

**Entrepreneurs
are competitive,
courageous,
problem-solving,
knowledgeable,
innovative,
trailblazers
who are inspiring
the next generation.**

iDE

2017
ANNUAL
REPORT

FOR OUR 2017 ANNUAL REPORT,
WE WANT TO EMPHASIZE A FEW
QUALITIES OF THE ENTREPRENEURS
WITH WHOM WE WORK,

A FEW IMPORTANT THINGS
ABOUT US,

AND YOU.

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iDE photos by Ephrem Abebe, Joe Hancock, Chris Nicoletti,
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Quang Nguyen, Gordon Lau, Ahmed Mubarik,
David Graham, Rachel Rose, and KC Koch.

LETTER FROM THE CEO

Dear Friends and Partners,

iDE continues to make progress, enabling entrepreneurs in the most unlikely places to join in the global market. But, as we all know, progress doesn’t happen overnight. It only occurs after years of research, pilot testing, and refinement—based on risk taking, solid data, and learning.

Over three decades of working in the world’s poorest communities, we have discovered many courageous people around the world. We’ve seen it happen again and again—opportunity generates the hard work and tenacity to make a better life. At the end of 2017, iDE had helped 30 million people increase their incomes and improve their livelihoods.

In the last decade, iDE has seen many of our solutions increase in reach and scale. We’ve



gone from increasing incomes for 750,000 people per year to 2.3 million people in 2017. That’s a remarkable accomplishment, but we aren’t done. We aim to achieve our goal of reaching 20 million more. And with our commitment to designing solutions that work, and learning as we go, we are going to do it.

It takes courage to set an ambitious goal like that, just as it takes courage to operate a family farm like a business, or sell latrines in the poorest communities, in order to overcome poverty for the next generation.

Thank you for joining us on the journey.

Tim Prewitt
Chief Executive Officer

**We know
entrepreneurs
because we've
worked with
30,300,000 of
them over the
past 35 years.**





WATER, SANITATION & HYGIENE



competitive

Mr. Tuan is a latrine producer in Vietnam. His shop is located on a busy paved road and there is a lot of competition in the area. Although the competition has lower prices, he still has the most business. Community health workers educate customers who come to him to purchase a toilet. He believes he has a positive reputation because other ring producers ask him why he's so successful.

2017 GLOBAL WASH SELECTED HIGHLIGHTS

ETHIOPIA Unemployed youth are trained to produce low-cost latrines through the REAL project. A stable income means that youth no longer need to migrate to an urban area in search of a job. They can stay close to home and still make a living.

VIETNAM iDE wanted to know if contests are an effective way of increasing hand hygiene knowledge. So we conducted a contest where 56,973 members of the Women's Union and their family members completed a hand hygiene quiz. Those who answered all questions correctly received a small prize. iDE's evaluation determined that the contest had a significant effect on knowledge retention and hand washing practices.

CAMBODIA Many households don't have an affordable, safe way to empty their latrines when the pit is full. In response, iDE piloted the Alternating Dual Pit—an upgrade to single pit latrines that allows the full pit to be treated with lime and sealed to safely decompose. Households can continue to use their latrine by rotating the two pits indefinitely.

BANGLADESH Using human centered design to develop a handpump protection platform, iDE has scaled up the Ring Paka in northern Bangladesh with the sale of over 10,000 units from 2015 to 2017 through local masons.



GENDER EQUITY



courageous

Jahanara endured negative comments from her community members when she first started out as a Farm Business Advisor. Like all women in Bangladesh, her biggest obstacle was lack of a social network. iDE made it easier for her by providing training, finance, and a business model. That helped her to take the leap.

2017 GLOBAL GENDER EQUITY SELECTED HIGHLIGHTS

BANGLADESH iDE conducted three days of gender sensitivity training based on the belief that we will create greater opportunities for women if we start with the perceptions and awareness of our staff.

HONDURAS In the basin of the Goascorán River, most of the women farmers are small plot coffee farmers. Through the Nuestra Cuenca ("Our Basin") project, iDE addressed issues around gender equality and the empowerment of women by ensuring these farmers have a say in how local watersheds are used, managed, protected, and conserved.

CAMBODIA The role of women in sanitation businesses is typically in back office management, including finance and logistics. iDE launched a pilot to train women in these roles to learn how to evaluate customer creditworthiness and understand business risk in order to extend interest-free sanitation installment plans to customers who have difficulty buying a latrine in one payment.

MULTIPLE COUNTRIES A global Gender Hackathon involved participants from nine countries who shared best practices and learned from each other, discovering what iDE is doing to promote gender equality in different programs and how it is affected by local contexts.



ACCESS TO FINANCE

problem-solvers

To determine if a customer qualifies for a loan, Sama Sama, an iDE owned social enterprise in Ghana, has designed a mobile tablet-based test that evaluates key psychometrics with simple cartoons. Answers to questions about the pictures determine a customer's likelihood to repay the loan. This innovation significantly reduces the effort and time barriers for customers who need a loan to buy a toilet.

2017 GLOBAL FINANCE SELECTED HIGHLIGHTS

CAMBODIA Increasing debt in Cambodia's rural population has become a problem, so much so that loans for household products such as a latrine are routinely turned down. To overcome this, iDE Cambodia trains latrine business owners how to evaluate a customer's financial situation and decide whether to offer them a no-interest installment purchase plan.

MOZAMBIQUE Working with KIVA, a crowdfunding platform that provides loans to small farmers, iDE supported more than 60 entrepreneurs in investing in affordable technologies and agriculture inputs to increase their productivity and improve their business network with the surrounding small farmers.

ETHIOPIA A 96% debt repayment rate was achieved by LIFT project clients, proving that poor farmers can repay their loans on time when their investment is profitable and appropriate follow-up mechanisms are in place. The result is a positive attitude change among microfinance institutions, who are now more willing to provide loans to poor farmers who were once seen as high-risk borrowers.



CLIMATE RESILIENCE



knowledgeable

Thanks to training from iDE field staff in Ziway, Ethiopia, farmers like Konti are well-informed about climate change, factors contributing to soil degradation, and what steps to take to better manage natural resources. Konti is the head of her household and plays a leadership role in managing resources within the watershed where she lives and farms.

2017 GLOBAL CLIMATE RESILIENCE SELECTED HIGHLIGHTS

VIETNAM iDE presented at UNFCCC COP23 in Bonn, Germany on Vulnerability Reduction Credits (VRC™) which we are piloting in Vietnam.

MOZAMBIQUE iDE is leading the way by introducing solar pumps, drip irrigation, and tropicalized greenhouses to increase the climate resilience of small farmers.

NEPAL Our BRACED/Anukulan project has been recognized globally for its innovative, cost-effective approach to increase incomes through climate-smart approaches. With funding of £5 million, the project increased incomes of 102,210 smallholders by an average of £156/year, and aims to increase scale in the years to come.

NEPAL Our community-led Multiple Use Water Systems, a recognised climate adaptation approach, was presented at the Irrigation and Water Forum in London in 2017.

HONDURAS Through watershed management, climate-smart agriculture, and a gender-sensitive approach, iDE has reported that coffee farmers have increased their resilience to dry periods, pests, and disease.

BANGLADESH In response to the devastating flooding, iDE promoted the introduction of climate-smart practices, such as hanging and tower gardens, for crop cultivation even when the land is underwater.



DESIGN

innovative

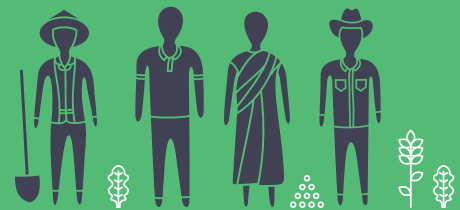
Innovation makes life easier for people, especially those who have been injured and live with a missing limb or another disability. By discovering inexpensive ways to provide access and assistance to those living with a disability, sanitation providers not only increase their market, but also improve the happiness of their neighbors and communities.

2017 GLOBAL DESIGN SELECTED HIGHLIGHTS

CAMBODIA iDE offered training on how to use lightweight, low-cost interlocking bricks to create latrine shelters that can be customized with handrails and wheelchair ramps. The first entrepreneur trained on this technology made enough profit to buy another interlocking brick press in cash, priced at nearly \$10,000. The business has sold over 200 latrine shelters, with over half of these going directly to families with members living with a disability.

BANGLADESH Through human-centered design, iDE discovered that households keep latrines cleaner if available flushing water is close-by. By supporting the development and piloting of a rainwater harvesting unit (called the bristibank or rain bank) that attaches to our suite of latrines, we are making an impact on latrine use and gender roles in the household.

GHANA The Sama Sama toilet was developed through intensive Human-Centered Design, market research, and iterative prototyping. Prospective customers provided input during each prototyping round, and a group of Sama Sama's early customers gave their feedback that informed the final design. The result is an aspirational pour/flush toilet that customers can be proud to own, and which solves the health-related issues caused by many of the lower quality pit latrines on the Ghanaian market.



AGRICULTURE



trailblazers

For the 400 households in the Shambhunath community in eastern Nepal, agriculture and manual labor are the primary occupation. Up to 80% of the land is often left fallow due to dry, hot weather and a lack of irrigation options. With the assistance of iDE, farmers installed a solar pump to lift groundwater to micro-irrigation tubes that efficiently irrigate rows of vegetables. The farmers also received training in stewarding healthier soil composition.

2017 GLOBAL AGRICULTURE SELECTED HIGHLIGHTS

MULTIPLE COUNTRIES As part of the Powering Agriculture program, iDE and PRACTICA Foundation created the SF1 solar-powered pump, testing it in Honduras, Nepal, and Zambia. We helped form the enterprise Futurepump to manufacture and market it.

MULTIPLE COUNTRIES iDE created a microsite to share lessons learned from over seven years of integrating micro-irrigation technology in Nicaragua, Honduras, Vietnam, Burkina Faso, and Zambia. To learn about the solutions we explored and the challenges we encountered, visit: smallholderirrigation.ideglobal.org.

MULTIPLE COUNTRIES Innovation for Rural Prosperity—a five-year project in Ghana, Ethiopia, and Cambodia—demonstrated the effectiveness of improved agricultural training, access to finance, improved inputs, and technologies on agricultural production and incomes.

HONDURAS The Impluvium technology and Sunlight pump (which we developed in close collaboration with Ennos AG in Switzerland), was disseminated by AFRHINET, a water harvesting technology network, as a valid solution for household rainwater harvesting to be used for off-season vegetable production and food security. iDE presented this technology at the International Rainwater Harvesting Symposium held in Nairobi, Kenya.



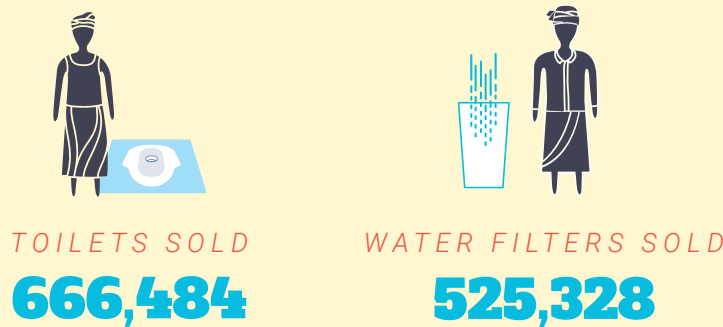
It's clear: the next generation won't be as poor as this one.

That's because their parents are actively engaging in the global marketplace. And following their parents' example, the next generation will be even more competitive, courageous, innovative, knowledgeable, problem-solving trailblazers who will make a difference in their communities, their countries, and around the world.

WASH aims for scale.

The health benefits of sanitation and clean water increase as more households in a community use WASH products. If only a few people in a community have a toilet, enough contamination exists that everyone is still in danger of water-borne disease, even families who have purchased and use a toilet. Well-designed, aspirational products and satisfied customers increase the likelihood that their neighbors will make a purchase and adopt the necessary behaviors as well. The number of **WASH PRODUCTS SOLD** is the metric that keeps us on track to making the biggest difference in people’s lives.

TOTAL WASH PRODUCTS SOLD AS OF DECEMBER 2017



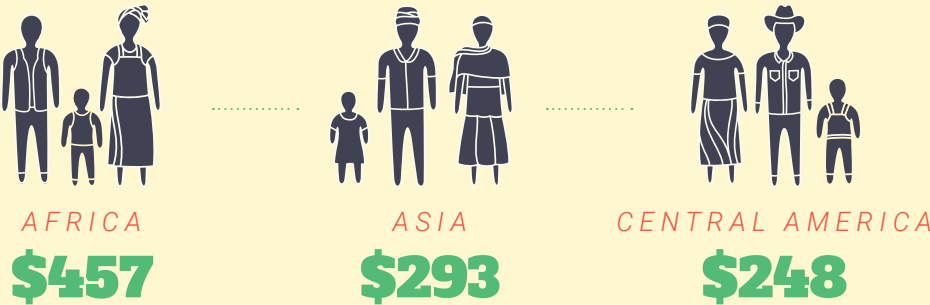
WASH = Water, Sanitation, and Hygiene

GLOBAL SCALE AND IMPACT IN 2017

Agriculture focuses on impact.

Our Agriculture programs aim to establish a local marketplace that will ultimately be self-sufficient. **HOUSEHOLD INCOME** is an important metric of success because when farmers have a steady income, they contribute to broad economic growth: they hire people to improve their home, purchase inputs for their farm, and send their children to school. Our commitment to our clients is to deliver products and services that meaningfully increase their income and improve their lives.

AVERAGE INCREASE IN ANNUAL INCOME BY REGION



● Data for Action

iDE develops advanced management information systems that enable decision-makers to swiftly collect, analyze, and quantify key performance and impact data.

● Data for Impact

iDE conducts rigorous evaluations and research to determine if what we're doing really matters, and whether we're having a positive effect on outcome areas of interest.

● Thought Leadership

iDE shares lessons learned and innovations with other development organizations to increase transparency and credibility for market-based development.

● Global Capacity

iDE applies rigorous monitoring and evaluation in every location we work through coordinated teams and tools.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

● iDE's evaluation showed significant positive impact on water savings in Vietnam. On average, farmers using micro-irrigation doubled their profit per square meter of cultivated land and consumed 32% less water than control households.

● The enhanced Sama Sama order management system provides ready access to sales and supply figures as well as the ability to track cash transactions, installment payments, and layaways.

● iDE's Zambia team launched a system to manage remote rural Farm Business Advisor (FBA) promotions and incentives. Using cloud-based tech for efficiency and rigor, our goal is to coach more FBAs to grow profitable, scalable businesses.

● Joined a panel of innovators at Global Good fund, managed by Intellectual Ventures Laboratory, to advance irrigation technology in developing countries.

● Published an article on Poverty Probability Index blog about using the PPI index in iDE's data collection tools and how those insights support our decision-making across the globe.

● Upgraded Hydrologic's management information system to collect information on customers forming group loans through KIVA, streamlining access to finance for customers purchasing clean water filters.

● Presented a smart subsidy evaluation to sector leaders. The results of a randomized control trial conducted with Causal Design proved smart subsidies can lead to higher adoption without distorting the market, while improving cost-effectiveness.

● Doubled our global monitoring and evaluation team, allowing us to create more cloud-based business applications and tools for our businesses, and to carry out more actionable and rigorous evaluations.

● Released a portfolio of in-house evaluations that define quantitative results from the Innovation for Rural Prosperity project. Each addition to our evidence library strengthens our global impact estimates and increases our understanding of how our portfolio is performing.

● Launched a central repository for our Global Key Performance Indicators. This includes all of our evidence and indicators relating to scale, providing instant access to data on our effectiveness, enabling us to make informed strategic decisions.

● Presented at the Salesforce annual conference on how iDE develops custom-built business applications and uses third party Salesforce apps to improve all aspects of our work—from fundraising in the US and Europe to selling toilets in Northern Ghana.

● Completed an impact evaluation in Nepal that showed positive effects on resilience for iDE farmers within DFID's BRACED portfolio. BRACED aims to build the resilience of up to 5 million vulnerable people in 13 countries across North and East Africa and Asia against climate extremes and disasters.

2017 EXPENSES BY COUNTRY

Bangladesh	\$	4,778,330
Burkina Faso	\$	468,261
Cambodia	\$	4,948,949
Ethiopia	\$	1,848,964
Ghana	\$	1,767,268
Honduras	\$	1,114,305
Mozambique	\$	1,781,261
Nepal	\$	4,149,366
Vietnam	\$	327,131
Zambia	\$	2,421,557
Other	\$	1,582,033 *

* Includes expenses for multi-country projects.

2017 EXPENSES OF iDE’S SOCIAL ENTERPRISES

Hydrologic (Cambodia)	\$	1,488,871
iDEal (Nicaragua)	\$	243,304

These social enterprises are separate but wholly-owned iDE legal entities.

EXPENSE BREAKDOWN

Field Programs	\$	22,430,028	76.8%
Field Programs / G & A†	\$	3,392,400	11.6%
Headquarters / G & A†	\$	3,182,300	10.9%
Fundraising	\$	197,932	.7%

†General & Administrative

2017 EXPENSE DETAIL

Subgrants	\$	4,596,572	15.7%
Personnel	\$	14,162,848	48.5%
Professional Services (Subcontracts, Consultants)	\$	4,678,905	16.0%
Travel & Transportation	\$	2,321,820	8.0%
Vehicle & Equipment	\$	1,586,948	5.4%
Office Expenses	\$	1,855,567	6.4%

TOTAL	\$29,202,660
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2017 INCOME

Grants (Public & Private Foundations)	\$	23,056,094	77.9%
Individual Donations	\$	624,189	2.1%
Interest Income	\$	30,440	0.1%
Field & Program Revenue	\$	2,862,604	9.7%
Sales & Other Income	\$	3,028,552	10.2%

TOTAL	\$29,601,879
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ENDING NET ASSETS

As of end of reporting year

TOTAL	\$ 3,432,826
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FINANCE STAFF IN HEADQUARTERS (Pictured left to right): **Ratana Kong**, Regional Finance Manager, **Michelle Wire**, Staff Accountant, **Abdi Debela Dinka**, *CPA, MBA*, Vice President of Finance, **Kouassi Dapa**, *CPA*, Regional Finance Manager, **Melanie Mackintosh**, *CPA*, Accounting Manager, **Laura Rogers**, Regional Finance Officer (Not Pictured: **Ravy Cheahorn**, Regional Finance Officer, **Abbas Ali**, Finance Manager iDE UK)

THE GLOBAL FINANCE TEAM

As a distributed organization with multiple country offices and social enterprises, making sure that our financial accounting is done efficiently and effectively is no easy task. Under the leadership of Abdi Debela Dinka, iDE’s global finance team has distinguished itself by implementing a shared accounting system, processes, and procedures that provide exemplary support for our programs and the necessary transparency to quickly pass successive audits, globally and in country. We’re happy to recognize our team of number-crunching, spreadsheet-swinging, have-calculator-will-travel, financial professionals and say thank you for everything you do to keep iDE running smoothly!

FIELD-BASED FINANCE STAFF (Not pictured):

- Zach Carlson**, Finance & Operations Manager, iDE Mozambique
- Deang Sophea**, Finance Director, iDE Cambodia
- Bwalya Filamba**, Finance & Administration Director, iDE Zambia
- Filagot Getahun**, Finance Director, iDE Ethiopia

- Mohammed Mahfuzur Rahman**, Finance Director, iDE Bangladesh
- James Oluwole**, Finance & Operations Director, iDE Ghana
- Fati Soumbougma**, Finance Manager, iDE Burkina Faso
- Raju Limbu**, Finance & Administration Director, iDE Nepal
- Huyen Vo Thanh**, Finance & Administration Officer, iDE Vietnam
- Sothea Sam**, Finance Manager, Hydrologic

OUR DIVERSIFIED PORTFOLIO



- United States Agency for International Development (USAID)
- Swedish International Development Cooperation (SIDA)
- Foundations and Corporates
- United Kingdom’s Department for International Development (UK DFID)
- Global Affairs Canada (GAC)
- Australian Department of Foreign Affairs and Trade (DFAT)
- European Commission (EC)
- Dutch Ministry of Foreign Affairs (MoFA)
- Swiss Agency for Development and Cooperation (SDC)
- United Nations Children’s Fund (UNICEF)
- Other

It’s important for a non-profit like iDE to maintain a diverse funding portfolio to ensure that our programs can continue when donors’ priorities shift. iDE receives grants from many major institutional foreign aid programs who have increasingly recognized the value of market-based development to achieve their missions. These grants, however, typically specify exactly how the funding can be used.

Although much smaller in comparison, iDE also receives donations. This money is critical as it has the ability to unlock new grant funding, thus creating a multiplier effect for iDE’s income beyond the value of the donation. Donations fuel our acceleration in innovation and scale. Without these funds, we cannot lead in the emerging frontiers of impact like women’s empowerment and climate resilience.

Foundations & Trusts

Big Lottery Fund
Comart Foundation
Comic Relief
ExxonMobil Foundation
Ford Foundation
The Bill and Melinda Gates Foundation
John F. and Mary A. Geisse Foundation
Global Environment & Technology Foundation (GETF)
The Headley Trust
Conrad N. Hilton Foundation
the innocent foundation
David and Lucile Packard Foundation
Rockefeller Foundation
Saga Charitable Trust
Stone Family Foundation
Toro Foundation
Trip Advisor Charitable Foundation
Vitol Foundation
The Waterloo Foundation
Wellcome Trust

International NGOs

African Agriculture Fund (AAF)
Fauna & Flora International
iDE Canada
Impact Makers Table
International Water Management Institute (IWMI)
Manitoba Council for International Cooperation (MCIC)
Montview Boulevard Presbyterian Church
Posner Center for International Development
Renewable World
Swiss Capacity Building Facility

Host Governments

Ethiopian Agricultural Transformation Agency (ATA)
Government of Ethiopia
Mozambican Zambezi Valley Development Agency (ADVZ)
Secretario de Agricultura y Ganadería de Honduras

Bilateral & Multilateral Donors

Australian Centre for International Agricultural Research (ACIAR)
Australian Department of Foreign Affairs and Trade (DFAT)
Dutch Ministry of Foreign Affairs (MoFA)
European Commission (EC)
Global Affairs Canada
International Fund for Agricultural Development (IFAD)
Ministry of Foreign Affairs and Trade (New Zealand Aid Programme)
Norwegian Agency for Development Cooperation (NORAD)
Swedish International Development Cooperation (SIDA)
Swiss Agency for Development and Cooperation (SDC)
The Consultative Group for International Agricultural Research (CGIAR)
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United Nations Children’s Fund (UNICEF)
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World Bank

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*Joined in 2018

We honor our donors’ wishes to remain anonymous, and would like to extend our gratitude to all of our supporters who are not listed publicly.



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**iDE's recurring
giving program**

Are you an Activator?

Join our global community in bringing innovation and entrepreneurship to remote corners of the world.

Become a sustaining monthly donor in any amount you choose.

ideglobal.org/activators



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