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Annual Report 2017-18

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ABOUT FARM RADIO INTERNATIONAL

WHO WE ARE

We are a Canadian international non-governmental organization uniquely focused on improving the lives of rural Africans through the world's most accessible communications tool: **RADIO**.

WHAT WE DO

We produce **radio resources** that help thousands of broadcasters across sub-Saharan Africa improve their programs for farmers. We run **radio projects** that help millions of people achieve better livelihoods and health outcomes. And we pioneer **radio innovations** that feature the latest technologies to make rural radio even more powerful.

WHY WE DO IT

Despite producing most of the continent's food, Africa's small-scale farmers are highly vulnerable to hunger, malnutrition, and poverty. Interactive radio programs are the best way to help them access the information and support they need to **improve their farms and lives**.

IN 2017-18:

We provided
143 resources to
713 broadcasting
partners in **40**
African countries.

We worked directly
with **149** of these
partners
on **62** projects in
11 countries.

Our teams in Africa
advanced new
technology solutions
and radio formats
that will make radio
even better next year.

YEAR IN REVIEW



Doug Ward

Chair, Board of Directors



Kevin Perkins

Executive Director

Doug and Kevin reflect on the past year and what it means for the future of our work.

Kevin: It's been quite a year for Africa's farmers.

Doug: Indeed. In the wake of a drought that hit the continent came the highly destructive Fall armyworm. This dangerous invasive species of caterpillar continues to pose a substantial threat to food security.

K: Thankfully, radio is a fantastic way to spread critical information during emergencies. And we were able to act quickly, producing targeted radio resources and running projects in Uganda, Ethiopia, and Ghana to help farmers identify, monitor, and manage this voracious pest.

D: It's so important to be able to respond to crisis situations, but this requires flexible funding. We can't be nimble and adapt plans without a diverse group of funders who are open to change and a stable base of individual supporters whose donations can be directed where they are needed most.

K: That's very true. Unfortunately, it was a challenging year for securing project funds. While we benefited from a nearly 15% increase in donations from Canadian individuals and foundations, we were also affected by delays in getting grants approved and set in motion. Thankfully, our resilience paid off and we secured grants for a number of new projects that will have a big impact in the years ahead.

D: And an impact that goes far beyond farming. Over the years, we've learned that achieving rural prosperity means broadening our mandate. I'm particularly excited about two of the new projects we started in 2017: the Adosanté project in Burkina Faso, focused on sexual and reproductive health among adolescent youth, and the five-year, multi-country Scaling Her Voice on Air Project, which seeks to promote greater equality between women and men by starting important conversations about gender at a community level.

K: Yes, we certainly won't be successful in eliminating poverty, achieving food security, or reaching gender equality without projects that focus specifically on the challenges, needs, and special circumstances of women, as well as the assets they bring. Radio has a huge role to play in reaching these goals.

D: If it is done right, that is. For radio programs to make a real difference they need to be timely, relevant, informative and entertaining. That's why I'm so excited that we've developed an online tracking tool that provides rapid feedback to broadcasters to help them improve their programs and keep their series on track. We can now monitor and give constructive criticism on each episode of a radio program and see at a glance how many programs are being broadcast.

K: We've also made significant improvements to Uliza, our interactive radio platform, with the addition of Uliza Answers. For some time now, Uliza has enabled listeners to ask questions, but it was up to broadcasters to decide which ones would be shared and answered on the air. With Uliza Answers, otherwise unanswered questions are sent to subject matter experts, who listen and record responses that are sent directly to listeners via their mobile phones.

D: Despite this year's challenges, one thing's for sure: radio just keeps getting better and better. I can't wait to see what next year brings.



RADIO RESOURCES

We offer resources and training to help rural radio broadcasters create the best possible programs for their listeners.

Creating resources designed to make better radio programs for rural communities is at the core of Farm Radio's work and I spent the last year doing just that — working with African writers and broadcasters to create those resources.



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Of the 143 resources we produced and distributed in 2017-18, 96 were farmer stories for Barza Wire, our weekly news service for broadcasters. Other resources included scripts and training guides on specific topics for broadcasters. We're a small team, but — through the magic of the internet — our resources reach thousands of broadcasters each week. We send them to a growing base of email subscribers and also upload them to our new, mobile-friendly website. Then — this time through the magic of radio — this information is shared with millions.



© WUSC

Journalism is a field that is still mostly male. A priority this year was to recruit more women writers and train more women broadcasters. I am pleased to report that we doubled the number of women on our freelance roster. I had the pleasure of supporting some of these new recruits one-on-one. Not only was their enthusiasm contagious, but it was a thrill to see their bylines appear in Barza Wire for the first time.

For our radio projects to get results, we need stations that we can count on to reliably deliver high-quality radio programs. That's why training is incorporated into every project and we work with many stations time and time again, developing long-term relationships that ensure the best possible radio programs for rural communities. This year, we delivered 35 in-station trainings for 196 broadcasters — 64 of whom were women. We also facilitated an e-discussion on revenue generation, with 126 broadcasters from 24 countries taking part to discuss how to make their programs more sustainable.

Thanks to the broadcasters whose hard work and determination help change lives and to the generous donors who make it all possible. This has been an amazing and uplifting experience that I won't soon forget.



Jaime Little

Barza Wire Advisor,
Uniterra Program
Arusha, Tanzania

713 radio partners

+ 43 new!

1,979 broadcasters
receiving resources

**↑ Up 47% from
last year!**

143 resources
distributed

**+ 11 more
than last year**

1 new, mobile-
friendly website

**📍 Check it out at
farmradio.fm**

62 radio stations
received in-station
training

RESOURCE SPOTLIGHT: THEME PACKS

Surveys tell us that our most popular resource is the monthly theme pack: a one-stop shop full of backgrounders, interview and drama scripts, and news stories that broadcasters can use to build a radio program on a particular topic — such as the arrival of a new and dangerous pest, the Fall armyworm.

AN ARMY INVASION: HELPING FARMERS COPE

Native to North and South America, the Fall armyworm was first reported in Africa early in 2016. While no one is exactly sure how this invasive species of caterpillar made its way there, one thing is for sure: it quickly became a formidable challenge.

Africa's warm weather means the Fall armyworm can breed year round. And the adult moths can travel up to 100 kilometres per night. By December 2017, it had already been detected in 38 African countries. To make matters even worse, the larvae (caterpillars) have a voracious appetite and can feed on dozens of staple crops, making the Fall armyworm hard for farmers to avoid.

Unfortunately, now that the Fall armyworm has invaded Africa, it is there to stay. What is needed now is to help farmers identify, prevent and manage this destructive pest.

Radio is the fastest way to get information out in an emergency. Although experts were still learning how to deal with the Fall armyworm in Africa, we quickly worked to produce and distribute a special backgrounder and theme pack about it. We then worked with the Centre for Agriculture and Biosciences International (CABI) to update the backgrounder as new information became available.

Complete with photos to help with identification and practical tips to minimize loss, the Fall armyworm backgrounder was extremely popular with our radio partners. It was downloaded more than any other resource and used in multiple projects to help farmers cope.

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) learn more on page 15](#)



GEORGE ATKINS COMMUNICATIONS AWARD

Congratulations to the winners of this year's George Atkins Communications Award. Named after the founder of Farm Radio International, this award was established to recognize rural radio broadcasters for their outstanding service to rural listeners.



Lilian Madelemo
Uhuru FM, Tanzania



Mubiru Ali
Radio Simba, Uganda



Earl Samuels
Fiila FM, Ghana

Read more about this year's winners on our website:

www.farmradio.org/gaca



RADIO INNOVATIONS

We pioneer innovative digital solutions and create engaging new radio approaches to make the world's most popular communication tool more interactive and effective than ever before.

At Farm Radio, our greatest commitment is upholding the information and communication rights of all rural citizens — regardless of age or gender. This means ensuring that they not only have access to relevant, timely information, but also opportunities to have their voices heard.

Thankfully, radio is found in even the most remote communities in Africa. And, being an oral medium, it can be understood by all — even those who can't read and write.



Our goal is to help radio stations interact with their listeners in order to improve their programs.

Phone-in programs provide a lot of feedback from listeners, but there is more. This is where innovation comes in. We have now mainstreamed interaction into all of our programs across sub-Saharan Africa through Uliza, our interactivity platform that connects radio stations with the listeners they serve. We are particularly excited about the launch of Uliza Answers (which helps to respond to questions that previously went unanswered and widen the circle of expertise) and Uliza Log (which helps us ensure that the radio programs we support are of the highest quality).

Enabling rural citizens and other stakeholders to regularly share feedback, experiences and questions helps broadcasters improve their radio programs, making them more accountable and responsive to their listeners. When broadcasters use technology to facilitate conversations, the magic of radio really happens.



Nathaniel Ofori
Digital Innovations
Delivery Lead
Accra, Ghana

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

ULIZA LOG

For a radio program to make a difference, it has to do more than provide the latest and best information. It also has to keep listeners engaged over time and enable them to give feedback, ask questions, and make their voices heard.

But, with radio broadcasts in hundreds of local languages, how can we be sure that the radio programs we support are informative, entertaining and interactive? To do that, we use a new online tracking tool called Uliza Log.

It's simple. Broadcasters upload episodes of the radio programs that are aired as part of our projects. Our staff, trainers, and knowledge partners can then access the recordings and leave comments for broadcasters. Uliza Log has many different functions and benefits.

Last year, it was used to archive more than 1,000 episodes and log more than 500 comments. And we are only just getting started. We designed it to be flexible, so adding useful new features is easy. Stay tuned!

ULIZA ANSWERS

Our Uliza interactivity application has opened up countless opportunities for exchange between rural listeners and radio stations. Tools such as mobile polls can be configured to ask the audience questions and enable them to ask questions of their own.


There was just one problem: Uliza was a victim of its own popularity! Broadcasters were often left with more questions than they could actually answer — sometimes as many as 900 in a single week.

Uliza Answers is our solution to this influx of questions. It answers listeners' questions in the same way they were shared in the first place: via their mobile phones. Broadcasters use Uliza to transmit listeners' questions to relevant experts, who then provide answers via voice recordings that are uploaded and sent directly to listeners.

Rural audiences can now get on-demand information without a smartphone or even an internet connection.

41 radio partners used Uliza

149 partners used our
unique program formats!

 **28 more than last year!**

283,126 interactions between
listeners and stations via Uliza

116,219 listeners interacted
with radio shows via Uliza

**62 projects
implemented**

**+ 25 more
than last year**

11 countries

**149 radio
partners involved**

**+ 43 new since
last year!**

**49 million*:
total potential
audience (rural adults)**

**+ 1 million more
than last year**

**Out of 20
million* listeners
4 million*
listeners improved
their practices**

*Estimates based on surveys

RADIO PROJECTS

We run communication for development projects that deliver results at scale, improving rural livelihoods and health outcomes for millions of people each year.

The United Nations estimates that closing the gender gap in agriculture could lift 150 million people out of poverty. But the vast majority of agricultural support activities still do not reach women effectively.

Gender has long been a key strategic focus in our work. In 2015, we made it official, establishing a gender equality policy and related annual goals and objectives. In 2017, we welcomed Canada's new Feminist International Assistance Policy. Now, with new projects like Scaling Her Voice on Air and AdoSanté (read more on page 16), we are bringing gender to the forefront as a flagship focus for our organization.

Why focus on women? Food security will always be out of reach if only half of farmers are supported in achieving their full productive potential. That's why we continually reevaluate how we do development to address the underlying causes of inequality. For women to be able to make choices that lead to better food production, income and health, they need access to appropriate and timely information. Radio can provide this, as well as opportunities to start important public conversations about gender norms that limit women. Increasing women's

engagement in radio programs can also lead to deeper participation in civic life more broadly.

Even using Africa's most accessible mass medium, reaching and serving women is not without its challenges. Women have less access to radio than men and less time to listen, and most programs are still broadcast by men for male farmers. But we have been working to change that through a participatory approach to radio programming called Her Voice on Air. It involves women-led community listening groups and mobile phones to increase women's participation in radio programs. In 2017-18, we embarked on a five-year project that will bring Her Voice on Air to 7 million farmers in four countries as well as a new project designed to build on this approach in the field of adolescent sexual and reproductive health and rights.

It's a big challenge to change traditional gender stereotypes and attitudes, but using radio and mobile phones can create safe spaces for women to help drive the conversation.



Caroline Montpetit

Regional Program Manager
for West Africa and Gender
Specialist

Ottawa, Canada

A handwritten signature in black ink that reads "Caroline Montpetit".



RECENTLY COMPLETED RADIO PROJECTS

SCALING-UP IMPROVED LEGUME TECHNOLOGIES

Tanzania

Funding partners:

Global Affairs Canada, IDRC

Goal:

To test a new way to scale the adoption of proven agricultural technologies.

Approach:

We joined forces with key agricultural organizations to run a unique multi-media campaign designed to support common bean and soybean farmers that also helped us understand how targeting all members of a farming family can contribute to the household's adoption of improved agricultural technologies. Tailored for different audiences, messages were channeled via radio, SMS, social media, comics, leaflets, demonstration plots, training days and traditional extension approaches.

Key results:

- About 508,000 adults listened to at least one episode of the radio program.
- More than 128,000 farmers adopted one or more improved legume technologies.

Canada



IDRC | CRDI

International Development Research Centre

RADIO FOR STAPLES DEVELOPMENT

Ethiopia

Funding partner:

Bill & Melinda Gates Foundation

Goal:

To significantly increase the production of teff, maize, sorghum, beans and wheat.

Approach:

19 partner stations aired interactive radio programs to help farmers boost yields, reduce losses, and strengthen access to markets. When drought struck, we redesigned the programs to help farmers cope with the lack of rain and make the best of erratic precipitation.

Key results:

- The broadcasts on teff reached more than 2.4 million people, with listeners 2.5 times more likely to plant their teff in rows than non-listeners.
- Listening also reinforced knowledge about row planting sorghum, with 81% of listeners understanding its importance vs. non-listeners by the end of the project.

BILL & MELINDA
GATES foundation

INTERACTIVE RADIO FOR MANAGING THE FALL ARMYWORM

Uganda

Funding partner:
CABI

Goal:

To help farmers identify, monitor and manage a new invasive species of caterpillar.

Approach:

We planned and aired an 8-week interactive radio series on the Fall armyworm, targeting key maize-growing regions. We used Uliza to send out SMS alerts, provide up-to-date advice, and give farmers the chance to ask questions and share voice recordings. Each broadcast featured two experts as well as farmers' own experiences with this highly destructive pest.

Key results:

- About 4,200 people registered to get updates and alerts through Uliza.
- Mobile polls captured nearly 7,900 responses from almost 2,800 unique callers.
- Approximately 481,000 people listened to at least one of the eight broadcasts.



NEW RADIO PROJECTS

SCALING HER VOICE ON AIR

Our 100th project since 2012!

Burkina Faso, Ghana, Mali, Senegal

Funding partner:

Global Affairs Canada

Goal:

To improve food security and gender equality by increasing access to quality information, communication and learning opportunities via radio, especially for women.

Using a variety of program approaches, this project will increase the uptake of good agriculture and nutrition practices and have a transformative effect on gender norms and relations. A key focus is on how to make quality information, communication and extension services socially, institutionally and financially sustainable. We aim to serve 7 million farmers, helping them to become local leaders in food security and gender equality.

This project builds on the success of Her Voice on Air, a project that increased the participation of women in farm radio programs in Ethiopia, Malawi, Tanzania and Uganda. We are excited to bring this proven interactive approach to four new countries, including one where we have not previously worked directly — Senegal.

Canada

ADOSANTÉ

Burkina Faso

Funding partners:

Helen Keller International, with funds from Global Affairs Canada

Goal:

To improve sexual and reproductive health knowledge and outcomes among adolescent youth.

In Burkina Faso, a quarter of the population is between the ages of 10 and 19. Effectively helping adolescent youth to understand their sexual and reproductive health, rights and responsibilities and develop healthy habits early will have a widespread and enduring positive impact in the country.

Working in partnership with local and international NGOs, we will support select radio stations to produce and broadcast effective, interactive radio programs aimed at improving health outcomes among adolescent youth and increasing demand for related products and services. Covering topics such as gender inequality, family planning, nutrition, and sexually transmitted infections (including HIV/AIDS), these programs will help to increase knowledge and foster a more enabling environment for the promotion of and respect for sexual and reproductive health and rights.



Canada

THANK YOU TO OUR SUPPORTERS

FUNDING PARTNERS

Our radio projects would not have been possible without the support of the following organizations in 2017-18:

\$500,000+	Bill & Melinda Gates Foundation International Development Research Centre (IDRC) International Fund for Agricultural Development (IFAD)
\$200,000+	The Rockefeller Foundation WUSC and CECI, through the Uniterra program Global Affairs Canada Grameen Foundation Canadian Foodgrains Bank
\$100,000+	WUSC (World University Service of Canada) Catholic Relief Services Digital Green Alliance for a Green Revolution in Africa Centre for Agriculture and Bioscience International (CABI) HarvestPlus / International Food Policy Research Institute (IFPRI) International Maize and Wheat Improvement Center (CIMMYT) University of Saskatchewan

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• National Cooperative Business Association (NCBA CLUSA)• USAID• International Union for Conservation of Nature• Mennonite Economic Development Associates (MEDA)• World Vision International in Ghana | <ul style="list-style-type: none">• Farm Radio Trust Malawi• International Finance Corporation• International Institute for Tropical Agriculture (IITA)• John Snow Inc.• UK Meteorological Office• Save the Children USA | <ul style="list-style-type: none">• TechForce Innovations - Netherlands• Unifor Social Justice Fund• World Food Programme• SNV• D.K. MacDonald Foundation• World Association of Christian Communication |
|--|---|--|

THANK YOU TO OUR SUPPORTERS

DONORS

We are thankful for the many generous Canadian individuals, religious orders, and family foundations for the important source of flexible funds they provide.

- Oscroft Limited
- David Frere
- Maurice Walsh
- Audrey Kenny
- Les Soeurs de la Congrégation de Notre-Dame
- The McCain Foundation
- The McLean Foundation
- Burgetz Family Foundation held at the Abundance Foundation
- The Laura Tiberti Foundation
- Marilyn and Wally King
- Anne Burnett
- Sisters of St. Joseph in Canada
- School Sisters of Notre Dame
- Sisters of Charity of the Immaculate Conception
- Hughrairie Fund at the Kitchener and Waterloo Community Foundation

We would also like to thank the members of our Circle of Producers, who have each donated at least \$1,000 to support our work.



TREASURER'S REPORT

Despite ultimately very positive results, financial management proved particularly challenging this year.

We felt the impact of a growing trend toward longer wait times for the approval of grants and the transfer of project funds. In the case of some major projects, we did not receive approval until we were more than six months into the fiscal year. There were significant periods of time when we were unsure whether we could even retain some core staff members. The net result was that our total revenue (and program expenditure) declined by approximately 20% year over year.

However, I am pleased to report that our board and executive team did an excellent job of navigating this difficult situation so that we remained fiscally secure. Furthermore, the projects that were approved set us up for a solid revenue base for the 2018-19 fiscal year.

Our small surplus of \$111,101 or 2% of revenue brings our net assets to \$500,000 or about 10% of our annual revenue. We will strive to continually grow our reserves so that we have sufficient “rainy day funds” to help us deal with any difficult circumstances that may occur in the future.

My sincere gratitude goes to the Canadian individual donors and foundations that support us; their contributions to our work increased by nearly 15%. Not only was this critical as we awaited program funds, but it also demonstrated to funders that Canadians value our work, which assisted in securing their ongoing support.

I am pleased to report, as per our financial statements, the sound stewardship of the funds with which we have been so graciously entrusted.



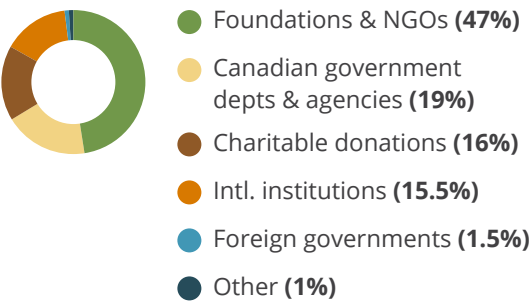
Nancy Brown Andison
Treasurer

A handwritten signature in black ink that reads "Nancy Brown Andison".



FINANCIAL SUMMARY FOR 2017-18

REVENUE



EXPENSES



CONTINUED GROWTH

Individual Donations



+ Increased 5%


Donations (Individual & Foundations)



+ Increased 14%

STATEMENT OF REVENUE AND EXPENSES

	2018	2017
Revenue	\$	\$
Program grants/ contracts	4,221,249	5,511,949
Donations from Canadians	809,224	708,402
Other income	74,308	74,182
	5,104,781	6,294,533
Expenses		
Direct program expenses	4,162,009	5,297,213
Fundraising and public engagement	311,700	410,225
Administration	519,971	560,076
	4,993,680	6,267,514
Excess of revenue over expenses	111,101	27,019

 The full audited financial statements can be found at farmradio.org.

An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards. The above is a snapshot of the financial statements for the year ended March 31, 2018, with comparative information for 2016-17.

BALANCE SHEET

	2018	2017
Assets	\$	\$
Current assets:		
Cash and cash equivalents	1,733,952	630,308
Accounts receivable	206,296	161,628
Project receivables from donors	1,016,449	744,680
Prepaid expenses	476	2,356
Capital assets	32,927	43,676
	2,990,100	1,582,648
Liabilities		
Current Liabilities:		
Accounts payable and accrued liabilities	1,224,954	617,026
Deferred contributions	1,264,614	576,191
	2,489,568	1,193,217
Net assets		
Unrestricted	400,767	278,917
Internally restricted	66,838	66,838
Invested in capital assets	32,927	43,676
	500,532	389,431
	2,990,100	1,582,648

SPOTLIGHT ON FUNDRAISING: AFRICAN HARVEST

May 2017

Experimental Farm, Ottawa

In 2014, we marked 35 years of Farm Radio International with our first-ever fundraising dinner: African Harvest. In 2017, we were thrilled to re-envision and relaunch it — with a bigger venue and bigger crowd.

On a sunny spring evening, we gathered with 125 of our friends and supporters to celebrate food, farming and the resilience of African farmers. A special focus this year was on Ethiopia, which was experiencing its worst drought in fifty years. Guests enjoyed an authentic Ethiopian meal and coffee ceremony, as well as live music and a packed silent auction.

Thanks to Hallie Cotnam of CBC Radio for returning as MC and to the sponsors and supporters who helped us raise more than \$15,000.



BOARD OF DIRECTORS

Many thanks to this year's board members for their ongoing strategic guidance and support. This year we welcomed three new directors — Morag Humble, Pierre Kadet and Gulzar Samji — and are already benefiting from their skills and expertise.

Sadly, we also suffered the loss of one of our most thoughtful and active members, Liz Hughes, who lost her second battle with breast cancer soon after year-end. She will be deeply missed.



Doug Ward (Chair)
Retired radio producer, station manager and vice-president, Canadian Broadcasting Corporation (CBC)



Pierre Kadet
Team leader for food security and resilience to climate change, CARE Canada



Charles Marful (Vice-chair)
Director, Human Resources Assurance Practice, Ernst & Young LLP



Heather Meek
Senior consulting director with PricewaterhouseCoopers LLP and former retail franchise entrepreneur



Nancy Brown Andison (Treasurer)
Retired partner at PricewaterhouseCoopers LLP and executive at IBM Canada, Certified Board Director (C.Dir)



Glenn B. Powell
Freelance writer and communications consultant and retired CBC farm broadcaster



Sarah Andrewes
Senior vice-president, Hill+Knowlton Strategies



Caitlynn Reesor
Journalist and farm radio broadcaster in Alberta



© Simon Scott



Jean Christie

Independent consultant,
international development
cooperation and human
rights



Gulzar Samji

Independent consultant,
international development,
the environment and the
empowerment of women
and children



Heather E. Hudson

Affiliate professor of
communications policy,
Institute of Social and
Economic Research, University
of Alaska Anchorage



Jacqueline Toupin

International media,
communications and
development consultant and
former CBC broadcaster



Liz Hughes

Retired CBC journalist and
broadcaster



John van Mossel

Independent climate change
consultant and evaluator,
and expert consultant at ICF



Morag Humble

Senior project manager,
health specialist and gender
team co-lead, Agriteam
Canada



Katharine Im-Jenkins

Observer from our partner
WUSC

WHERE WE WORK

We work in partnership with hundreds of radio stations across 40 sub-Saharan African countries and have offices in Burkina Faso, Ethiopia, Ghana, Mali, Tanzania, and Uganda. We also work closely with our strategic partner Farm Radio Trust in Malawi.

Together, we reach tens of millions of small-scale farmers with life-changing information and opportunities to have a stronger voice in their own development.



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