

# HALLER

Donor Impact Report 2018



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Transforming Communities

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## OUR PURPOSE



At Haller, we work with ultra-poor farming communities in the coastal areas surrounding Mombasa, Kenya and smallholder farmers in nearby areas that are living off degraded land. Ultra-poor is defined as people who eat below 80% of their energy requirements despite spending at least 80% of their income on food. We work predominantly with rural women, since they are proven to be the most significant catalyst in improving the livelihoods of entire families.

Our programmes breathe life into the land and revive local economies, enabling communities and ecosystems to thrive. Each community that embarks on the Haller Journey commits to a 3-4 year long partnership where we collaborate to establish access to water and community sanitation, train farmers to regenerate their land and to farm sustainably, ensuring they build stable livelihoods.

We've helped thousands of people learn new skills and use the power of nature to nourish the land so they can build homes, feed their families and educate their children. We continue to help them build resilience in the face of climatic uncertainty.



FROM THE BEGINNING

## 50 COMMUNITIES



50

rain-fed dams

46

wells

42

eco-loos



26

communities with  
farmer training plots

11

communities with  
fish ponds



80,701

medical patients  
treated

108,460

education centre  
footfall

over 30,000 haller  
farmers app downloads



## WORKING WITH COMMUNITIES IMPACTED BY CLIMATE CHANGE

### A message from The Haller Foundation Chair, Jonathan Ford

Given rising global attention to the impact of climate change, it seems an appropriate time to highlight how the work we have been doing over the last two decades helps to mitigate the impact it has on the fragile communities we work with, providing sustainable solutions to tackle the environmental threats so many people in the region face. This report highlights many of the initiatives which are embedded in our programmes; from helping build resilience to extreme weather events, to regenerating depleted soils and adapting what is grown, all of which capitalise on renewable energy to improve livelihoods. Our community-based approach provides a united front in the fight for environmental protection.



Other highlights include the success of our Youth Farming Initiative which provides opportunities for the 59% of Kenyans under the age of 25, in an economy not large enough to offer employment for many of them; and our focus on scaling through technology and the initiative to upgrade The Haller Farmers App and widen access.

It would not be without the support of our ambassadors, trustees, donors and partners that we would be able to make such progress in creating better-empowered lives, releasing the potential of thriving farming communities, and producing lush and sustainable ecosystems.

We thank you again for your ongoing support and we continue to look ahead into the future, taking positive environmental action and guiding our communities towards a point of self-sufficiency and sustainability.

Sincerely, **Jonathan Ford**



# 2018



Over **3,000** trees planted across **3** communities.

**1** hand-dug dam built



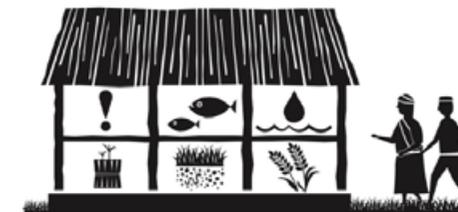
**13** hand-dug dams repaired



eco-loos installed **8**

eco-loos repaired **15**

**3** wells constructed



**7** new fish-farming communities & new farmer training plots

**12** communities graduated from the haller journey



**80%** of farmers directly benefitted were women



## THE HALLER JOURNEY



**Community & Water** The initial phase of the community's Haller Journey involves working together on water, sanitation and hygiene (WASH) projects. A rain-fed dam is hand dug by the community for irrigation and fish, wells for clean drinking water and eco-loos for improved sanitation are constructed. Land around the dam is terraced and tree planting is started to reduce soil erosion.

**Grow** Our farmer-training programme then takes place over 2-3 years, starting with organic soil enrichment through to growing vegetables and cash crops with a surplus to sell. Training is supported on community farmer demo plots and at our Farmer Training School. Advanced farming techniques are introduced for fish farming, bee-keeping and livestock production.

**Scale** Over 35% of our farmers have been trained on the Haller Farmers App, our online audio and visual smartphone-farming manual. This puts the power of education directly into the farmer's hands, providing them with locally relevant farming content and the ability to continue their farming progress once project support has ended.

**A Holistic Approach** As more farmers make the Haller Journey, more local communities emerge and we make sure the infrastructure is there to help them grow. We provide help with alternative energy production, the know-how to start and run businesses, mobile health-care, family planning and vaccination services. All in turn, power economies and make farmers more productive.



CASE STUDY

# YOUTH FARMING



**4** schools enrolled in our youth farming initiative

**150** students graduated from our youth farming initiative



**51%** of students are girls

&

**49%**

are boys



**4** new



7m x 10m model training plots installed

Top **5** topics covered:



land preparation, composting & planting

biopesticide



weed control & mulching

water conservation



harvesting

## CASE STUDY: Youth Farming Initiative

World Bank statistics indicate that 59% of Kenyan's are under the age of 25, and with unemployment rates among the youth in Kenya continuing to rise, Haller's Youth Farming Initiative is focused on re-engaging the younger generation in the agricultural enterprises which have formed the backbone of Kenya's economy for decades.

In 2018, over 150 children successfully completed two five-month programmes focused on empowering young farmers with the agricultural knowledge and business acumen to generate an income and build a viable career in farming. With one in four Kenyans suffering from chronic food insecurity, Haller's Youth Farming Initiative is creating resilience to the changing climate through vital lessons on conservation, biodiversity and sustainable farming.

Through our programme, children are taught how to prepare land through composting, planting and terracing to prevent erosion, the importance of biopesticides, how to manage weed control and mulching, affordable and appropriate methods of water conservation and the harvesting of a plethora of crops. Weekly lessons are taught on 7mx10m model training plots and the young farmers are also encouraged to use The Haller Farmers App to reinforce the information learnt. With a 98% mobile phone penetration in the region and an increasingly digitally native young generation, we hope the introduction of the App will help attract young people to the industry.



At Haller, we believe that this initiative will revolutionise the way young people view farming and will bring us one step closer to achieving Sustainable Development Goal 2, Zero Hunger. By reframing sustainable farming through comprehensive teaching, our programme empowers young people to become business leaders within their communities and offers a real alternative to unemployment.

## SCALING UP VIA TECHNOLOGY

The Haller Farmers App has been at the heart of our focus this year. In 2014, we launched The Haller Farmers App putting 60 years of affordable, organic and environmentally friendly farming techniques directly into the hands of smallholder farmers.

The App builds on the technological revolution taking place across Sub-Saharan Africa and since the initial launch, there have been over 30,000 downloads across 140 countries. However, with more than 5 million smallholder farmers in Kenya living on unproductive land and with little knowledge of sustainable farming, we were keen to make this resource accessible to millions more across East Africa. Consequently, we have been developing The Haller Farmers App for the Google Play Store.

The new application has been developed to include two new sections of content; Youth Farming & Human/Animal Conflict Management and Wildlife Conservation. In addition to a new look and feel for the updated hybrid app, we have simplified the existing content and will be carrying out extensive User Testing on the ground in Kenya to ensure its success in increasing the productivity of sustainable farmers.



We wish to express our thanks for the on-going support we have received over the last year, with the aim of providing each Haller community with a smartphone and a solar charger and expanding our Kenyan App Mentor team. This will help to spread awareness and provide training for smallholders to help them get the most out of this technology.

## A SNAPSHOT OF 2018



# HEALTH & EDUCATION



## HEALTH

In Kenya, 57% of the population depends on agriculture for their livelihood. Consequently, disruptions to farming due to poor health can have a huge effect on the wellbeing of rural communities. When someone relies exclusively on agriculture to provide for their family, even a slight illness can have a devastating impact.



The primary goal of the clinic in Nguuni is to improve health status and to create improved sanitation awareness amongst the communities that we work with. To date, we have treated over 80,000 patients in the clinic and we hold a regular weekly immunisation clinic at 2 outstations: Vikwatani and Kimbunga.



## EDUCATION SERVICES

Our education centre and children's library in Nguuni acts as a peaceful place of learning for children from over 170 schools from the communities surrounding Mombasa.

Open 7 days a week, the education centre operates child centered educational activities such as IT education, environmental classes, business skills and after-school clubs, providing them with a safe haven away from the streets where they can come and learn and develop their skills. In 2018, we received almost 9,000 visits to the library with over 6,100 frequent readers.

# CLIMATE CHANGE AND CONSERVATION...



We have distributed over 1200 GravityLights across our communities.



We have installed solar kiosks over 3 communities and 1 biogas station.



Our Clinic, Education Centre and IT classes are all solar powered.



Rene Haller has planted over 2 million trees. Tree planting takes place in all our communities.



We restore natural ecosystems through soil regeneration, water harvesting and conservation, and climate smart agriculture, planting indigenous and drought resistant crops.

# ... HAVE ALWAYS BEEN AT THE CORE OF EVERYTHING WE DO



As well as the 50 rain-fed community dams funded from the UK.....



.....Haller Kenya have funded 27 dams for conservation and wildlife and 14 dams for locally funded communities.



We have installed 175 beehives across all our communities.



We compost to breed soldier flies, which are used to feed poultry and fish.



We organise beach clean-up activities with local schools to educate pupils in the importance of environmental protection. Throughout 2018, we protected 69 turtle nests and had 5141 turtle hatchlings.

## WORKING IN PARTNERSHIP

Our partnerships are vital to scaling our impact on smallholder farmers living in Africa.

**Pearlfisher.**

**Pearlfisher:** A future focused design company building the world's most desirable brands, challengers and icons.



**Investec Asset Management:** A specialist investment manager, providing an extensive range of funds and strategies covering major asset classes, sectors and geographies.

**Pivotal ACT**

**Pivotal Act:** Addressing social, humanitarian and environmental issues using technology.

**10x10**

**10x10 Philanthropy:** Empowering the next generation of giving.

**BRITISH AIRWAYS**

**British Airways:** The UK's second largest airline based on fleet size and passengers carried.

**Vespa Capital**

**Vespa Capital:** A lower mid-market private equity firm focused on investing in UK headquartered businesses with enterprise values between £10 million to £40 million.

**Euromoney Institutional Investor PLC**

**Euromoney Institutional Investor PLC:** A leading international business-to-business media group, managing some of the oldest and most widely respected brands in their sectors.

**Red C**

**Red C:** Award-winning mobile app development company in London. Designing and developing outstanding mobile app solutions.

**BioSURE HIV Self Test**

**BioSure:** Making rapid HIV testing an affordable reality.

**SULLA INVESTMENTS**

**Tempus for Good:** Tempus for good is the philanthropic initiative linked to Tempus and Sulla Investments supporting a portfolio of exceptional charities.

**BeneSys**

**BeneSys:** Philanthropic consultancy.

## WITH THANKS TO...

10x10 Foundation  
 Addax and Oryx Foundation  
 Charles Hayward Foundation  
 Clearwater  
 Clive Gilmore  
 Eleanor Rathbone Charitable Trust  
 Euromoney Institutional Investor  
 Fondation Eagle  
 Guernsey Overseas Aid & Dev Commission  
 HCD Memorial Fund  
 Ideabatic  
 Innocent Foundation  
 Lincoln International  
 Marr Munning Trust

Nigel and Sarah Hammond  
 One Day's Wages  
 Open Gate Foundation  
 Pearlfisher  
 Rebecca Eifion Jones  
 Sevenoaks Prep School  
 Sir Andrew and Lady Witty  
 Souter Charitable Trust  
 Sulla Investments  
 The GravityLight Foundation  
 United Health Care Group  
 Verkeer  
 Vespa Capital

Some Trusts and Foundations and individuals wish to remain anonymous and as such, have not been listed.

## EVENTS



### Vespa Capital Golf Day at Sunningdale Golf Club:

In November 2018, Vespa Capital held its 7th annual golf day for Haller. We are delighted to announce that since the launch of these events, more than £250,000 has been raised to support our Foundation. This is a truly incredible achievement, so thank you to all those who have taken part since 2012.

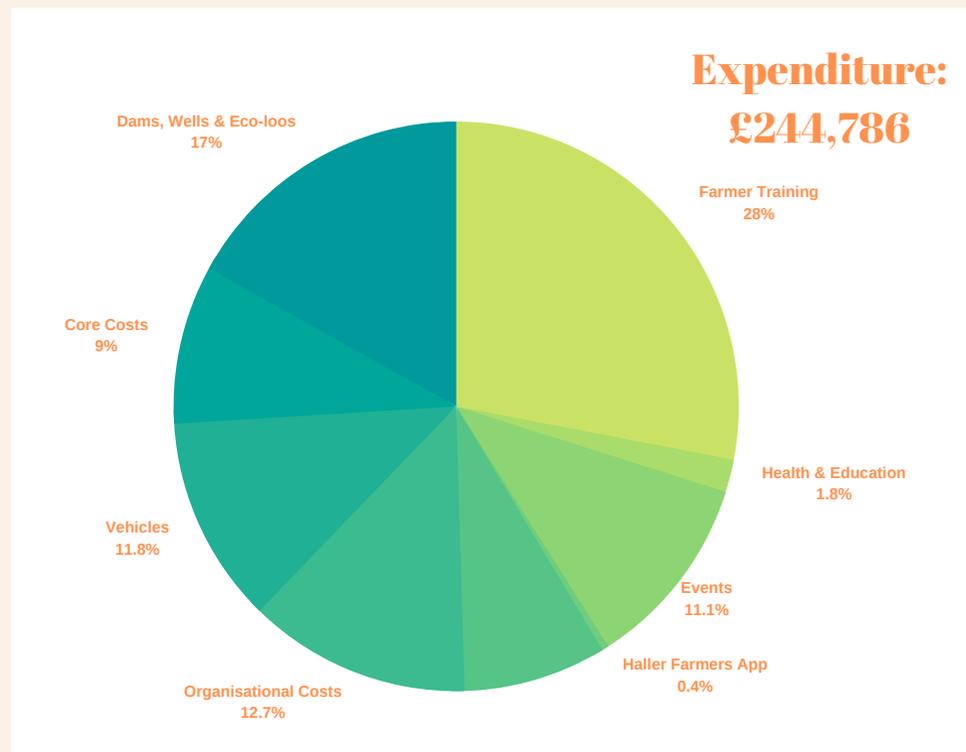
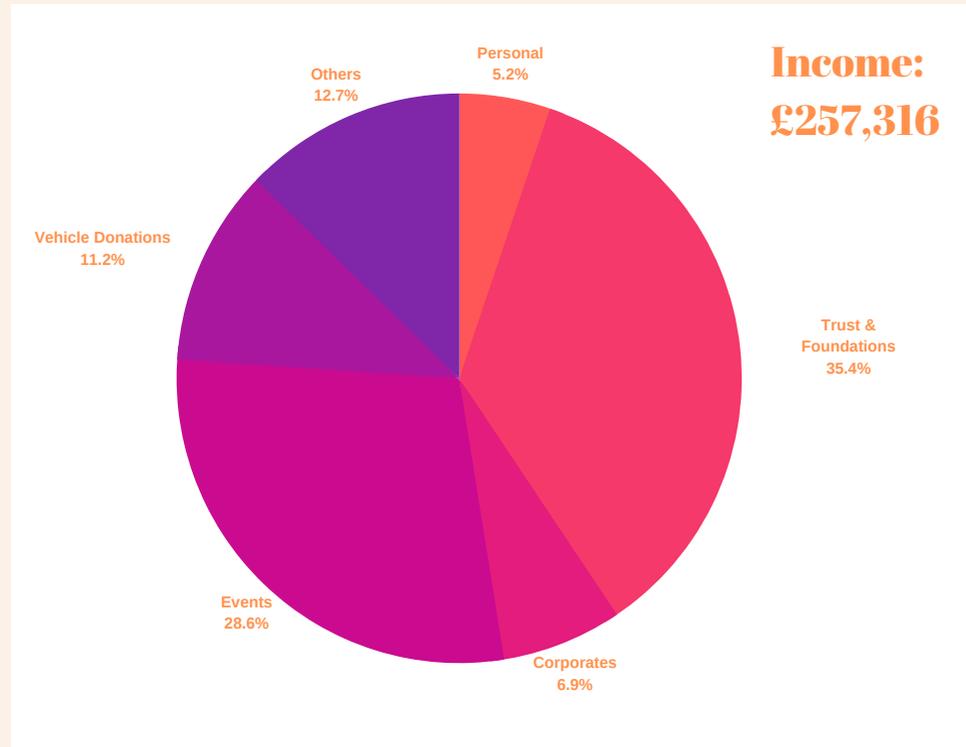


**Royal Parks Foundation Half Marathon:** We would like to thank our very brave team of runners that took on the wet and windy 13.1 miles round the parks and streets of London, between them raising over £4,000.

**Ascot Lunch:** Once again, Rebecca Eifion Jones hosted another successful Haller Ascot Lunch and raised over £2,000 for us. Thank you to all those who attended and made it such a great success.

**10x10 London:** We were honoured to be put forward as one of 3 charities to take part in a "Dragon's Den" style fundraising event in November. Not only did we "win" over £6,000 in bids, we also gained a couple of important partners to help us in the development of our App.

# FINANCIALS



# LOOKING AHEAD

Over the years, changing climate patterns and a history of unsustainable farming practices have exhausted soils globally, leaving the land unfarmable and severely affecting economic growth and the livelihoods of vulnerable populations across Africa.



With an ever-increasing focus on climate change and nature, we are proud that so many elements of our projects have always had a strong environmental and sustainable approach. Nature and sustainability have been at the core of everything we do and we continue to strive forward, adapting and building further resilience for our communities throughout this crucial time.

Across East Africa, we persist in scaling up our work by providing digital farming services and organic techniques to small-scale farmers through The Haller Farmers App. The development of the new application will allow us to go beyond our existing user base and engage with and benefit thousands more across the continent.

As we look into the years ahead, we remain motivated by inspiring and educating the next generation of farmers on the importance of maximising the abundance of free, natural resources, by giving our communities the knowledge and tools to work with nature, productively, helping to protect the soil for future generations. We aim to create a truly sustainable future, transforming landscapes and communities.





**haller**  
releasing potential

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