



Karibu!

The KickStart Newsletter

Fall 2011



Pump Sales in Kenya Break Record for FY'11

The Kenya program hit an all time sales record, selling 9,617 pumps between July 1, 2010 and June 30, 2011.

Total KickStart pump sales in all countries for 2011 was 27,448 - 109% over the goal.

The total number of pumps sold is now over 178,000!

Save the Date: KickStart Field Trip March 3-11, 2012

Announcing an exciting field trip to see KickStart's work in action! Join us to meet the KickStart Africa team, visit working farms and farmer field days, and see the workings at our technical development center. We've built in leisure and safari time, too. This trip will be a great way to learn about Kenya, its people, agriculture and other natural resources. Lodging, meals and in-country transportation are included.

Watch for details in your inbox and on our [website](#) very soon.

From Martin and Nick



Dear Friends of KickStart,

We hope you have all had a good summer! First of all, thank you very much for all your support and interest over this past year. We are excited by the ever increasing number of small-scale farmers, organizations and donors who are recognizing our MoneyMaker pumps as a real path out of poverty. Especially during the on-going East African famine crisis, keeping water flowing to crops is more important than ever. As we head into the fall, KickStart is busy with many new projects, including the introduction of a new pump design and exciting new innovations, and partnerships, for financing the purchase of our pumps. We have a lot of exciting news, so we hope you enjoy our redesigned newsletter, Karibu!

With great appreciation,

Martin and Nick

A handwritten signature in black ink that reads "Martin Fisher".

Martin Fisher
Co-Founder and CEO

A handwritten signature in black ink that reads "Nick Moon".

Nick Moon
Founding Director

KickStart in Global Post

We hope you read this great interview with Nick Moon by Jonathan Kalan of the Global Huff Post about Money Maker pumps in Tanzania: "...these pumps appear to highlight the power, potential and ultimate need for innovation in Africa's agricultural sector."

<http://bit.ly/GlobalPost>

New Partnerships and Grants

KickStart is delighted to announce a number of new and renewing grants and partnerships supporting our important work. We wholeheartedly thank our donors, and look forward to a powerful future together.

Al-Waleed bin Talal Foundation

Margaret A. Cargill Foundation

John Deere Foundation

Fintrac

Imperial Tobacco Group

Jasmine Social Investments

Kiwanis International Foundation

Mulago Foundation

New Zealand Aid Programme

The Pershing Square Foundation

Planet Wheeler Foundation

Skoll Foundation

TechnoServe

KickStart is grateful to its funding partners for the trust they have shown, and continue to show, in our mission to end poverty. Thank you!

Empower a Woman and you Empower a Nation



Women are key change agents to counteract poverty across Africa. Like women all over the world, African women are guardians of their family's welfare – providing food, nutrition, water, health and education. Their full participation in society contributes significantly to national economic growth and prosperity.

Agriculture represents 21% of Africa's GDP and though women do a large portion of the labor they still face many obstacles. Limited economic rights and social power can mean limited access to land, financial services and extension services, sexual discrimination in the labor market, and several business-related obstacles, stemming from limited opportunities in education and vocational training. In a society where unemployment is already high due to widespread institutional collapse, being a woman is an added challenge to finding a job. Many women and girls do not view horticulture farming, specifically **irrigation of horticulture and high-value crops** as a means to improve their livelihoods.

Over the last several years, KickStart has studied the barriers that prevent poor women farmers in Africa from accessing agriculture water management technologies - technologies that would enable them to lift themselves and their families out of poverty. We want to help women overcome these barriers. Already 18% of our pumps are purchased by women and in our newest initiative, mobile layaway (see below), 30% of our layaway accounts are established by women.

KickStart understands the physical effort women endure to carry out agricultural work and the meager returns on their effort. We designed the innovative and affordable MoneyMaker Hip Pump, which has proven very popular with women farmers due to its portability and its lightweight and ergonomic design. This pump saves time and energy, brings greater rewards, and enables women to establish and run their own small commercial agri-businesses. These agri-businesses quickly increase household income, provide guaranteed food security, provide jobs for others, and improve access to better education and healthcare for families.

Partnership with NMB Bank Provides Pump Loans in Tanzania

KickStart Tanzania has partnered with NMB (formerly National Microfinance Bank) to launch a loan product designed to lower the entry point for farmers wishing to purchase all models of MoneyMaker pumps. NMB, with 144 branches across the country, is the largest bank in Tanzania. With plans for expansion after a two-region pilot, farmers can put down 25% of the cost of the pump and finance the balance over nine months.

The pilot was launched with great fanfare, including speeches by Regional Commissioners, attendance by NMB branch teams, KickStart teams and farmers.

Farmers are already participating in large numbers. The pilot is designed to identify the best means of communication with farmers, the most economical way to keep processing and transaction costs down, and the best way to engage dealers in the process. For more information, contact Alfred Wise, Country Director of KickStart Tanzania: alfred.wise@kickstart.org.



Adventure Project Photos Inspire Giving

KickStart was chosen as one of the most effective and high impact social enterprises in the area of hunger by The Adventure Project, an organization founded by Becky Straw and Jody Landers which invests in entrepreneurs in developing countries.

The Adventure Project educates the public about the most effective high-impact social enterprises, enterprises that alleviate extreme poverty by leveraging technology and transparency and show long-term results. The Adventure Project's extensive online presence and amazing photo essays are key to the way they communicate this message. We are very excited to be working with Becky and Jody to change the way people fight poverty!



A photo from The Adventure Project's photo essay on Sarah, a KickStart sales rep in Kenya. (photo: Esther Havens 2011)

Joel and Rose Farm, Family and Community

After a year of struggling to water his crops by hand, Joel Kuto and his wife Rose saved up and bought a Super Money Maker pump in June 2010. Before he purchased the small plot of land and started farming, Joel worked for 10 years as a truck driver. He already knew a bit about the pump – he said he'd seen it demonstrated in town at a dealer shop and also in his neighborhood.

Before buying the pump, Kuto's farming was so small scale that sometimes he was forced to buy additional produce to feed his family. In a good week, he says he made about 1000 Kenya Shillings, or \$11 US, to feed a family of five: their children are eight,

Meet a Few of the KickStart Staff



Wagikuyu Miring'u, *Nairobi Office*

Wagikuyu's role at KickStart is to promote the "Farming is my Business" campaign, which aims to lift up the image of the farmer as a legitimate and proud businessman or business-woman. Kuyu was recently accepted into the prestigious Acumen Fund East Africa Fellows Program, made up of individuals who are driving groundbreaking projects with large social impact. She holds a BA in Communications from Daystar University.

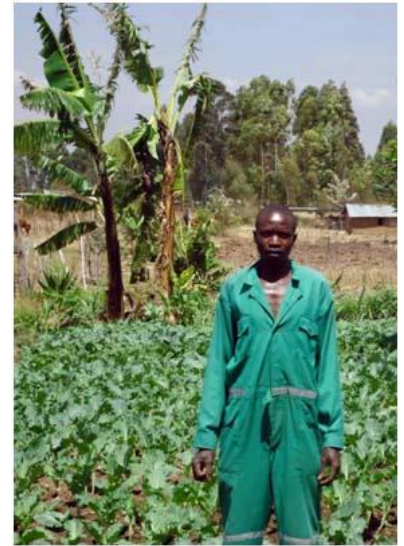


Genevieve Porter, *San Francisco Office*

Genevieve is one of the friendly and efficient voices at the other end of 415-346-4820. Her role is working with donors and friends to enhance one-on-one communications and social media. She is also Martin Fisher's Executive Assistant. At KickStart a little over three years, Gen last worked at a biomimicry design company. She holds a BS in Aerospace Engineering from California Polytechnic State University, San Luis Obispo.

four and four months old. Now that the pump is part of his farming business, Joel and Rose make about \$56 per week. The pump helps them grow kale, spinach, kunde and cabbage all year long.

Joel beams when he says that he is going to be able to transfer his school-age children to a private academy because he can now afford to. Besides his own children, he also pays school fees for his two sisters in high school.



Both are now actively involved in the community as working farmers and say they are overwhelmed by the number of opportunities that have presented themselves. Joel is a member of a community-based youth organization that has been able to buy a shamba (a field for growing crops), build a fish pond and put up beehives. Rose is a member of a women's group that teaches farming as well as provides financial assistance for the women members. Through these groups Joel and Rose have educated and influenced other members of the community on the benefits of owning a Money Maker pump.

Joel and Rose are thinking big: their plan is to invest in an overhead tank to use for storage, to diversify other crops and, in the long run, buy a generator. They plan eventually to buy an even bigger piece of land. They are grateful for the all work they do with the Money Maker. Without it, Joel says, he and his family would not have a source of livelihood.

KickStart Fights Famine in East Africa

A few weeks ago we announced a special \$300,000 appeal in response to the terrible famine and drought conditions in East Africa. Thanks to you, we have already raised over \$80,000 and are immediately swinging into action. Within the next two months we hope to distribute **600 pumps** and accessories in three hard-hit areas in Northern and Eastern Kenya.

New Pump to Debut: The MoneyMaker Max!

Following on the success of our Super MoneyMaker (SMM) Pump, which has helped over 420,000 people climb out of poverty, KickStart has been working to build a new, improved treadle pump. Named the MoneyMaker Max (MMM), this re-designed pump is lighter, easier to transport, more rust-resistant, more efficient at pumping water, and easier to install and maintain.

Development began in 2008 and after a successful small-scale market test last February; our engineering team is polishing up the final design for full production and a mass launch across Kenya, Tanzania and our B2B program.

Nearly 10% more efficient than the Super Money Maker: i.e. volume of water pumped is higher per unit of energy used to operate the pump.

Easier to set up and maintain. More rust resistant, giving a longer life to the pump.

Lighter weight, 5kg less than SMM, so more portable to the farmer.

Reduced shipping and transportation costs compared to Super Money Maker, which will be phased out.

We'll let you know more about the official launch date soon, so stay tuned.

To boost food production in emergency areas we have already started working with the Catholic Diocese of Meru, which is collaborating with the Kenyan Ministry for Northern Kenya and Arid Lands. We are also donating 60 MoneyMaker pump kits, plus personnel to demonstrate their set-up, to the "Kenyans for Kenya" famine response program.

Going forward our plan is to:

- Partner with leading organizations already working in stricken areas of Kenya.
- Identify groups/associations of local people who are able to make use of KickStart technologies to irrigate from rivers, shallow wells and reservoirs.
- Train staff from the partner organizations and the local farmers on agricultural water management, good irrigation and agronomic practices and pump use. This will help the partners reach even more farmers.
- Leave in place a supply of pump spare parts through both local retail shops and the partner organizations.

We project that each pump kit will be used by a group of between 5-15 people, and that each group member supports a family of five. Using these assumptions, the 600 pumps will directly benefit some **30,000 people**.

The famine will get a lot worse in the coming months. Your generosity is enabling KickStart to help make a difference for thousands on the edge of disaster. Click [here](#) to help us with the famine campaign, and thank you!

BEFORE



AFTER



On a recent visit to farmers' groups in the Tharaka area who have been using MoneyMaker pumps since April, we saw what they can do – it was literally desert on the side with no irrigation and lush, green vegetables on the irrigated side. When they were asked by a World Food Program official if they wanted food or more pumps, the farmers all said "more pumps!"

Good News for Jobs, School Enrollment and Income in 2011

The farmers who bought our pumps in FY'11 are now generating an additional \$17M in new profits and wages per year.

28,000 more girls and boys are in school for the first time, or in improved schools, as a result of their families buying and using our pumps in FY'11.

KickStart has hired more woman sales reps and is selling more pumps to women farmers.

**Give to KickStart to help
Families Find a Permanent Path
out of Poverty**



*For more information on KickStart,
please contact Genevieve Porter,
Development Associate at:*

2435 Polk Street, Suite 21, San
Francisco, CA 94109

p: 415.346.4820

www.kickstart.org

info@kickstart.org



Mobile Layaway

Innovative Financing for the Small-holder Farmer

KickStart has designed and introduced an exciting new solution to get more pumps into action: micro-payments via cell phones. Mobile Layaway, marketed as “*Tone Kwa Tone Pata Pump*” (Swahili for “Drop by Drop Gets the Pump”) enables customers to make mobile payments of any amount, at any frequency, using M-PESA, a mobile money transfer system used by over 13.5 million subscribers in Kenya. Mobile layaway provides a convenient, secure method of saving up for a MoneyMaker pump, and helps customers commit to the purchase before they have the full amount.



1. Customer fills out registration form with Sales Rep or at Dealer.



2. Customer sends an initial deposit and additional payments via M-PESA's Pay Bill service.



3. Upon complete payment, customer picks up pump at dealer shop.

Now in pilot stage, 117 customers are registered, and 56 have already paid in full and received their pumps! Mobile Layaway:

Shortens the time to purchase a MoneyMaker pump: Mobile layaway customers say that if they could have done it at all, it would have taken them a very long time to pay for a pump. While it takes most customers as long as one year to save for and purchase a MoneyMaker pump, using the mobile layaway service to complete full payment takes an average of only 2.5 months.

Enables KickStart to reach an even poorer income segment: The majority of customers say that without mobile layaway, they would never have been able to purchase the pump. The average Mobile Layaway customer owns less land, livestock, & household assets than KickStart's average MoneyMaker customer.

Enables KickStart to reach more women: Only 18% of customers who buy pumps in cash are women, yet 31% of the customers who have registered for mobile layaway are women.

For more information, check out two recent articles in the media:

MobileActive.org: “[Drop by Drop Gets the Pump: KickStart's Mobile Layaway Service for Small-Scale Farmers](#)”

FastCompany.com: “[The New Microfinancing: SMS-Based Layaway To The Rescue](#)”