

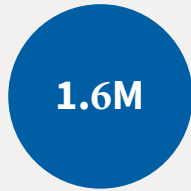


From poverty to prosperity in one season.

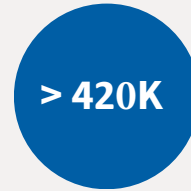
KickStart International is a nonprofit social enterprise with an ambitious mission to move millions of people in Sub-Saharan Africa out of poverty, quickly, cost effectively, and sustainably.

KickStart is unleashing the power of enterprise with the irrigation tools that enable millions of smallholder farmers across Sub-Saharan Africa (SSA) to adapt to climate change and tackle poverty on their terms. With our innovative water pumps, farming families break their dependence on seasonal rains, harvest high-value crops year-round, improve their quality of life, reduce hunger, build businesses, and strengthen their livelihoods.

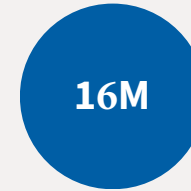
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People have stepped out of poverty



Pumps in the hands of farmers



People fed with fruit and vegetables



Earned in new farm profits & wages



THE PROBLEM

In SSA, 60% of the population and 80% of those that live below the poverty line are smallholder farmers. Despite growing most of the food consumed on the continent, these farming families live on the smallest financial margins. **Their number one need is a way to make more money.** The vast majority of these smallholders rely on seasonal rains to water their crops. They plant and harvest at the same time, flooding the markets with their produce when prices are lowest—losing much of their crops before they can be eaten or sold. They face:

LOW PROFITS

Income from rain-fed crops generates little to invest in high-quality inputs for the next season—creating a cycle of low profits and diminishing yields.

SEASONAL HUNGER

Between rain-fed harvests food is scarce and prices are high—called the “hungry season.” Families reduce their consumption, can’t afford nutritious food, leading to malnutrition and childhood stunting.

CLIMATE CHALLENGES

Farmers can no longer depend on the rains alone. They lose their crops when the rains fail or get washed away in floods—waiting till the next season to replant.

4%

of Sub-Saharan Africa farmland is irrigated.

Despite the promise of irrigation, only 4% of farmland in SSA is irrigated. Yet, an estimated 20% of smallholders can access renewable ground or surface water right on their farms. Others can harvest and store rainwater with low-cost catchments.

Potential for poverty reduction in SSA through water interventions

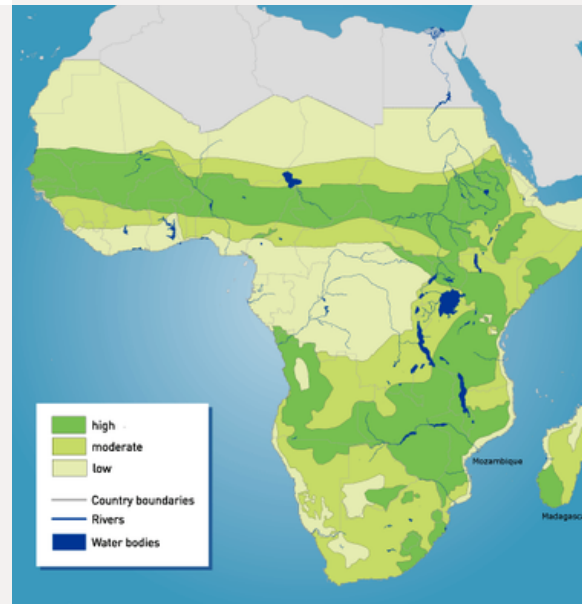
AND SOLUTION

KickStart designs, manufactures, and distributes affordable water pumps across SSA, enabling farmers to access shallow ground and surface water to irrigate their fields, grow and sell food during the dry season when prices are highest, save their crops when rains fail, replant quickly after floods and build lasting financial security.

By offering a sustainable opportunity to increase earnings, KickStart’s interventions don’t just generate a small bump in income, they enable a family to climb out of poverty. Farmers create successful businesses that generate ~\$700 in new profits and wages annually over a 5 to 8-year lifespan of a pump, which families use to expand their enterprises, adapt to extreme weather, educate their children, and invest in their futures.



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Map: Food and Agriculture Organization of the United Nations (FAO)/ International Fund for Agricultural Development (IFAD), 2008

Transformative, cross-cutting impact.



FOOD SECURITY & PRODUCTIVITY

With irrigation, households serve their immediate food needs and beyond by harvesting high-value and nutritious fruits and vegetables year-round. Farmers harvest more regularly, including during off-peak times, and improve the quality and quantity of their yields—greatly increasing food, security and reducing stunting.



LIVELIHOODS

By growing and selling high-value crops in the off-seasons, farming families greatly increase their year-round incomes, invest in other profitable farming businesses (e.g., dairy, poultry, farm shops, etc.), and grow their total farm income by four times. They experience newfound financial freedom—and can fully feed and educate their children, afford healthcare, and plan for their futures.



CLIMATE ADAPTATION

With irrigation, farmers can plant and harvest independent of the rains, save their rain-fed crops when the rains fail, replant after floods, and withstand longer dry seasons by using Africa's wealth of ground and surface water. 98% of farmers surveyed in one study reported KickStart's pumps helped them mitigate the effects of climate change.



WOMEN'S EMPOWERMENT

Research shows that through new income from irrigation, women assert more power through their traditional roles in farming, improve their household and community standing, experience less depression, and become less vulnerable to gender-based and marital violence. Their influence on household decisions increases, and they use the new income to send all their children, especially their girls, to school.



Meet James

James was making \$50 a month at a coffee factory, barely enough to make ends meet. He quit his job and rented a small plot of land next to a stream, just outside of Nairobi. He and his wife used buckets to irrigate and sell a few vegetables.

With some luck, James soon met KickStart and managed to acquire a Starter Pump prototype. He began irrigating, expanding his production by planting multiple cycles of cabbage, spinach, kale, local vegetables, and green maize—taking advantage of dry season prices. His business grew quickly and James hired six farm hands, so that he could irrigate the farm 12 hours per day.

Six years on, James earns \$2,700 from just a half acre of cabbages, which he harvests on a three-month rotation—and he earns even more from growing the popular local greens. He has built a large new house, opened a shop for his wife, and sent his kids to top schools. He has saved almost enough to pay cash for a residential plot of land in Nairobi he's had his eye on, costing \$50,000. As a trusted KickStart Farmer Advisor, he's now testing our latest solar pump prototype, providing key data for product development.

Innovations Hub

KickStart's team of Kenyan engineers, designers, and technicians design, test, and develop all our innovations, including human and solar-powered irrigation pumps, from our Nairobi-based Innovations Hub.

KickStart utilizes a rigorous farmer feedback design methodology to test and evaluate prototype performance to ensure the biggest impact possible. This drives a pipeline of new and improved technologies that are tested by farmers – ensuring durability, reliability, easy operation, and gender and cultural sensitivity.



FIELD INNOVATIONS

KickStart works with innovative partners and collaborators in the agriculture space to develop and pilot new product bundling concepts and financing models to optimize our impact, improve irrigation technologies for accessing, pumping, and efficiently using water in the field, and other innovations to further disrupt barriers to scale irrigation. This includes vertical garden cylinders, Rent to Try & Buy financing, and digital agropreneurship training programs.

FARMER TRAINING & SUPPORT

KickStart provides a variety of training services to its partners, farmers, and retail distributors to ensure optimal impacts and farmer success.

- **Technical training** on pump setup, usage, and maintenance is provided to all KickStart's retail distributors, partners, and farmers.
- **Agropreneurship training** for farmers to maximize the income impacts of our pumps by teaching the key practices to run a farm as a commercial enterprise - both in person and digitally. Recipients learn irrigation best practices, agronomic basics for high-impact crops, and the business management skills to maximize their profits.



Scaling for Impact

BUILDING A SUSTAINABLE SUPPLY CHAIN

To reach as many farmers as possible, KickStart works to build a sustainable supply chain of private sector distributors and local retail shops, that sell our pumps and spare parts in rural communities across Africa. KickStart’s teams work to support and expand—not compete with—the independent private sector, utilizing its durable and far-reaching supply chain to reach our impact goals. KickStart’s pumps are delivered far and wide, available at any one of the over 250 agro-dealers, where farmers can purchase our low-cost irrigation solutions in their own communities.

AWARENESS BUILDING

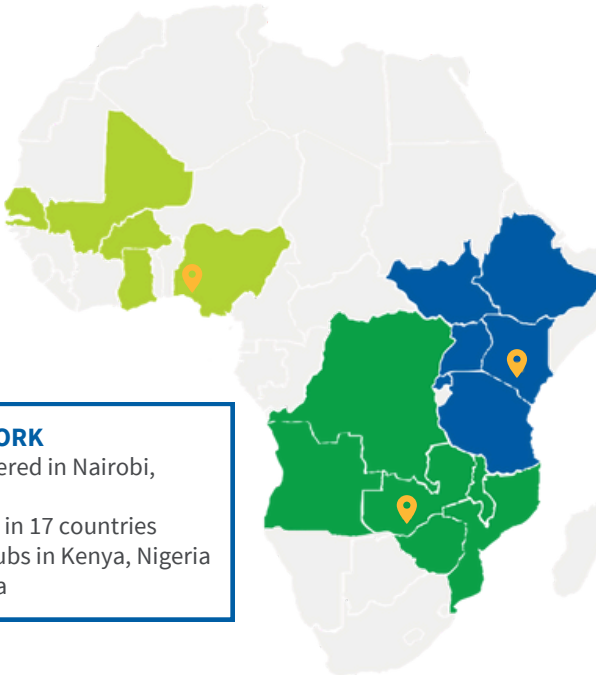
With little local knowledge of irrigation, awareness is key to driving widespread take-up. To bridge this gap, KickStart conducts far-reaching radio and TV campaigns and engages farmers and partners directly through product demonstrations and trainings at farmer field days, agricultural fairs, stakeholder forums, and digital training programs.

PARTNERSHIP MODEL

To reach as many farmers as possible, KickStart works with partner organizations (e.g. NGOs, UN/government agencies, MFIs, farmer cooperatives, etc.) to introduce irrigation to their widespread networks. This model provides the distribution leverage necessary to bring irrigation access to new scales—mobilizing financing, farmer networks, and investments to maximize reach, while enabling the cross-cutting impacts of irrigation through diverse programs in refugee assistance, disaster relief, livelihoods, and gender empowerment.

SYSTEMS CHANGE





To bring appropriate irrigation solutions to scale, KickStart advocates for policy reforms, smart subsidies, tax breaks and policy actions to promote smallholder irrigation and reduce the cost for farmers.



WHERE WE WORK

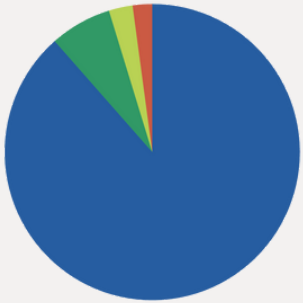
- Headquartered in Nairobi, Kenya
- Operations in 17 countries
- Regional hubs in Kenya, Nigeria and Zambia

Model to Maximize Reach

-  **HIGH IMPACT INNOVATIONS**
Award-winning irrigation tools designed that enable smallholders to rapidly increase incomes
-  **PRIVATE SECTOR DISTRIBUTION**
+270 agro-retailers and outlets selling MoneyMaker Pumps and spare parts across 17 African countries.
-  **PARTNERSHIPS**
+350 local and regional organizations using irrigation pumps in their programs with farmers.
-  **IRRIGATING FARMERS**
+ 400,000 irrigating farmers and counting.

FUNDING

As a **nonprofit social enterprise**, KickStart earns margins on our pump sales, but requires donor funds to design and develop new technologies, establish local private sector supply chains to distribute them, work with partners to reach and educate farmers about irrigation and provide the necessary support services and programs for scaling.



FY24 EXPENSES: \$5,666,000

- 88% Program & other services
- 7% Management & general
- 3% Fundraising
- 2% Donated services



Support Africa's smallholder farmers

To date, KickStart has moved 1.6 million people out of poverty on their own terms. With your help, our tools and training will reach more farming families across Africa to start profitable businesses, strengthen livelihoods, and adapt to climate change.



CONTACT US

Communicate directly with KickStart's U.S. team to learn more about our impact and strategies.

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