

ANNUAL REPORT  
2007



Palms for Life Fund  
A Global Alliance to End Poverty



## Annual Report

2007

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## 1. Foreword by the Executive Director



Dear Reader,

It is with great pride that I am sharing with you this first Annual Report of Palms for Life Fund since we have been incorporated in May 2006.

Much has happened since then in Palms for Life's universe. First of all, the organization has evolved very gradually and grown at a pace that we feel very comfortable with. We have been able to keep our promise to maintain our operating costs to a minimum and to engage our Board, Advisers and friends in our activities on a voluntary basis. In 2007, we initiated several new projects, reached out to corporations, foundations and individuals and launched several signature programs.

Thanks to our supporters and friends, we were able to carry on with our mission to alleviate poverty in many of the poor countries that we have selected. We brought into our arena several new partner organizations that have enhanced our Global Alliance.

Palms for Life owes its achievements to the many individuals who have contributed by offering their free services and advice, responding to our appeals or simply encouraging us to continue our work.

To all of you and in particular, to my husband David Rottman and my daughters Naâma and Maayan, THANK YOU! I hope you enjoy the reading.

Sincerely,

Hannah Laufer-Rottman  
Executive Director

## 2. How we view Social Change

Palms for Life supports the idea that Social Change is best achieved by investing in education. By focusing especially on women's and girls' education, we guarantee even more impact because, as is widely documented, an educated young woman will more likely have less children, will have healthier children and will send them to school.

Palms for Life's primary distinguishing factor is that we are committed to empowering local organizations to take ownership of their own development work. Our expertise allows us to carefully select implementing partners that have an impeccable track record, and that have benefited from other international grants. For each project that we consider for support, we carefully assess its sustainability, its long term impact and active community participation. We verify that no more than 10% of the social investment is spent on recurring costs, and that all necessary conditions are met to ensure full operational capacity. We do not execute projects ourselves which allows us to keep our operating costs very low and to ensure that at least 90% of the funds that we secure benefit the poor directly.

As a "Global Alliance to End Poverty" we believe that it is essential to bring into the Social Change arena as many active participants as possible. Palms for Life is one such participant. We also believe in the need to engage as many people as possible to join in today's fight against global hunger and poverty, hence our unique motto "*we are all connected to the poor.*"

Therefore, in 2007, we have selected projects such as:

- Adult Literacy and Sustainable Peace in Angola
- Bilingual Education in Ecuador
- Community-Based Health Planning and Service in Burkina Faso
- Community Development and Micro-Finance in Thailand
- Educating and Feeding Street Children in Ecuador
- Eliminating Female Genital Mutilation in Burkina Faso
- Empowerment of Girls and Young Women in Angola
- Giving Better and Safer Schools to Children in Mozambique
- Participative Protection of Children's Rights in Ecuador
- Universal School Enrollment and Quality of Education in India
- Vocational Training in India.

The value of the projects that we have listed above ranges between \$100,000 and \$1.5 million. A short description of the projects can be seen in Annex A

### 3. Our Partners

In 2007, Palms for Life has selected highly reputable and effective local NGOs in our select countries. Our new Partners have the capacity to run the projects, monitor the activities and report back on results and impact. They are marked by a trajectory of social commitment, often working in difficult conditions, sometimes in uncertain political environments and always with insufficient funds to carry on their work and support the people in need.

As we interact with the local organizations, we constantly come across enormous funding gaps for very high quality projects – of which many would directly contribute to attaining the UN Millennium Development Goals (MDGs). Many projects are currently on stand-by simply because of lack of funding. Therefore, the scope for support that our partners need is enormous!

- Burkina Faso: APRODES
- Ecuador: Centro del Muchacho Trabajador (CMT)
- Angola: Development Workshop (DW)
- Ecuador: Fundación Esquel
- Ecuador: Fundación Fe y Alegria
- Tanzania: Izaas
- Pakistan: National Commission for Human Development (NCHD)
- India: HOPE foundation
- India: M. Venkatarabgaiya Foundation (MVF)
- Mozambique: The Community Development Foundation (FDC)



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## 4. Our Activities and Results

### A. Fundraising

We further refined our strategy to raise funds for our projects by working on three fronts: the public and private foundations; corporate foundations; and individuals (e-philanthropy and special events). We researched prospects, submitted Letters of Inquiry, pre-proposals and proposals, and established a mailing list of about 500 contacts for our online appeals. This particular fundraising method proved more useful to inform the public about our work than to raise substantial funds. There is room to develop our capacity and expertise for e-philanthropy even further.

- 1) Operating expenses: In the longer term, our plan foresees that these expenses will be entirely covered from a small service fee (not exceeding 10%) that we charge from the funds that we eventually raise on behalf of our partners. However, in this initial phase, until we strengthen our capacity, our operating expenses – albeit small - have to be secured from different sources. We have applied to several capacity grants and are exploring funding from stock donations and charitable trusts.
- 2) Our Board: In the beginning and for the next 2-3 years our plan is to keep our Board small but establish a solid Advisory Board. We contacted former UN colleagues – from UNDP, WFP, or simply retired UN officers - to join the Board, provide pro bono technical support, or help with the identification of local partners. We continuously draw on voluntary help.
- 3) Creative ways to raise funds: during 2007, Palms designed innovative and unique “for Life” projects and events that engage citizens in an interactive way, support our brand and help raise funds.

### B. Tangible Results to Date

- 1) Since our inception in May 2006, we have established an ongoing relationship with 9 reputable anti-poverty and educational local organizations in Angola, Burkina Faso, Ecuador, India, Mozambique, Nicaragua, Pakistan and Tanzania.
- 2) We have identified 14 projects and submitted funding proposals to UBS Optimus Foundation, Nike Foundation, Michael and Susan Dell Foundation, Dell Corporate Foundation, Bill and Melinda Gates Foundation, Marble Collegiate Church, and other private foundations.
- 3) We have raised a total of \$95,000 from foundations, online donations and special events, which we have used to make our first grants. We have received a special grant to produce a documentary on Hunger in the United States which will begin filming in August 2008.
- 4) Thanks to our partnership with Mercy Corps we have shipped two containers with a total of 300 computers and 800 gallons of paint to Ecuador. The goods were distributed to 42 poor schools around the country boosting learning for 14,000 poor children. In some cases, the donated computers represented a 100% increase in the school’s computers’ facilities. Another similar project is under discussion for Nicaragua.
- 5) We have sent one volunteer to Bukoba in Tanzania to help with the physical rehabilitation of 30 orphans and disabled children and to design a special



educational program for the blind. Another volunteer helped our partner organization in Angola, the Development Workshop, with the redesign of their website ([www.dwangola.org](http://www.dwangola.org)) and other marketing and PR support.

- 6) We have created a series of Signature Events to help us raise funds: Art for Life, Chocolate for Life, Cooking for Life, Fashion for Life and Tees for Life.
- 7) We have designed our HUNGRY tee and commissioned 35 paintings from the Ecuadorian artist Luis Salazar. Chef Art Smith, Oprah's Special Events Chef, has donated a 12-person dinner to Palms for Life that we can auction off to support feeding programs.

### **C. How we Measure our Success**

We used outcome and impact indicators such as:

- 1) The funds that we have been able to raise from our different activities and campaigns
- 2) The funds that we delivered to our partner organizations on the ground
- 3) The number of people with new opportunities to improve their lives
- 4) Our sustained capacity to support our operations
- 5) The relationships with corporations and foundations who trust our ability to identify reliable partners and submit good quality projects
- 6) The number of individuals whom we have engaged to support our mission through our signature events and email blasts
- 7) The replicability of innovative fundraising and advocacy models such as Art for Life, Fashion for Life, Cooking for Life and other events.

## **5. Success Stories**

### **Green for Life**



Because our mission supports the idea of a global alliance to end poverty, we help establish valuable connections between key players that share our vision. For example, one of our recent successes has been to connect our new partner APRODES, an agricultural development organization working with small farmers in Burkina Faso, with the new Alliance for a Green Revolution in Africa, AGRA.

We further added to this connection a US private firm that will donate fertilizers and trade carbon credits to support food production in Africa. In 2008, we will broaden that network to include organizations such as the Food and Agriculture Organization of the United Nations (FAO) and others.



## Volunteers for Life



In July 2007 we send our first volunteer Liz Ross on a very special mission to Bukoba, Tanzania. The trip was entirely sponsored by individual contributions. Liz spent four weeks working with dozens of orphans and disabled children, assisting them in their daily activities and promoting recreational events and physical conditioning. During her time there Liz lived and worked at the IZAAS center, which provides basic health and

educational opportunities to children who would not otherwise have had them. Our donors were able to follow Liz' work and how their funds were being used from our blog. A large part of Liz's efforts were focused on the needs of the disabled and blind children whom she worked with on a frequent basis. These children often go without necessities here often considered basic, and suffer from near immobility. Liz, who is a personal trainer, developed an exercise regime that will keep the children occupied and improve their health long after she has left. The visit to IZAAS was also an opportunity for Liz to identify many unmet needs, such as more wheelchairs and supplies that can make a world of difference in these children's lives.

## Converting a salad bowl into food for the poor

At the end of 2006, some of our friends organized a wonderful end-of-the-year party at their home. To all their guests, they asked not to give any personal gift, but to instead make a charitable donation to Palms for Life Fund. As a result, this brought a sizable amount of traffic to the Palms for Life website along with donations of many hundreds of dollars.

## Fashion for Life and Tees for Life



The Young Designer Series was inaugurated in November 16, 2007, featuring the Los Angeles designer Angela Ciccone from Conspiracy Eight with her fall 2007 Collection. The designer Angela Ciccone generously donated all net proceeds from the sale of the clothes to Palms for Life Fund. The evening was also the occasion to launch our advocacy HUNGRY tee and our tagline "we are all connected to the poor." While the net profit from the event was very small, this was an occasion to meet many new friends and supporters.

## Annex A



## Our Current Projects and Funding Requirements

Palms for Life selects projects that have proven to be effective and have a long-lasting impact on people's lives. Our projects respond to real needs: health, education, feeding, microfinance and adult literacy all meant to fight poverty. All our projects are implemented locally by reputable organizations that share our vision. Below is a short summary of our current projects that require urgent funding. Remember: it does not happen until it happens. **Help us make a difference!**

### Adult Literacy and Sustainable Peace, Angola (Southern Africa)

Location: Countrywide  
Executing Partner: Development Workshop  
Participants: 12,600 adults, mainly women  
Funding needed: \$1,385,000 for 3 years

The project will contribute to the building of a sustainable peace by encouraging poor communities to participate in literacy programs and social justice awareness. Topics such as: Human Rights, Citizenship, the Electoral Process, Gender, HIV/Aids and the Environment will be taught. The trained literacy teachers will be integrated within the Ministry of Education; the participating communities will learn how to express themselves through the publication of their own news bulletin *ONDAKA*.

### Bilingual Education, Ecuador (South America)

Location: County of Ambato, Province of Tungurahua  
Executing Partner: Fundación Esquel  
Participants: 7,129 school children with indirect benefits to 35,000 people  
Funding needed: \$538,000 for 3 years

This project will be implemented in areas affected by high levels of poverty and poor education. The funds will improve school infrastructure and curriculum while also preserving the students' native language and culture by setting up intercultural bilingual education centers. Because of this project children living in rural areas will now have access to quality bilingual education.

### Caring for Orphans and the Disabled, Tanzania (East Africa)

Location: Bukoba District  
Executing Partner: Izaas  
Participants: 120 orphans and disabled children  
Funding needed: \$90,000 (3 year-project) and in-kind donations



The project will be implemented with Izaas, an organization that works to empower people to fight against poverty in Bukoba, Tanzania. Izaas has provided treatment and care to over 3,000 disabled people, handicapped, medically needy, and orphans. Palms for Life Fund has sponsored a volunteer who has traveled to Tanzania and is currently developing a funding proposal to support Izaas with the supply of 30 Braille writers, 4 wheelchairs, and 1 truck, and to support the education of 120 disabled and orphans.

### **Community-Based Health Planning and Service, Burkina Faso (West Africa)**

Location: Districts of Zabré and Léo

Executing Partner: Population Council, Burkina Faso

Participants: 98,500 mothers and 68,000 children totaling 166,500 people

Funding needed: \$811,000 for 3 years

The CHPS will address Burkina Faso's alarmingly high levels of infant mortality (83 per 1,000) and maternal mortality (484 per 100,000) by introducing on a pilot basis a systemic change to bring health services to the door step of rural communities. Community Health Officers (CHO) will live in the communities and be assisted by primary health care workers and volunteers. The project will help in malaria prevention and treatment (education modules, use of mosquito nets and treatment), early detection of TB and vaccination of all children, education and voluntary HIV/AIDS testing. Each pregnant woman will be closely monitored throughout pregnancy and delivery; each child will have a birth certificate and a health report card and also closely monitored. Parents will receive a comprehensive education package about hygiene and nutrition. In the end, the project will be scaled up and reduce maternal and infant mortality in the country.

### **Community Development and Microfinance, Thailand (Southeast Asia)**

Location: Multiple rural locations

Executing Partner: Population and Community Development Association

Participants: 2,000 families

Funding needed: \$600,000

The Population and Community Development Association (PDA) of Thailand will support vulnerable people especially women and their families by working with Village Banks that incorporate environmental conservation, micro-lending and adult literacy. These projects have proven to be extremely successful with high rates of repayment and investment. This is a form of integrated rural development, sustaining social, economic and environmental development.

### **Educating and Feeding Street Children, Ecuador (South America)**

Location: Quito

Executing Partner: Centro del Muchacho Trabajador

Participants: 2,000 street children and their families

Funding needed: \$60,972/year

The project focuses on educating and feeding the disadvantaged and often forgotten — street children. It is unique in that it educates children while also teaching them a trade or craft. It is sustainable: the poor children are able to remain in school while also working and providing for their families. There are three components to this project: implement a revised curriculum, build a team of community health providers, and strengthen the food security program.

### **Eliminating Female Genital Mutilation, Burkina Faso (West-Africa)**

Location: Countrywide

Executing Partner: Population Council

Participants: researchers, extension workers and all women committed to ending this violence

Funding needed: \$14,723 for initial research and \$500,000 for implementation phase

The project will first organize a series of training sessions in order to determine the prevalence of the FGM. A second phase of the project will be to continue the series of awareness, training and educational campaigns to ultimately eliminate the practice in the country. Today, despite the Law in 1996 that prohibits the practice and imposes fines on people who excise girls and women, clandestine excisions take place on a daily basis and mainly younger girls are being affected.

### **Giving better and safer Schools to Children, Mozambique (Southern Africa)**

Location: Nampula and Zambezia Provinces (with also national actions)

Executing Partner: The Foundation for Community Development (FDC)

Participants: 4,000 children age 6-16 and 150 teachers

Funding needed: \$734,000

The project will drastically improve the quality of education by training teachers and improving the educational facilities and equipment; it will also mobilize parents and the communities to send and keep girls in primary school. One important feature is that the project will help break the silence on and reduce violence and sexual abuse in rural primary schools by establishing watchdog posts as well as a free and friendly national telephone “Green Line” for information and denunciation. These actions will be complemented by a national media campaign with TV debates, investigative press articles and community radio programs.

### **Microfinance and Education, Ecuador**

Location: Pichincha

Executing Partner: Fundación Esquel

Participants: 400 families

Funding needed: \$60,000

The project aims to develop small businesses and provide special training and skills to poor families in areas plagued by high levels of unemployment and migration. It will directly benefit 400 families that would face extreme economic and social hardships without this business opportunity.

### **Participative Protection of Children’s Rights in Sucumbíos, Ecuador**

Location: Province of Sucumbíos

Executing Partner: Fundación Esquel

Participants: 38,000 children, adolescents, teachers, parents, and organizations

Funding needed: \$470,000 for 3 years

This project will be implemented in the province of Sucumbíos, located near Ecuador’s northern border. It will create awareness campaigns and establish and train local organizations to provide protection for children and adolescents from all forms of violence and abuse. As part of the project all children and adolescents will be educated on their rights and integrated into the local organizations to help themselves or other victims of mistreatment.

### **Promoting Low-Risk Sexual Behavior in Burkina Faso (West Africa)**

Location: Ouagadougou (pilot phase) with extension to Bobo-Dioulasso, Tenkodogo, and Gaou  
Executing Partner: Population Council and local partner organizations  
Participants: 30 community leaders (first phase)  
Funding needed: \$8,700 (first phase)

The project will prepare 30 sex workers as leaders and models for other young women that engage in this profession and provide them with comprehensive life skills training to increase their self-esteem and put them in a better position to take care of their life, health, and relationships. The project will also help control the spread of HIV/AIDS (prevalence among the general population is 2.7%, however, among sex workers it was 8.5% and among their clients 4.1% in 2006). In a second phase the project will provide vocational training to the target group.

### **Quality Primary Education in Peri-urban and Rural Schools, Angola**

Location: provinces of Luanda, Huambo, Bié, Huíla, Moxíco and Cuando Cubango  
Executing Partner: Development Workshop  
Participants: 12,800 children between 6–18 years and 320 rural teachers  
Funding needed: \$680,000 for 3 years

The project will apply the Article 13 of the African Youth Charter by investing in education and skill development. It will enhance learning outcomes and improve school retention in peri urban and rural schools. Specifically, it will train teachers, equip schools, empower the entire educational community to ultimately allow children to have access to quality of education. The project will establish Child Friendly Schools and increase parents' and students' participation in the school activities and in the school feeding programme. The project will also promote sports and cultural activities for educational purposes.

### **Social Empowerment of Girls and Young Women, Angola**

Location: provinces of Luanda, Huambo, Bié, Huíla, Moxíco and Cuando Cubango  
Executing Partner: Development Workshop  
Participants: 6,000 children 6,000 girls/young women from 8-18 years  
Funding needed: \$687,000 for 3 years

The project will establish conditions to reduce violence against girls and young women, sexual abuse and exploitation; it will help eliminate traditional practices that undermine their dignity. This will be achieved by educating girls and young women and making them aware of their rights and engaging the entire community, including boys and young men, in a radical change towards girls' and young women's basic rights. They will be encouraged to delay their first sexual experiences and early and will be educated about the importance of child spacing and use of contraception and condoms. The project will also increase girls' attendance and retention in school by promoting the importance of and the right to education.

### **Universal School Enrollment- Quality of Education, India (South Asia)**

Location: Hyderabad  
Executing Partner: MV Foundation  
Participants: 36,000 schoolchildren  
Funding needed: \$750,000 for 3 years

The project seeks to abolish child labor and ensure universal education for all children in the project area by building a strong social norm in favor of children's right to education. It will ensure that all children are retained in schools and are given good quality education. It will also build local capacities to strengthen the school system and monitor child rights. MV Foundation



works in 2,500 villages and monitors 400,000 children on a daily basis and works to get and keep every child 5-14 years old in school.

### Vocational Training “Centers of Hope”, India

Location: Countrywide

Executing Partner: HOPE Foundation

Participants: 4,500 disadvantaged young men and women

Funding needed: \$1,089,508 for 3 years

The project will transform the lives and livelihoods of 4,500 young men and women some who are unemployed and others under-employed, and whose parents often earn less than US\$15 per month by providing them with new employable skills. A total of 15 centers will participate in this project. Project participants will go from an earning potential of 1,000 rupees per month on average (\$26) to 2,470 rupees (\$65), doubling their capacity to earn. The training centers are a sustainable investment and will provide training for many more young people after the project terminates.

**Total Value of Funding Required:      \$8,478,903.00**

*With your help, we will be able to support thousands of poor people and their families. We can not do this otherwise. Please visit [www.palmsforlifefund.org](http://www.palmsforlifefund.org) and donate now. Thank you!*



## Annex B. What our Donors say about us



In 2007, Palms for Life was selected by several eBay sellers as their preferred charity.

*The reason I selected the Palms for Life is that I am a firm believer that when you provide education to anyone no matter what their sage is they can become more prosperous in their life and be able to pass on the knowledge to their family and other. Every one in life deserves a chance either medically, spiritually or financially to be able to live a full life. I thank you and I also hope my car sells so that we can help others and take care of obligations we have.*  
- - wildfire6239

*Thank you for the acknowledgment. There is so much destruction, devastation, starvation and homelessness in the world; I wish I could do more. The children and their families deserve so much more. During this time of economic hardships, it is increasingly hard to look outside of our lives and try to help others. But I just feel so fortunate to have a house, food, transportation and education, even though I am currently living paycheck to paycheck. I want to do my part, however minute that may be. Your charity does so much and I want to be a part of making someone's life a bit better. GOD Bless you and your organization for what you do.* – Fontella

*I did some research on this program (foundation) and I noticed that this program helps people in Pakistan also. I am originally from Pakistan and that's one of the main reasons why I helped this foundation and I will continue to do so. Together we can all make a huge difference and leave a positive impact on others' lives. Kindly let me know if I can volunteer in any way. I live in Elmont, NY. I am not too far from New York City.*

*I definitely plan on keeping Palms for Life as my charity of choice for my eBay sales. I chose Palms for Life simply because I read through the description and liked what I read. Palms for Life is something I feel has a purpose and is working toward a positive goal. That's something I can get behind and support. Thank you for doing what you do. Best Regards,* - Chris

*I see that Palms of Life is dedicated to help people in need, I've been there myself and I know the feeling, some people say that you can always adapt to what you have, obviously these people have never lived in poverty. (Bakersfield)*

*Hannah, I am a retired primary teacher and felt that the work you are doing for the children and women in Africa, Asia and South America to correct the education and poverty in these areas is a cause that reaches my heart. We have been so blessed to be born in America with advantages of a free society and opportunities that most of the world does not have. I am grateful to have you as my charity.* - Stephanie from South Carolina

*Many of our rugs are created in the countries that Palms for Life is supporting. I do admire your organization's work. Our Oriental Rug business has always been in support of organizations like Palms for Life, either by donating a percentage of our auctions, or by supporting on-line rug auctions. Thanks.* – Mike





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[www.palmsforlifefund.org](http://www.palmsforlifefund.org)

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