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Permit No. 17



Ten Year Report

*We sow hope,
and hope is growing!*

Letter from the Board Chairperson

Dear Friends,

Built on the dreams and driven by the passion of Mary Dailey Brown and Doug Brown, this humble but mighty organization began to take shape. Settling into the basement of Mary and Doug's home – draped from the ceiling with small sparkling lights – SowHope grew from their passionate energy into a tiny and emerging international non-profit serving the poorest women around the globe. An equally committed board of directors helped shape ideas and empathy into action.



The ensuing decade brought travel, lots of it, and introductions to local leaders among the bravest and most resourceful humans on the planet. "Local leaders, local problems and local solutions" became the mantra for all of SowHope's efforts. During a 2015 visit to the DR Congo, staff from the United Nations and other international non-profit organizations marveled at SowHope's ability to form effective partnerships with grassroots leaders to empower impoverished women.

We want you to know something about how donor funds are spent. These precious resources are always life-changing and frequently life-saving. Over the past 10 years, SowHope has directly impacted over 61,000 women at a cost of less than \$30 per woman. The women we have reached have survived complicated childbirth, learned how to read, and started small businesses that allow them the financial means to feed their families and pay their children's school fees. Won't you join us? This journey we're on together is about being strategic, compassionate, and human. You won't regret it, I promise.

Lizbeth Leeson,
Board Chairperson



Ten Year Report

2016 The First Ten Years in Review

BOARD OF DIRECTORS

Lizbeth Leeson—*Chairperson*
David Kelson—*Vice Chairperson*
Ndeye R. Ndao—*Secretary*
Alfred Longtin—*Treasurer*
Jonathan Williams
Carol Washburn
Genevieve Sabala
Aaron Hoxworth
Katie Kirouac



We're on the web! SowHope.org

Letter from the President

Over the past ten years, we have learned so much about the incredible impact of helping impoverished women. The results have far exceeded our original vision of providing holistic care to relieve some of the burden that women bear in developing nations. Remarkably, we have witnessed that addressing basic needs of women is an underutilized and extremely valuable approach to development. While both men and women are eager to improve their lives, we have noticed that women show a greater commitment to provide for their children and families, to reach out to others with generosity, and to promote peace within their region.

SowHope's future plan is to continue to seek out women who are most in need around the world—the poorest of the poor—and to empower their local leaders to meet those needs. Of course, we could never do any of this without the generous support of donors like you. After ten years of sowing the seeds of hope, *hope is growing!*

Mary Dailey Brown,
President & CEO

Mission: To inspire women around the world by promoting wellness, education, and economic opportunities.

Vision: A world where women are free to access opportunities which allow them to be inspired, pursue their dreams, and achieve their potential.

Strategy: We partner with local leaders using local solutions to solve local problems.



Programs—61,846 women have been directly impacted over the first 10 years.

With the support of over 1,600 donors, we funded 121 projects in 15 countries.

The projects were locally led and provided impoverished women with wellness, education, and economic opportunities.



Wellness

Maternal healthcare, prevention of and counseling for abuse, rape, and sex trafficking, and AIDS care & prevention

26,255 women served through 34 projects

One of our most beloved wellness project stories is of a woman in the Democratic Republic of the Congo (DRC). Monique brought together women from four warring tribes to do a peace project. The women in this area had no access to healthcare and had been giving birth alone—leading to high maternal mortality rates. They built a birthing center to serve all women in the area, from any of the four tribes, and SowHope funded the furnishing of this clinic. In the first year, over 800 women gave birth at that clinic, and not one woman died. Now there are eight more birthing clinics in developing nations that have been funded by SowHope. These clinics serve as centers for bringing life and making peace between groups with common needs.



Education

Basic literacy courses, vocational and technical training

12,167 women served through 32 projects

One of SowHope's most successful education projects has been the support of a well-structured literacy program in India. This program brings women from complete illiteracy to a 5th grade level of literacy, math, and basic healthcare knowledge in 9 months. SowHope has funded over 3,000 women completing this program. One such woman is Balamani, a young mother of three who lives in a village made up of tents. The women there work all day on farms, washing clothes, or cleaning houses to earn an average of \$1.60 per day. These women have never been to school. Balamani would gather all the women at night after a full day of labor and encourage them to do their literacy lessons by lantern light. When SowHope visited this project, Balamani eagerly volunteered to read aloud to demonstrate what the women in her tent community had learned. She said that now the women can save their money in a bank and travel to nearby towns by bus. Before when they were illiterate, they could not read contracts or signs. Now, they say, they have been liberated by literacy.



Economic

Microfinance groups, small business training

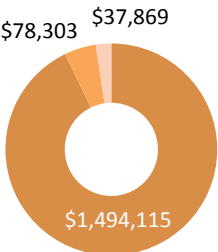
23,424 women served through 55 projects

The Asaaba Aheebwa women's group in Uganda has been very successful with economic projects. The women in this small village had never ventured further than 6 miles from their house and were largely illiterate and extremely poor.

This village was transformed by a SowHope funded microfinance project. Annette was able to grow crops and make enough profit from her harvest to be able to send her children to school. The village has been so transformed that now the women's group will have access to one of the finest birthing centers in western Uganda. The development in this rural village has even caused the Ugandan government to take notice of the economic growth of the area, and it has now been slated to receive infrastructure, including paved roads and electricity.

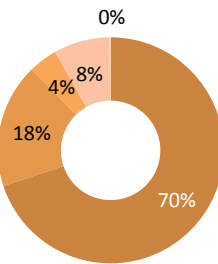
Operating Expenses 2006–2015

- Program services (93%)
- Management (5%)
- Fundraising (2%)



Revenue Sources 2006–2015

- Individual Contributions
- Business Contributions
- Foundation/Trust Grants
- Nonprofit Org Contributions
- Interest/Investment Income

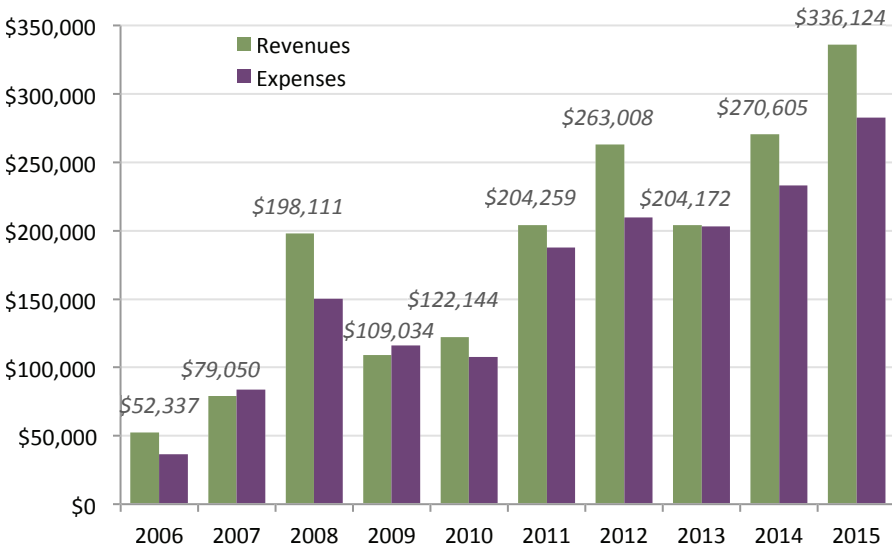


Total revenues 2006–2015: \$1,838,844

Total women directly impacted: 61,846

Average cost per woman: \$29.73

Revenue / Expenses



All data represents activity from January 2006 through December 2015

Map of Sow Hope's Programming Beneficiaries per country 2006–2015

