 182,094</b>	<b>£ 179,941</b>	<b>£ 582,347</b>
<b>Governance Costs</b>	<b>£ 38,075</b>	<b>£ 59,324</b>	<b>£ 68,451</b>	<b>£ 78,923</b>	<b>£ 244,773</b>
<b>Charitable Spend</b>	<b>£ 598,386</b>	<b>£ 707,734</b>	<b>£ 858,307</b>	<b>£ 1,017,682</b>	<b>£ 3,182,109</b>
<b>Development Education Costs</b>	<b>£ 0</b>	<b>£ 0</b>	<b>£ 33,142</b>	<b>£ 77,195</b>	<b>£ 110,337</b>
<b>Research &amp; Advocacy Costs</b>	<b>£ 45,341</b>	<b>£ 53,341</b>	<b>£ 51,918</b>	<b>£ 60,713</b>	<b>£ 211,313</b>
<b>Overseas Support Costs</b>	<b>£ 113,088</b>	<b>£ 125,010</b>	<b>£ 148,468</b>	<b>£ 178,455</b>	<b>£ 565,021</b>
<b>Overseas Development Costs</b>	<b>£ 439,957</b>	<b>£ 529,383</b>	<b>£ 624,780</b>	<b>£ 701,318</b>	<b>£ 2,295,438</b>
<b>Investment Costs</b>	<b>£ 129,675</b>	<b>£ 112,000</b>	<b>£ 85,000</b>	<b>£ 86,000</b>	<b>£ 412,675</b>
UK Budget	£ 96,553	£ 69,000	£ 37,000	£ 54,000	<b>£ 256,553</b>
Kenya Budget	£ 33,122	£ 43,000	£ 48,000	£ 32,000	<b>£ 156,122</b>

# 2008-2012 activity plan

<b>Inputs</b>		<b>2008/9</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>
Self-Help Groups		57	65	73	80
Total Field Managers		4	5	6	6
Total Field Officers		14	18	24	24
<b>Outputs</b>		<b>2008/9</b>	<b>2009/10</b>	<b>2010/11</b>	<b>2011/12</b>
Sand Dams		52	55	58	62
Dam Extensions		11	15	16	18
Total Nurseries Open		50	58	65	70
Trees Planted		177,380	227,900	257,000	278,500
Forests		3	4	5	6
Terraces Dug (metres)		182,860	208,000	233,600	256,000
Demo Plots		57	65	73	80
Seed Bank Projects		29	41	56	71
Water Tanks		12	15	19	21
Pipelines		5	6	7	8



**“When you talk about Excellent Development you’re talking about a different kind of development.**

**Excellent help communities in Africa to actually create development through conservation.**

**This is achieved by digging terraces, building sand dams and planting trees – all of which help to transform semi-arid environments.**

**This results in improved water supplies, food production, incomes and health for farmers in Africa.**

**All in all, excellent development that doesn’t cost the earth.”**

**Simon Maddrell, co-founder.**

**thankyou!**