



2018 Annual Report

Friends of the Dogon

Toward increasing education in Doundiourou



Dear Reader,

2018, our second year of operation, was a year of reassuring consolidation for Friends of the Dogon (FOD). Projects often start with vigor and, in the case of charity, with donor interest toward a new initiative; during the second year, everything can change. Against this background, we are excited to report that FOD maintained its donations at approximately the same level as in 2017, and that we were able to launch an exciting new project in the village as explained in this report.

During the year, the FOD team also grew stronger. Sebastien Soulier, a hydrogeologist and founder of Interacta, a consultancy firm offering technical water and sanitation support to international development actors, volunteered to become a technical advisor for FOD. He brings his extensive experience of water issues and project planning and implementation in African rural development projects to support our mission. Thank you, Seb!

The FOD Team (Audie, Craig, Henkka, Saakje, Serge)



<http://friendsofdogon.org/donate.html>

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OUR MISSION AND OBJECTIVES

Our mission is to support Mere-odjou, our partner cooperative in the village of Doundiourou, to combat poverty, malnutrition and desertification. To achieve this, we raise funds for the projects of Mere-odjou. These aim to achieve three main objectives:

- Generate income-earning projects for the locals to reduce poverty and malnutrition and to stop rural exodus in search of work.
- Improve the opportunities of local children to receive education, particularly girls.
- Combat desertification by planting multi-purpose trees.





ACHIEVEMENTS IN 2018

In Doundiourou, 2017 was the year of the sheep. The women of the Mere-odjou cooperative headed into 2018 pleased with the solid income created by sheep rearing, as it is the only regular source of cash income in the village. We were happy to announce that the sheep project had reached its current sustainable limits.

Sheep income: Growth of nearly 60%

Income from selling sheep in 2018 was 2849 CHF; this represents a growth of 59.2% compared to 2017. The impact in Doundiourou is significant, as the village is an almost cashless economy based on subsistence farming and the sale of these sheep is the only regular cash income in the village. At the end of the year, however, the village flock was down to 15 sheep due to a surge in the market price of lambs, reflecting the deteriorating security situation in the area, where increasing conflict has shut down most regional markets. The villagers are waiting for the situation to normalize before replenishing their flock to the usual 45 animals. The funds for this are set aside, and sheep-rearing will continue as soon as the conflicts subside.

2018 sheep income
generated: 2849 CHF
Growth vs. 2017: +59.2%



Increase in the
number of pupils vs.
2017: **+10 children**
(+7.4%)

School meals: A second consecutive year of strong pupil enrollment

The second year of FOD-sponsored school meals in Doundiourou began in October, with a net growth of ten students in the school. As a result, 146 children are receiving education in the village during the three trimesters of the school year.

As of October, one trimester of school meals costs 1900 CHF. The resulting annual cost of 5700 CHF is slightly higher than last year due to the increased pupil base. This increased cost is a sign of the success of our FOD cooperation with Mere-odjou, enabling more children to attend classes and contributing to a better educated population in the village in the future.





Of chickens and eggs: a henhouse in the making

Before Christmas, FOD started a new project to build a henhouse with 100 chickens in the village. Designed as Christmas presents, the chicken donations were a great festive season success. By the end of the year, we had already raised half of the required money. The funds collected in 2018 allowed the villagers to start building the henhouse in January before the next rainy season would impose a delay, even if populating the building with egg-laying inhabitants will still require more fundraising. We eagerly look forward to the day when the population of Doundiourou can start adding much needed protein to their diets in the form of fresh eggs, and the sale of chickens can raise money at regional markets.

First FOD corporate sponsor

One of our important goals for 2018 was to establish partnerships with business. In March, our former technical partner, Smart Cuts Ltd., became the first business to support FOD financially on an ongoing basis. We look forward to another year of cooperation to the benefit of the villagers.



ACTION PLAN FOR 2019

Ongoing school meals

Guaranteeing the continuity of the school meals is still a significant priority for us. This requires ongoing funding of 5700 CHF annually, though the eventual introduction of eggs may help the canteen to take its first, though tiny, step toward self-sustainability.

Aviculture

As mentioned, in 2018 we started the work to build a henhouse for 100 chickens. More funds are required to complete the project, and our aim is to finalize this fundraising by this summer and have chickens on the ground before fall.

Tree planting / green belt

Our third future goal consists of building a green shelter belt around the village to stop desertification, improve soils and retain water. Part of this involves planting fruit trees and medicinal plants to bring much-needed cash to the village. While we have already developed a detailed plan for this project, we continue looking for a grant or funder to cover the costs of such a large-scale project. The villagers have been experimenting with raising a few seedlings to gain some experience with cultivating a variety of species.



FOD IN FIGURES

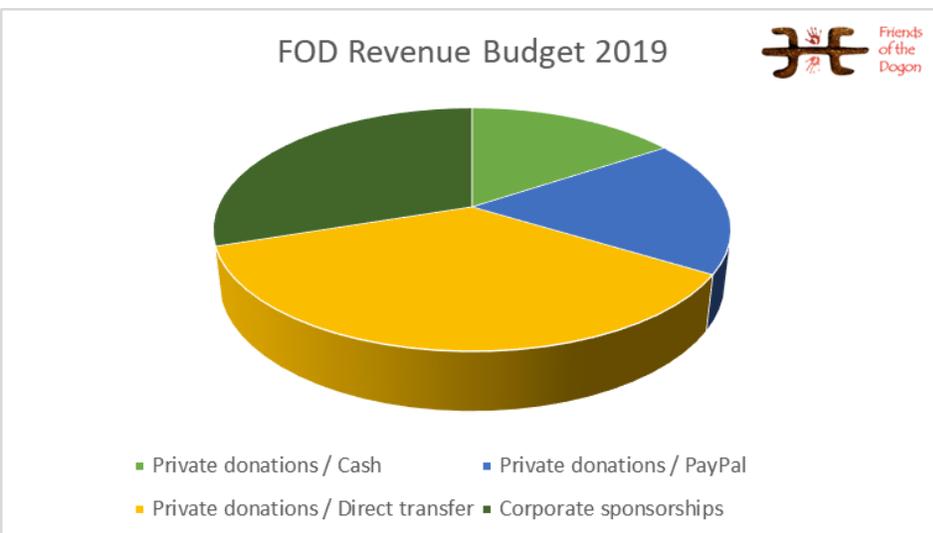
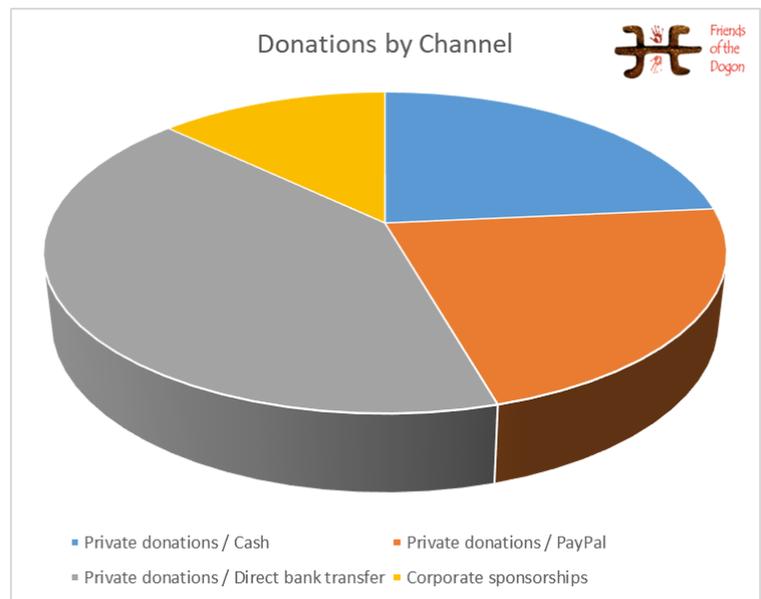
Total donations received in 2018: 6,185 CHF*
Percentage of donations reaching Mere-odjou: 97% (2017: 96%)
Donations and grants budgeted for 2019: 8,300 CHF (+34%)

In 2018 FOD received 6,185 CHF in donations. This was 4% less than in 2017. However, considering that the start of FOD in 2017 created a surge of donations, we believe that the consolidation in 2018 supports the long-term viability of FOD and provides a good basis to grow in 2019. Our target for 2019 is 8300 CHF, and we believe this a realistic goal we can achieve through new corporate sponsors and innovative fundraising campaigns and theme-based events in support of FOD.

We do not charge any administrative expenses, and all work is on a volunteer basis: 97% of donations are spent on projects in Mali. The remaining 3% consist of fees for receiving donations online through PayPal and banking charges in Switzerland and Mali for transferring money. During 2018, we were able to lower the proportion of these unavoidable expenses from 4% in 2017.

All figures are in Swiss Francs (CHF). We received donations in five currencies (Swiss Franc, Euro, Pound Sterling, US and Canadian Dollars) from around the world. Online donations are converted to the base currency (CHF) using the rates offered by PayPal, and cash donations based on the daily rates. We aim to keep foreign exchange conversion impact to a minimum.

Donations to FOD are tax-deductible in Switzerland, and in the future FOD may become a tax-deductible charity also in Canada.



*1 CHF ≈ 1.00 USD

FOD 2018 Income Statement (pre-audit)



All amounts in CHF

Revenue	1.1.2018 - 31.12.2018	
Private donations / Cash	CHF	1,454.50
Private donations / PayPal	CHF	1,362.92
Private donations / Direct bank transfer	CHF	2,568.00
Corporate sponsorships	CHF	800.00
Grants	CHF	-
Total revenue	CHF	6,185.42
Expenses		
Charitable spending		
Donations for school meals	CHF	5,202.00
Total charitable spending	CHF	5,202.00
Banking expenses		
Banking fees CH	CHF	48.00
Banking fees Mali	CHF	98.00
PayPal fees	CHF	66.71
Total banking expenses	CHF	212.71
Total expenses	CHF	5,414.71
Financial gains	CHF	0.15
Net result	CHF	770.86

Audited Balance Sheet

Assets	31.12.2018	
Bank account balance 31.12.2018	CHF	1,463.99
Paypal account balance 31.12.2018	CHF	390.79
Total Assets	CHF	1,854.78
Liabilities & Capital		
31.12.2018		
Capital		
Remaining funds to donate in 2019	CHF	1,854.78
Total Liabilities & Capital	CHF	1,854.78

WHO WE ARE



Madame Atta Guindo
President of Mere-odjou

Madame Guindo was chosen by the women of Doundiourou for her seriousness and dedication and her ability to get along with everyone. Born in Toroli, a small Dogon village in the Seno plain, she married into Doundiourou where she farms millet, peanuts and beans and is the mother of 4 children. She never had the opportunity to go to school, but is dedicated to helping all children have access to education as well as to the socio-economic development of the village.

Born in Doundiourou Seno, Mamadou had to walk 8km for primary school, then attend secondary school 20km away. He tried to continue his education in Bandiagara but could not afford to finish his studies, returning to the village to work as a tourist guide to support the education of his brothers and sisters. When tourism collapsed, he gathered the women of the village to form an association to try to address the crisis. He has CEAP training (Champs École Agro-Pastoral) given by the FAO, after which he organized a group of 25 households to train them in agricultural and pastoral techniques and village saving and credit associations. Mamadou speaks 5 languages, including Dogon, Bambara, French, English and Peulh.



Mamadou Guindo
*Field Coordinator of FOD and
General Secretary
of Mere-odjou*



Serge Pfister
President of FOD

Serge worked on seven missions for Médecins sans Frontières (Doctors without Borders), as a logistician, administrator and project coordinator, in Sudan, Ethiopia, Congo and Myanmar. Presently teaching, he is active in several associations, with a focus on promotion of solar energy and support to refugees newly arrived in Switzerland. He is also a member of the city council of Leysin, Switzerland. (MSc Environmental sciences, UNIL, MED Haute Ecole Pedagogique, Lausanne).



Audie Hazenberg
Vice-President of FOD

Having lived in Tanzania for two years as a child, Audie has always been drawn to Africa. She studied lions for two years in the Serengeti before moving to humanitarian work for Doctors without Borders. She has worked as logistics coordinator for relief projects in the Republic of Congo and in Darfur, as well as in Myanmar. In between projects, she has guided bicycle and hiking trips around the world for Butterfield and Robinson, as well as pursuing personal bicycle adventures in central Asia. She currently lives in Switzerland where she teaches natural science at a post-secondary college. Audie is the Vice-president of Friends of the Dogon. (MSc Biodiversity Conservation, University of Leeds; BSc Zoology, University of Guelph; MEd Haute Ecole Pedagogique de Lausanne).

Henkka is an international educator and academic researcher who has been involved in sustainability and corporate social responsibility for the past 15 years. Prior to his academic career, he worked in multinational business finance which led him to become an entrepreneur in corporate social responsibility consulting. His key research and practical interest lies in transforming the often abstract concept of responsibility into practical projects that create significant impact to local livelihoods. He also has experience serving on the board of an international research organization. Henkka, a native Finn, is based in the Alps. He is the treasurer of Friends of the Dogon. (PhD in Corporate Social Responsibility, Leeds Beckett University; MSc Economics, Helsinki School of Economics and Business Administration).



Dr. Henkka Kuokkanen
Treasurer of FOD



Saakje Hazenberg
Secretary of FOD

Saakje has worked in wildlife research for several conservation NGOs and now works in ecology monitoring in Jasper National Park in Canada. With her sister, Audie, she both lived in Tanzania as a child and worked guiding cycling trips for Butterfield and Robinson around the world. She has also travelled extensively on independent cycling epics, including a trip across Mali where she made friends with Mamadou and the villagers of Doundiourou. (MSc Forest and Nature Conservation, University of Wageningen; BSc Biology, University of British Columbia)

Craig is an entrepreneur from New Zealand, now based in Switzerland. His extensive world travels included a cycling trip across Mali with Saakje where they made friends with Mamadou and the villagers of Doundiourou. He is presently working on a new start-up company and is an advisor to Friends of the Dogon. (Bcomm Marketing, Auckland University).



Craig Stoddart
Adviser to FOD

Smart Cuts Ltd

Professional partner and donor to FOD

<http://www.smartcuts.ch/>



FOD would like to thank Smart Cuts Ltd for their commitment in supporting FOD since the early days, and their valuable financial support to the people of Doundiourou.



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