



2017 Annual Report

Friends of the Dogon

Dear Reader,

In your hands, you are holding the first Friends of the Dogon (FOD) annual report. In late 2016, the founders of FOD privately donated money to help villagers in Doundiorou buy their first lambs to raise and sell. This single action grew into a determination to make a bigger impact, and on January 17, 2017 FOD was officially founded to support Mere-odjou, the women's cooperative we are partnered with in Mali. We are very excited to present the results of our first year of activity and our plans for the future. We hope to share our excitement in helping the people of the Dogon, and to demonstrate how a small grassroots initiative can make a real difference to lives of hundreds of people. We are deeply grateful for your donations and other support to FOD, and we hope you enjoy reading this report.

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



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of the
Dogon

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OUR MISSION AND OBJECTIVES

Our mission is to support Mere-odjou, our partner cooperative in the village of Doundiourou, to develop the livelihoods of the people in the Dogon country. 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 2017

As the first year of FOD, 2017 was very successful and gave us several reasons to be excited. We spent a total of 4631 CHF on two different projects.

It all started with sheep

The sheep project, already started by the founders in late 2016, reached the targeted sustainable flock size for the village (44 sheep). In this project, a lamb is purchased and sold 6 months later for roughly twice the price. Half of the money is used to buy another lamb, while the rest is income for the woman who raised the animal.

While 44 sheep were donated, a total of 88 sheep were bought and 44 sold. This resulted in a per woman income of 41 CHF. According to the World Bank, the 2016 annual gross national income per capita in Mali was USD 770 (~CHF 725). In this light, the sheep project would amount to a 5.6% increase in income; in reality, the villagers are mostly subsistence farmers with far lower income. Particularly for the women cash income is often zero, making the impact of these earnings far more significant.

The sheep proved crucial particularly in September, when the harvest was late; they provided a small but sustainable source of

Number of sheep in the village: 44
2017 income generated: 1789 CHF
Return on investment: 102 %

Here is an extract from a message Mamadou sent us, showing the real impact we can make:

“Comme promis voici une photo des moutons qu'on a vendu cette semaine. Les femmes ont eu les bénéfices qu'elles méritent, elles sont tellement contente, surtout qu'on est en plein moment difficile, c'est à dire les nouvelles récoltes sont pas prêts et l'ancien céréales dans les greniers sont presque vide, donc on est entre 2 moment difficile, mais grâce à votre aide nous arrivons à nous débrouillé très bientôt.”

This translates freely to:

“Here is a photo of the sheep we sold last week. The women received the profit [from raising the sheep] and were really happy, especially because we are in the middle of a difficult period. The new crops are not yet ready and we are almost out of grains; a hard in-between time. But thanks to your help, we will manage to bridge the gap.”

income allowing the villagers buy food while waiting for the new harvest (see email from Mamadou on the previous page)

FOD, the next level: Free school meals

In early October we took an important step in supporting Doundiourou: together with Meredjou, we started offering a daily free hot meal to the pupils of the village school. The villagers built a canteen for this, and the women of the co-operative take turns in cooking daily.



Increase in number of pupils in the school since start of meals:
+34 children (+30%)

The school year is split in three trimesters of three months from October until June. School meals for the full 9 months costs about 5000 CHF.

The impact of the free meals was felt immediately: after the first week of school, the number of students had grown from 102 to 136. As a result of the daily hot meal, parents were able to send their children to school instead of working at home.



ACTION PLAN FOR 2018

Ongoing school meals

Our most important priority for 2018 is to guarantee the continuity of the school meals. While small donations from private individuals continue to be crucial for this, we are also launching several initiatives aimed at finding corporate sponsors willing to fund the meals on an annual basis. The annual budget to provide the meals at the current level of enrollment is 5000 CHF, and we hope to find 2-3 sponsors for the initiative to be recognized as official "FOD SUPPORTERS". For the long term, we are also searching with Mere-odjou for ways to start small scale projects that can generate funds for the school meals while simultaneously providing income for locals.



Increase vegetation

Pourghere (Barbados nut) grows in central Mali. It produces a natural pesticide that can be used to protect the main crop in the region, millet. Moringa is a fast-growing, drought-resistant tree that is considered a super-food for its highly nutritious leaves and fruits. Mere-odjou wants to start a small plantation of moringa, pourghere and fruits trees, as well as a tree nursery to supply a variety of multi-purpose tree seedlings for other villages in the area who are also trying to combat desertification. Planting trees helps to stabilize the soil, store rainwater and provide fruit, fodder, natural insecticides, shade and medicinal benefits both to support the local population and to generate income.



Further potential

The sheep project is now self-sustaining at the desired flock size. As sheep sold are always replaced by lambs, we do not expect a need to fund this project further in 2018, barring disease or accidents. However, depending on the level of funding achieved, other projects could be initiated already in 2018. These potential ideas discussed with Mere-odjou include egg production and chicken raising and enlarging the experimental market garden recently started by the community as potential alternatives offering sustainable income to the local community and supporting the school meals. The limitation to most of them is water; the village has reliable water, but the wells are over 25 meters deep, making irrigation slow and very labor-



intensive. Our next focus will be to investigate the potential of a solar-powered pump to support the farming activities and free the women from strenuous water-hauling for more productive work.

FOD IN FIGURES

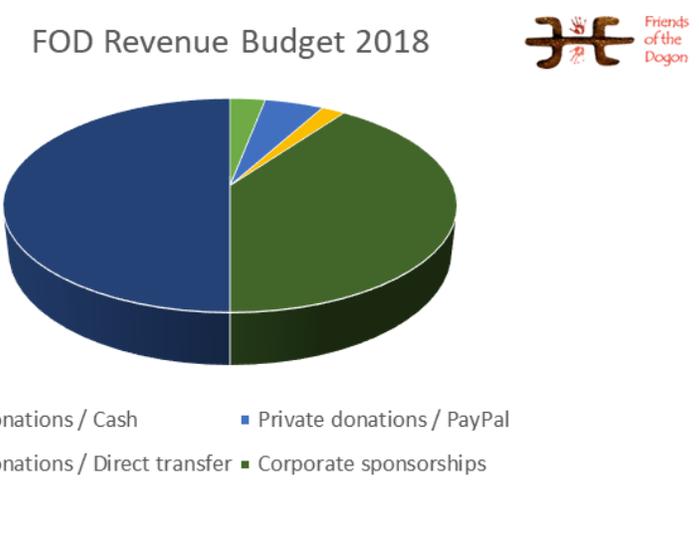
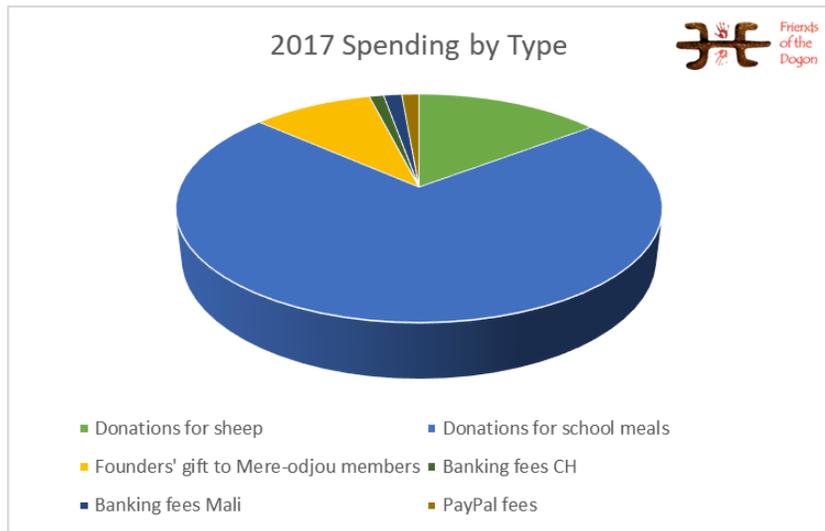
Total donations received in 2017: 6,438 CHF*
Percentage of donations reaching Mere-odjou: 96%
Donations and grants budgeted for 2018: 10,000 CHF (+55%)

In 2017 FOD received 6,438 CHF in donations. We do not charge any administrative expenses, and thus 96% of the donations were spent on projects in Mali. The remaining 4% consisted of fees for receiving donations online through PayPal and banking charges in Switzerland and Mali for transferring money. We covered the cost for the second trimester (January-March) of school meals in late December, and at the end of the year we had 1,083.92 CHF of funds available for 2018.

All figures are in Swiss Francs (CHF). We received donations in four currencies (Swiss Franc, Euro, 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 effects to a minimum.

In 2018, we aim to increase the funding by 55% to CHF 10,000.

To achieve this, we will search for corporate sponsors interested in supporting the projects and apply for grants, particularly for the plantation project. Due to the low predictability of private donations we have kept our estimate for this donation source low, but any additional funds exceeding our budget would be used to start the potential projects mentioned on the previous page.



Donations to FOD are tax-deductible in Switzerland, and we are currently looking into registering as a tax-deductible charity in Canada as well.

*1 CHF ≈ 1.06 USD

FOD 2017 Audited Income Statement



All amounts in CHF

Revenue	1.1.2017 - 31.12.2017	
Private donations / Cash	CHF	3,055.00
Private donations / PayPal	CHF	1,702.69
Private donations / Direct bank transfer	CHF	1,150.39
Additional gift donation from the Founders	CHF	530.00
Corporate sponsorships	CHF	-
Grants	CHF	-
Total revenue	CHF	6,438.08
Expenses		
Charitable spending		
Donations for sheep	CHF	788.00
Donations for school meals	CHF	3,843.00
Founders' gift to Mere-odjou members	CHF	512.00
Total charitable spending	CHF	5,143.00
Financial expenses		
Banking fees CH	CHF	61.00
Banking fees Mali	CHF	77.00
PayPal fees	CHF	73.16
Total financial expenses	CHF	211.16
Total expenses	CHF	5,354.16
Net result	CHF	1,083.92

Audited Balance Sheet

Assets	31.12.2017	
Bank account balance 31.12.2017	CHF	404.39
Paypal account balance 31.12.2017	CHF	679.53
Total Assets	CHF	1,083.92
Liabilities & Capital		
Capital		
Remaining funds to donate in 2018	CHF	1,083.92
Total Liabilities & Capital	CHF	1,083.92

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 Kuokkanen
Treasurer of FOD

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 candidate, Business and management, Leeds Beckett University; MSc Economics, Helsinki School of Economics and Business Administration).



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 to FOD

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



Smart Cuts has kindly agreed to act as professional sponsor to Friends of the Dogon. This video production company based in Lausanne, Switzerland, provides FOD with logistical and technical support.



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