ABOUT FARM RADIO INTERNATIONAL

WHO WE ARE
We are an international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communication tools: radio and mobile phones.

OUR MISSION
We make radio a powerful force for good in rural Africa — one that shares knowledge, amplifies voices, and supports positive change.

WHAT WE DO
We run radio projects that help tens of millions of people achieve better livelihoods and social outcomes. We provide services that help a network of thousands of broadcasters across sub-Saharan Africa improve their interactive radio programs for rural listeners. And we pioneer innovations that feature the latest technologies to make rural radio the very best it can be.

OUR WORK IN 2020-2021

- 20 MILLION LISTENERS
- 3.9 MILLION LISTENERS IMPROVED THEIR PRACTICES
- 1,083 RADIO STATIONS SUPPORTED WITH RESOURCES
- 446 BROADCASTERS TRAINED
- 36 COUNTRIES

2020-2021 YEAR IN REVIEW

The 2020-21 fiscal year coincided with the emergence and mounting global impact of the COVID-19 pandemic. Lockdowns and public health measures changed the way we did our work — mostly from home offices, on the cloud or online, in Africa and in Canada. We developed and brought remote-led, distance approaches to nearly all our activities — from training to audience research; from radio program development to evaluation.

But the coronavirus did not change the work that we do, or dampen the need for it — on the contrary, driven by the urgency of the pandemic, it was probably our busiest year to date. The need and demand for information, advice, and human connection was greater than ever, but there was really only one viable way to provide it safely in rural Africa: radio plus mobile phones. As a result, we formed new partnerships with organizations who needed to find new ways of continuing — or even accelerating — their development initiatives at a time when travel and person-to-person contact was not an option.

Our supporters across Canada understood perfectly the value of radio during these times of COVID-19, and responded generously. Their donations allowed us to fundraise more than ever, meaning we could provide a more timely and robust response to the pandemic and other priorities. If you are among them: thank you!

While we continued critical programs about farming, food security, nutrition, climate change adaptation, health and women’s rights, we infused all of them with vital information about COVID-19 prevention, care, and response. Misinformation and fake news spread faster than the virus — and our radio partners needed to bring accurate and trustworthy information to their listeners. But that was only possible if broadcasters themselves could sort out the difference between fact and fiction and bring their listeners balanced and accurate updates. The events of the year affirmed and reminded us that communication is a basic human right — especially in times of crisis. We saw again that good communication services — whether they provide information, facilitate human connection, or allow people to express themselves — are not equitably available to all. The large majority of small-scale farming women and men in Africa are likely to have only one source of information — radio. In partnership with our network of over 1,000 African radio stations, we are proud to do our small part to make this vital communication channel as powerful as it can be.

Kevin Perkins,
Executive Director,
Farm Radio International
**BY THE NUMBERS**

**RADIO NETWORK**
Well-informed broadcasters mean well-informed communities.

- **3,578** Individual radio broadcasters received resources (up by 749)
- **1,083** Partner radio stations served (up by 80)
- **131** New content and training resources provided
- **36** African countries reached

**TRAINING**
One broadcaster trained means thousands or even millions of listeners have information to improve their lives.

- **146** Radio stations were trained on interactive radio for development
- **446** Individual radio broadcasters trained
- **152** Of these radio broadcasters are women

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**RADIO PROJECTS**
Radio projects with specific goals mean better farming, nutrition, health, and social outcomes.

- **146** Radio partners worked with FRI to produce and broadcast powerful radio programs
- **48** Projects were implemented (17 more than last year)
- **3.9 MILLION** Listeners applied farming, health and nutrition practices featured in radio programs (1.2 million more than last year)

- **29** Languages of broadcast
- **49 MILLION** Total potential audience
- **20 MILLION** Regular listeners
- **14** Countries

**RADIO INTERACTIONS**
Interaction and connection makes radio better, and amplifies the voices of rural Africans.

- **434,255** Interactions were facilitated between listeners and African radio stations through our mobile phone interactivity suite, Uliza
- **85** Radio partners used the Uliza tools to make their radio programs more interactive
- **60,689** Unique listeners interacted with radio shows via Uliza

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Farmers in Longido, Tanzania ©Frank Ademba
During a crisis, radio is a trusted source of information. In rural sub-Saharan Africa, it is often the only source. Radio can immediately provide facts, information on what to do next, and connection for isolated listeners.

In Kenya, Nigeria, and Tanzania we adapted radio programs on post-harvest loss to include urgently needed COVID-19 information. With the support of the Rockefeller Foundation, we broadcast 47 new episodes of radio programs about the pandemic to a potential audience of 5.6 million people.

PROJECT SPOTLIGHT: COVID-19 RESPONSE
Supporting broadcasters supporting communities

As the virus spread, we knew that broadcasters would be the key to delivering life-saving, accessible messages at-scale to rural Africans. With quickly changing information and misinformation to sort through, broadcasters needed more support than ever. Our response included:

- Facilitating e-discussions on WhatsApp and Telegram connecting broadcasters with local health experts to share high quality and contextual COVID-19 information that broadcasters could pass back to their communities.
- Daily calls to underserved radio stations to connect them with our resources, provide coaching and gather feedback on their needs.
- An emergency hotline and chatbot that broadcasters could use at any time to access answers to frequently asked questions, information about myths and misinformation, and tips on staying safe. Broadcasters could also leave questions on the lines, later answered by international health experts.
- Resources, informed by experts and written by African journalists, how-to guides, FAQs and scripts for radio spots kept broadcasters in the know and their programs accurate so they could pass on useful advice.

150 stations $170,000 CAD in funding

116 discussions 50,000 comments shared

43 resources addressing urgent COVID-19 needs

17,000 calls 3,500 broadcasters 20 languages

3,050 calls from broadcasters in 12 countries

Whether it’s better planting practices, safe food storage, or growing healthier and more nutritious food, Farm Radio International works with radio stations to support farmers and their families in getting the information they need to be more food secure.

For instance, this year we worked with the ministries of agriculture in Ghana and Ethiopia to help them build radio and mobile into their public agricultural extension systems. As a result, in 2020-21, 12 million farmers were regularly served over the airwaves.

Additionally, we started work on a new $4.3 million project in seven countries that ensured farmers would continue to benefit from agricultural development projects even in the face of COVID-19 lockdowns.

PROJECT SPOTLIGHT: SCALING GREEN INNOVATIONS IN NIGERIA

For Nigerian potato farmers, yields are lower than the regional and global averages. They are seeking better results, both in yield and in the income they can earn for their families. Yields can improve with the application of good agricultural practices, disease prevention and the use of good seed potatoes. Income can be increased through better business practices when it comes to selling and marketing their produce.

In tandem with GIZ’s Green Innovation Centres for Agriculture and the Food Sector, Farm Radio International ran programs to improve potato production and business management in Nigeria. Episodes included information about crop rotation, the selection of good seed potatoes, and pest management. Later episodes included information on how to properly store, market and sell their produce. And, thanks to collaboration with the radio stations, we’re finding ways to continue the radio programs long after the end of the project.

183 RADIO STATION
13,770 POTATO FARMERS LISTENED REGULARLY
90% MOBILE INTERACTIONS OF LISTENERS REPORTED THEY HAD OR PLANNED TO APPLY NEW PRACTICES

RURAL ADULTS REACHED 600,000 IN PLATEAU STATE

47 new episodes of radio programs about the pandemic to a potential audience of 5.6 million people.

Benjamin Homadzi’s station in Ghana received the COVID-19 Support Fund ©Lorlornyo FM

Listeners in Kumbotso, Nigeria, show their harvest. ©Jamila Gezewa

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) mbH

In partnership with Canada
Food security, health and nutrition are interrelated. Rural people need food that is healthy and packed with nutrients and they need information to prevent disease.

In Tanzania we brought research institutes, government and indigenous knowledge-keepers together with radio producers to create programs about safe and healthy local foods. Over 12 weeks, 3,697 people, both growers and consumers, called into the programs to get more information and share their experiences.

Project Spotlight: Improving Sexual and Reproductive Health in Adolescents

In Burkina Faso, we built radio programs and radio dramas designed to encourage women’s involvement in decision making, access to land, and equity in sharing of household tasks. These programs, supported by our development partner ACDI/VOCA, were heard by 193,000 people. Evaluations showed that the programs inspired 65% of men, and 52% of women to make a positive change in these areas.

**PROJECT SPOTLIGHT:** Scaling Her Voice on Air

Burkina Faso, Ghana, Mali and Senegal

This five-year flagship project, launched in 2018, aims to ensure women have local communication services designed with and for them, using realistic and accessible solutions, that empower them to realize full rights for themselves and their families. This year, the project featured radio dramas addressing gender-based violence; interactive radio programs exploring topics like marketing; and collaboration with radio partners to establish self-led farm radio programs that will run long into the future.

In communities in Burkina Faso, Mali and Senegal hosting community listening groups, 73% of women said they felt more confident sharing their voices over the airwaves using their mobile phones. “More than 90% of women in these groups said the programs had helped to improve their access to land, reduce gender-based violence, and improve the division of labour between genders. Further, the evaluation showed that 89% of men and 85% of women tried new practices featured in the radio programs. In Ghana, 72% of listeners tried new practices thanks to radio programs.

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The programs featured 160 episodes of a radio drama written by Burkinafe playwrights and performed by local actors in five languages: Mooré, Dioula, Dagara, Nuni and Lobiri. The dramas covered themes like identifying and preventing sexually transmitted infections, child pregnancy and family planning.

Thanks to the program, we saw a 20% increase in the knowledge of parents of how HIV are transmitted. 83% of surveyed youth said that they planned to use modern contraceptives in the future — 89% of young men, and 77% of young women.

Parents told us they listened to the radio dramas at dinner, and discussed the broadcasts with their family after the shows ended. Before the programs, just over 50% of parents had talked to their children about sexual and reproductive health. By the end of the program, 99% of the parents we surveyed had had a conversation with their children about these important but difficult topics, a change we hope continues long into the future.

Farm Radio believes in the power of communication to transform attitudes about gender and to advance equality. Dialogue is at the heart of our approach — dialogue that transforms social norms, tackles topics in gender-sensitive ways, ensures that the voices of women are heard, listened to and prioritized.

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Beep4Weather

Beep4Weather provides weather forecasts on demand. Farmers “beep” (leave a missed call) an announced phone number which prompts an interactive voice response system to return the call free-of-charge, providing weather information and corresponding agriculture tips to farmers.

Text messages and Beep4Weather give farmers the latest forecasts. Short “Agritips,” recorded statements and jingles with useful farming information, played over the week on air, and were sent to farmers’ phones, so they knew exactly how to react to the weather. The Beep4Weather advisories can be accessed at any time with a free phone call.

An evaluation of this project found that 82% of listeners said the programs improved their knowledge and skills to use weather information to make better farming decisions.

PROJECT SPOTLIGHT:
CLIMATE AND WEATHER INFORMATION SERVICES
Tanzania

In Northern Tanzania, a changing climate has made life difficult for herders and farmers. Farm Radio International, in partnership with the Tanzania Meteorological Authority, the World Food Programme, and four radio stations, used engaging, interactive radio programs and “Beep4Weather” weather advisories to bring up-to-date weather information and corresponding agriculture tips to farmers.

An evaluation of this project found that 82% of listeners said the programs improved their knowledge and skills to use weather information to make better farming decisions.

PROJECT SPOTLIGHT:
DISTANCE LEARNING IN CRISIS
Liberia and Sierra Leone

When school is hard to reach and children, particularly girls, are kept from the classroom, radio can fill some of the gaps. During the pandemic radio proved essential. In 2020-21, this need brought our work into two new countries: Liberia and Sierra Leone.

When schools closed for students in Liberia and Sierra Leone due to the COVID-19 pandemic, Farm Radio joined with our partner CODE to develop a daily Reading on the Waves radio program.

Working with local writers in Liberia and Sierra Leone, CODE developed and helped distribute a reading anthology, filled with fun stories and activities. Different stories addressed COVID-19 safety, handwashing, gender equality, math, and even local folklore, in entertaining, locally relevant ways.

The Reading on the Waves programs featured teachers—trained in literacy pedagogy and radio best practices—who would read stories and explain a word of the day on air, while children read along at home. The programs then featured a game or activity suggestion to help parents support their children with literacy learning at home including segments on gender equality, or stereotypes in learning, and finally a live call-in segment of the show. Off the air, daily polls and quizzes were sent to students to analyze their knowledge and comprehension.

At the end of the project 98.6% of families surveyed agreed that the radio programs helped students continue to learn, even while schools were closed.

RADIO STATIONS PRODUCED
10

EPISODES OF READING ON THE WAVES
325

POTENTIAL LISTENERS IN LIBERIA
538,000

POTENTIAL LISTENERS IN SIERRA LEONE
534,000

STUDENTS RESPONDED TO POLLS
5,554

TEACHERS (FIVE WOMEN)
11

BROADCASTERS (FIVE WOMEN) WERE TRAINED IN LITERACY AND GENDER-RESPONSIVE RADIO
11

A student reads alongside her radio, Liberia © CODE
An overview of Farm Radio projects

**Burkina Faso**
- Population coverage: 3,266,000
- Active Projects: 5
- Radio stations: 17
- Broadcasters trained: 104 (33 women)
- Gender Equality
- Health and Nutrition
- Agriculture & Food Security
- Emergency Response

**Ghana**
- Population coverage: 4,746,000
- Active Projects: 10
- Radio stations: 22
- Broadcasters trained: 228 (56 women)
- Agriculture & Food Security
- Climate Change and Weather Services
- Gender Equality
- Emergency Response

**Kenya**
- Population coverage: 3,074,000
- Active Projects: 4
- Radio stations: 1
- Broadcasters trained: 0
- Agriculture & Food Security
- Climate Change and Weather Services
- Health and Nutrition
- Emergency Response

**Ethiopia**
- Population coverage: 13,641,000
- Active Projects: 9
- Radio stations: 9
- Broadcasters trained: 28 (10 women)
- Agriculture & Food Security
- Emergency Response
- Climate Change and Weather Services

**Mali**
- Population coverage: 2,939,000
- Active Projects: 5
- Radio stations: 7
- Broadcasters trained: 42 (14 women)
- Agriculture & Food Security
- Education
- Gender Equality
- Emergency Response

**Senegal**
- Population coverage: 1,135,000
- Active Projects: 3
- Radio stations: 7
- Broadcasters trained: 38 (11 women)
- Climate Change and Weather Services
- Agriculture & Food Security
- Gender Equality
- Emergency Response

**Sierra Leone**
- Population coverage: 363,000
- Active Projects: 1
- Radio stations: 4
- Broadcasters trained: 5 (2 women)
- Education
- Emergency Response

**Liberia**
- Population coverage: 472,000
- Active Projects: 1
- Radio stations: 6
- Broadcasters trained: 6 (3 women)
- Education
- Emergency Response

**Nigeria**
- Population coverage: 4,493,000
- Active Projects: 5
- Radio stations: 5
- Broadcasters trained: 16 (7 women)
- Agriculture & Food Security
- Climate Change and Weather Services
- Emergency Response
- Health and Nutrition

**Tanzania**
- Population coverage: 12,016,000
- Active Projects: 11
- Radio stations: 10
- Broadcasters trained: 5 (3 women)
- Agriculture & Food Security
- Climate Change and Weather Services
- Health and Nutrition
- Emergency Response

** Uganda**
- Population coverage: 1,246,000
- Active Projects: 5
- Radio stations: 5
- Broadcasters trained: 16 (7 women)
- Agriculture & Food Security
- Climate Change and Weather Services
- Emergency Response
- Health and Nutrition

**Malawi**
- Population coverage: 1,135,000
- Active Projects: 2
- Work in Malawi is done through our partner organization, Farm Radio Trust
- Agriculture & Food Security
- Climate Change and Weather Services
- Emergency Response

At the end of the 2020-21 fiscal year, Farm Radio initiated a new project in four new countries (Côte d’Ivoire, Mozambique, Togo and Zambia) where we will be working in agriculture & food security and emergency response.
At the heart of our work has always been a network of African radio stations and broadcasters working together to improve rural people’s lives through radio programs and services about rural development. Through the provision of resources, like how-to guides, backgrounders, and scripts, and online training and discussions, we serve these essential workers. This year, our commitment to the network grew even stronger. Broadcasters are experts in their fields, and can only be better when they have the chance to connect, to learn from each other, and to share their insights. In 2020-21, we welcomed 160 new radio partners to our network, bringing the total to 1,083. Through emails that reached 3,578 individual broadcasters (749 more than last year) we kept them up to date on the 131 new resources created to specifically help with the unique challenges faced by broadcasters in Africa during the pandemic. When broadcasters are well-informed, supported and trained, it means that the rural people who rely on them have the information they need to improve their own lives — and are better able to weather emergencies like COVID-19.

WHAT’S A “LOCAL NETWORKER”? Even with a growing network, we try to maintain close connections with our radio partners. That special touch is best provided by someone local who understands our partners’ context, language, and can offer services that fit their needs. Our team of 26 “local networkers” provided this special touch, making 17,000 calls to 3,500 broadcasters in 20 languages. They connected our partners with useful resources for their radio programs, including audio resources recorded in local languages: Literacy not required!

THE NEW NETWORK: WHATSAPP
We connected with 2,160 broadcasters in peer groups via WhatsApp — 1,000 more than last year. These vibrant groups proved essential in getting accurate, timely support to broadcasters. A highlight this year was the 63 virtual discussions we facilitated, which brought hundreds of broadcasters together with subject matter specialists, such as health experts.

Explore our resources at farmradio.fm

THE GEORGE ATKINS COMMUNICATIONS AWARD
This award is named after our founder, George Atkins, and is presented to African radio broadcasters who serve their rural audience and are committed partners of Farm Radio International.

THIS YEAR’S WINNERS

Madeleina Mkirema, Radio Amani, Kenya
Madeleina Mkirema has been a radio broadcaster for five years, working for three stations in various regions of Kenya. Her programs look at the solutions to challenges faced by local farmers.

Alhassan Seidu Kayaba, Zoo Radio, Ghana
Alhassan Kayaba is a broadcaster and a farmer. Part of his inspiration as a broadcaster is the chance to be a voice for farmers and provide them with the opportunity to be heard.

Vianney Watsongo Katsuva, Radio Télévision Évangélique et De Développement Hermon, DRC
For Vianney Watsongo Katsuva, being a broadcaster means being a voice for others. He makes agriculture a priority by giving farmers a platform to tell their stories and learn from experts.

THE LIZ HUGHES AWARD FOR HER FARM RADIO
Named after former board member, CBC journalist and newsroom leader, Liz Hughes, this award recognizes a radio program team that addresses gender equality and raises the voices of women.

THIS YEAR’S WINNERS

Tupiganishe Show from Radio Communautaire Salama, DRC (Grand Prize winner)
This engaging 30-minute show addresses gender-based violence, a challenging and sensitive issue that they address with care. The production team speaks to men and women in the community, as well as experts from women’s organisations who help plan the program.

She Show from Ahomka FM, Ghana (Runner up prize)
The She Show is a vibrant one-hour weekly show all about women’s issues, from their finances and sex life to child rearing, health, family issues, and more. Many of the on-air discussions touch on women’s rights in society and the importance of women’s voices in decision-making.

“Agriculture et Developpement” from Radio Rurale Locale de Banikoara, Benin (Runner up prize)
This 20-minute program addresses agriculture and development, particularly the cotton industry in Benin. But it makes space to address the role of women in this value chain, including women’s access to land and women’s representation in cooperatives.

Hear from the winners themselves: https://farmradio.org/2021-farm-radio-award-winners/
Interactivity is as essential to a successful radio program as entertainment. This is why our Digital Innovations team is constantly finding new ways to use mobile phones and new tech to make radio more accessible and powerful than ever. In 2020-21, 60,689 individuals had more than 434,255 interactions (via phone calls, text messages and call-backs) with radio stations, asking questions, sending feedback, sharing their own agriculture solutions, and adding their voices to calls for change.

COVID-19 was a catalyst for further innovation. The digital innovation team took care to check in with local communities to make sure that our digital tools brought value to the end users. As our Digital Innovation Manager Nathaniel Ofori put it: “Innovation is creativity plus value.”

A key focus for our Digital Innovation team has been the development of Uliza: our powerful suite of tools for interactive radio. Through Uliza, over 60 thousand farmers were able to directly interact with radio programs more than 400 thousand times using their mobile phones.

Some of the work that the Digital Innovation team did this year:

• Created a chatbot and an Interactive Voice Response hotline for broadcasters that could answer frequently asked questions about COVID-19.

• Worked with our Distance Learning in Crisis programs (see page 11) to create a system to run radio quiz competitions for students to prove their new knowledge and drive participation in broadcasted lessons.

• Sent pieces of school curriculum out via text message to students aligned with stories read over the airwaves.

• Used our Uliza system to conduct monitoring and evaluation via phone-response surveys when travel wasn’t possible.

• Finalized our Uliza Log system, a tool for broadcasters to upload their aired episodes to turn into podcasts, available via any podcasting service. The Uliza Log is a powerful quality assurance, evaluation, feedback, and archiving tool.

In the future, we are looking at ways to expand the systems we have developed for our projects so that our network of broadcasting partners can also use them to improve their own programming, ensuring they have a direct link to their audiences.

Agricultural extension, the method where agriculture experts train farmers, traditionally happens face-to-face. But this can prove a challenge in remote regions or where movement is restricted. Often, there aren’t enough extension workers to meet those needs. That’s why Farm Radio is supporting the development of national digital advisory and extension strategies. Our flagship project is in Ghana, where Farm Radio has partnered with the Ministry of Food and Agriculture (MoFA) to create a high-quality digital agricultural advisory service that connects farmers with agricultural extension agents through radio and mobile phone technology.

Thanks to our partnership with MoFA, 48 agricultural extension workers are trained and stationed at 16 radio stations across the country. The stations host “digital advisory hubs,” from which weekly radio programs and other e-extension services — like Interactive Voice Response phone lines, call-in centres, or SMS message systems — are offered to farmers. Ideally, these programs will be sustained long into the future by public, private and civil society partners.

The weekly radio program, called the Green Leaf Radio Magazine, shares local news, new farming practices from across the continent, weather and market information, and deep dives into certain agriculture topics. Collectively, the Green Leaf Magazine programs offered by 16 regional radio stations have the potential to reach over 12 million adults every week. It’s a way of ensuring that farmers who don’t have regular access to an extension officer are still able to improve their farms and contribute to a thriving economy.

This innovative approach to sustainability is supported by the Modernizing Agriculture in Ghana program supported by the Government of Canada.
This year, we were able to bring broadcasters from Canada and across Africa into the same (virtual) room, bridging continents to learn from the experiences of others.

We were proud to host two events for Canadians this year, one to celebrate the incredible work of broadcasters in gender and agriculture radio, and the other to learn about the challenges broadcasters were facing when informing their communities about COVID-19. We were excited to facilitate these incredible conversations with our broadcasting partners and Canadian broadcasters Nora Young and Lloyd Robertson.

Sharing our knowledge
At Farm Radio we are proud proponents of communication. Sharing knowledge can only make our world better. This year, we ran two webinars that reflected on the lessons that COVID-19 taught us about the importance of communication.

Development at a Distance
We examined the questions: How has the pandemic changed development paradigms, and will it result in fundamental changes to the way we do development?

Agile communication and community engagement for COVID-19 resilience
Alongside communicators at WHO, UNICEF, and Viamo we explored how Communication for Development can ensure that rural people can stay both protected and connected.

Our donors' generosity this year was overwhelming. When everyone was facing personal hardship of some form, many gave unselfishly. It allowed us to keep going in a period of deep uncertainty, and meant that underserved, rural people could continue to get potentially lifesaving information about the pandemic.

In return, we reaffirm our commitment and dedication to transparency and effectiveness. We are proud of our continuous improvement and consistent ranking by Charity Intelligence, where, under their new five star assessment (previously the highest ranking achievable was four star), we were ranked as five star charity this year.

Commitment to transparency
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Communication rights
Farm Radio International’s work is grounded in a fundamental belief that everyone, everywhere has a right to expression and a right to information — in essence, a right to communication. For rural people, being able to access and share information is essential to fulfilling their rights to a livelihood, to good health, to a life free of oppression, or violence, and to confront power imbalances.

Yet, communication services and platforms are not equitably available to all. Many people face barriers based on their language, literacy levels, income, location, gender, age or ethnicity.

In 2020-21 we came together as an organization to address these issues both externally and within the organization. We:

• Completed a third-party gender audit and used it to develop a stronger plan towards using our work to improve gender equality.
• Developed a new gender equality policy.
• Developed a set of gender equality and inclusion indicators to use for project evaluations.
• Built relationships with 29 gender equality and women’s rights organizations in the countries we work with to strengthen our programs.
• Established a Diversity, Equity, Inclusion and Racial Justice working group that includes members from different backgrounds across the countries we have offices in and across different levels in the organization.
• Adopted our commitments to diversity, equity, inclusion and justice into our annual strategic plan, the guiding document that directs what we do over the course of a year.
• Signed onto, and participated in the development of, the Cooperation Canada Anti-racism Framework.
• Additionally, as steps toward making Farm Radio International a more Africa-led organization, we identified and initiated important structural changes to the organization. We are working with our African Advisory Boards, located in the various countries where we have offices, to elevate their roles in the leadership of the organization as a whole.
I am very pleased to report that 2020-21 has been another extremely strong fiscal year for Farm Radio, with general revenues growing by 10% per cent and program revenue by 8%, while we weathered the global upheaval of COVID-19.

Even with the pandemic, we kept our spending in line with the budget and ended the year with a higher surplus than usual of over $100,000, bringing our total net assets to just over $718,000. This continues our remarkable record of not recording a deficit since 2004 — which we worked diligently to extend through this most unusual year. It also contributes to the important priority of continuing to build our “rainy day” net assets.

Of particular note is that our program revenue from foreign governments increased fairly dramatically this year — from GIZ primarily, as well as some local African ministries (Ghana and Ethiopia for example). This is a positive development, diversifying our funding and reflecting global recognition of the impact of Farm Radio programming in Africa.

Farm Radio experienced the same move to virtual work as many other organizations in 2020 due to COVID and has been reassessing its need for office space and the impact on related IT and administrative services. We also made progress in selecting and beginning to implement a new financial system which is maturing our financial management capabilities and helping us to continue to ensure administrative efficiency.

Finally, FRI benefited from a 30% increase in charitable donations this year, bringing our donations from Canadians to over $1M for the first time. We are so grateful for this tremendous support and the confidence and trust that our supporters place in us when they donate to Farm Radio. Our staff and Board treat these donations with the utmost respect, putting them to work to bring the benefits of radio-based communications to millions of African farming women and men.

This year’s report is bittersweet for me as I am passing the title of Treasurer to Ravi Gupta, a highly capable expert in finance and financial management in the charitable sector. It has been an honour for me to serve Farm Radio as Treasurer and Board Member and I look forward to hearing about the continued impact and growth of Farm Radio International programming and services in rural Africa.

Heather Meek, Treasurer

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### 2020-2021 Financial Summary

#### Statement of Revenue and Expenses

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$7,372,141</td>
<td>$6,700,194</td>
</tr>
<tr>
<td>Program grants/contracts</td>
<td>$6,302,516</td>
<td>$5,802,505</td>
</tr>
<tr>
<td>Donations from Canadians</td>
<td>$1,026,237</td>
<td>$787,367</td>
</tr>
<tr>
<td>Other income</td>
<td>$43,388</td>
<td>$110,322</td>
</tr>
<tr>
<td>Total revenue</td>
<td>$7,372,141</td>
<td>$6,700,194</td>
</tr>
<tr>
<td>Expenses</td>
<td>$7,272,114</td>
<td>$6,637,165</td>
</tr>
<tr>
<td>Direct program expenses</td>
<td>$6,122,291</td>
<td>$5,786,358</td>
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<tr>
<td>Fundraising and public engagement</td>
<td>$476,031</td>
<td>$415,103</td>
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<tr>
<td>Administration</td>
<td>$673,792</td>
<td>$435,704</td>
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<tr>
<td>Excess of revenue over expenses</td>
<td>$100,027</td>
<td>$63,029</td>
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</tbody>
</table>

#### Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$4,747,349</td>
<td>$2,023,351</td>
</tr>
<tr>
<td>Cash and Cash equivalents</td>
<td>$3,516,856</td>
<td>$1,038,434</td>
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<tr>
<td>Accounts receivable</td>
<td>$148,713</td>
<td>$118,162</td>
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<tr>
<td>Project receivables from donors</td>
<td>$1,017,609</td>
<td>$806,658</td>
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<tr>
<td>Prepaid expenses</td>
<td>$25,249</td>
<td>$16,311</td>
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<tr>
<td>Capital Assets</td>
<td>$38,922</td>
<td>$43,786</td>
</tr>
<tr>
<td>Total assets</td>
<td>$4,747,349</td>
<td>$2,023,351</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$4,028,543</td>
<td>$1,404,572</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$654,848</td>
<td>$690,202</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>$3,373,695</td>
<td>$619,370</td>
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<tr>
<td>Line of credit</td>
<td>$95,000</td>
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</tr>
<tr>
<td>Total liabilities</td>
<td>$4,028,543</td>
<td>$1,404,572</td>
</tr>
<tr>
<td>Net assets</td>
<td>$718,806</td>
<td>$618,779</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$613,046</td>
<td>$508,155</td>
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<tr>
<td>Internally restricted</td>
<td>$66,838</td>
<td>$66,838</td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>$38,922</td>
<td>$43,786</td>
</tr>
<tr>
<td>Total net assets</td>
<td>$718,806</td>
<td>$618,779</td>
</tr>
</tbody>
</table>

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### Continued Growth

#### Revenue

- Foundations & NGOs: 34%
- Canadian government departments & agencies: 24%
- Charitable donations: 14%
- International institutions: 7%
- Foreign governments: 20%
- Other: 1%

#### Donations from Canadians

- 2019-20: $787,367
- 2020-21: $1,026,237

#### Program Revenue

- 2019-20: $5,802,505
- 2020-21: $6,302,516

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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, 2021, with comparative information for 2019-20. To see the full audited financial statement, visit our website at farmradio.org.
BOARD OF DIRECTORS

Our Board of Directors bring valuable insight, leadership and expertise to Farm Radio International. Many thanks to those who made up our board this year.

John van Mossel (Chair)  
Independent climate change consultant and evaluator, and expert consultant at ICF  
Jean Christie (Vice-Chair)  
Independent consultant, international development cooperation and human rights  
Heather Meek (Treasurer)  
Senior consulting director with PricewaterhouseCoopers LLP and former retail franchise entrepreneur  
Morag Humble  
Senior project manager, health specialist and gender team co-lead, Agteam Canada  
Pierre Kadet  
Senior Regional Director for the West Africa, Middle East and North Africa regions, Mennonite Economic Development Associates (MEDA)  
Caitlynn Reesor  
Journalist and farm radio broadcaster  
Gulzar Samji  
Independent consultant, international development, the environment and prevention of violence against women and children

Thank you to all these organizations.

We are thankful for the thousands of generous individuals, religious orders and family foundations for the support of partners who provide support, knowledge and technical expertise to our work. Thank you to all these organizations.

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Independent consultant, international development, the environment and prevention of violence against women and children

Project Partners

We know our projects are not possible without the support of partners who provide support, knowledge and technical expertise to our work. Thank you to all these organizations.

Access Agriculture  
Action for the promotion of the Initiatives Locales (API)  
AFAAS-UFAAS  
Agence Nationale de Conseil Agricole et Rural SY  
Alliance Technique d’Assistance au Développement (ATAD)  
Ambassade du Canada au Mali  
Ambassade du Canada au Sénégal  
ANCAR  
ADPP  
Association des Organisations Professionnelles Paysannes  
Biotechnology and Nuclear Agriculture Research Institute  
Breakthrough Action  
CABI  
Catholic Relief Services  
CECI - Centre for International Studies and Cooperation  
Centre d’information, de Conseils et de Documentation sur le SIDA et la Tuberculose (CIDOT)  
Centre de apoio à informação e comunicação comunitária (CAICCC)  
CNCR  
Coalition Burkinié pour les Droits de la Feme (CBD)  
Community Markets for Conservation: COMACO  
Conseil National de Conservation et de Coopération des Rural, Sénégal  
Conseil Regional de Segou  
Coracon  
CSB  
Dairy Association of Zambia  
Faculty of Food Science - Makerere University  
Farm Radio Trust  
Farmerline  
Green Innovation Centres - GIZ  
HarvestPlus  
Hunger Project  
ICS-Instituto de Comunicacion Social-Sede  
Instituto de Cereais de Moçambique (ICM)  
International Food Policy Research Institute  
International Institute of Tropical Agriculture (IITA)  
International Union for Conservation of Nature (IUCN)  
ITele  
Kenya Community Media Network  
La Vía Campesina  
Luftra  
Medicaid Company  
MCCAA Foundation  
Ministère de l’agriculture, Mali  
Ministère de l’education nationale, Mali  
Ministère de la promotion de la femme de l’enfant et de la famille, Mali  
Ministère du développement communautaire, de l’équité sociale et territoriale, Sénégal  
Ministry of Agriculture, Animal Industry and Fisheries, Uganda (MAAIF)  
Ministry of Agriculture, Malawi  
Ministry of Agriculture, Mozambique  
Ministry of Agriculture, Tanzania  
Ministry of Health, Women and Social Welfare, Mozambique  
Ministry of Livestock Development and Fisheries, Tanzania  
MISA Zambia  
Mukelma Mfumfu  
MSI Reproductive Choices

Donors

We are thankful for the thousands of generous individuals, religious orders and family foundations for the important source of flexible, unrestricted or matching funds they provide. We would like to give special recognition to:

Audrey Kenny  
Burgerz Family Foundation held at ABP (Canada)  
Congregation of the Sisters of St. Joseph in Canada  
David Freer  
Doug Ward  
Estate of Jean and Ian Grieve  
Estate of Margaret Brunette  
Hughes Family Fund held at the Kitchener and Waterloo Community Foundation  
The Laura Tiberti Foundation  
Les Sœurs de la Congrégation de Notre-Dame  
M. Geyer  
Marilyn and Wally King  
MF Trust  
Oscroft Limited  
Stephan Pond  
Susan Prior

Funding Partners

Farm Radio International could not do the work we do without the many partners we work with. Our projects and network services would not be the same without the support of the following organizations in 2020-21:

$500,000+  
Global Affairs Canada  
Helen Keller International  
German Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ)

$200,000+  
The Rockefeller Foundation  
Alliance for a Green Revolution in Africa (AGRA)  
Food and Agriculture Organization of the United Nations (FAO)  
International Finance Corporation (IFC)  
ACDIVOCA  
Alehe International

$100,000+  
World Food Programme  
Ministry of Food and Agriculture, Ghana  
Welthunger Program - Belgian Development Agency  
Ministry of Agriculture, Ethiopia  
Cooperative Development Foundation of Canada

$50,000+  
UNSCR  
LuxDev - Luxembourg Development Cooperation Agency  
Agriculture and Food Security Program (AFSP)  
Steering Group  
Lorna Young Foundation (with funds from CARE)  
Grameen Foundation USA  
International Labour Organization (ILO)  
Canadian Feed the Children  
Biosision International  
ALMA Production  
Mennonite Economic Development Association (MEDA)  
RTI International

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M. Geyer  
Marilyn and Wally King  
MF Trust  
Oscroft Limited  
Stephan Pond  
Susan Prior
We work in partnership with hundreds of radio stations across 36 sub-Saharan African countries and have offices in Burkina Faso, Ethiopia, Ghana, Mali, Nigeria, Senegal, 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 and rural Africans with life-changing information and opportunities to have a stronger voice in their own development.