

2018 annual report



Now making hoods *lively* across Kenya

LIVELYHOODS

celebrating
2018

- 2** Letter from Our Director of Development
- 3** Letter from Our Board Chair
- 4** Operations Updates
- 5** Our Kenya-Wide Expansion
- 6** Women's Empowerment & Other Key Successes
- 7** Fundraising News
- 8** 2018 Financial Summary
- 8** Stories of Change
- 10** Appreciation Corner & Board Members

LETTER FROM OUR DIRECTOR OF DEVELOPMENT

Dear friends of LivelyHoods,

As I look back on the three years I've spent with the LivelyHoods family so far, I marvel at all that we've achieved and all that we've learned. Three years ago, we were celebrating our first branch outside of Nairobi, which, little did we know, was a baby step to prepare us for the massive jumps ahead of us. Three years ago, we were a small team of mostly LivelyHoods veterans, who had grown with the organization and who knew the training curriculum back to front, having gone through the training themselves. **Three years ago, we had big dreams but were working hard to turn them into a reality.**



Today I want to share with you just how far we've come. **Today, we have a truly nationwide presence, with 10 branches in eight different counties.** We have a talented and varied team of 25, including those same veterans, who remain the driving force behind the organization, but also experienced professionals who have brought skills and fresh perspectives to the mix. **We still have big dreams, but they**

seem a lot less scary given the size of the dreams we've already turned into a reality.

But our successes also reflect in the individuals that make up who we are. I came to LivelyHoods with very little idea of what we were capable of, or what I was capable of myself, being part of such a formidable team. As Director of Development I depend on every single person to be a part of our monitoring, our fundraising, showcasing our work, and making a success of every project we set our mind to. **It is an honour for me to express to the world the work of an organization that is making such a huge impact on the lives of inspirational young people and women.** This annual report is a shining example of that, for you to enjoy, and for us to celebrate what we've achieved.

It is through seeing the transformation in people like Judy, from Eldoret (page 9) that this really hits home, and we go beyond the impressive numbers (which you'll also find here, on page 6) to tell the stories that mean the world to us. To see what our Kenya-wide expansion looks like, check out our growth map on page (page 5), and you might spot your name in our appreciation corner (page 10).

This year we're poised for even greater heights, as we set our sights on venturing outside of Kenya to prove the scalability of the LivelyHoods model, and I can't wait to see how far, how big, and how impactful we can get.

Please join me in celebrating the people who made this possible, including our ever-lively team, of Branch Managers, Trainers, Directors, support staff, and team managers, and of course you, our friends, supporters and partners, who make all of this possible. It doesn't matter when you joined us on this journey, what matters is that you're by our side as we continue.

Claire Baker
Director of Development
Nairobi, Kenya

We create job opportunities for
YOUTH & WOMEN IN SLUMS
so they can work their way out of poverty &
REALISE THEIR POTENTIAL.

LETTER FROM OUR BOARD CHAIR

The theme of this year's annual report, 'now making hoods lively across Kenya' brings particular joy to my heart. In 2011, when I first met Maria Springer and Tania Laden, they were just starting Livelyhoods. Solving a youth and women unemployment problem in Nairobi felt like a stretch; across Kenya was a big dream – or as we say in Silicon Valley, a big hairy audacious goal (BHAG). Now, in 2018 Livelyhoods is doing that with operations in 10 locations, and the year closed out with funding to expand internationally.

Who knew that eight years later Livelyhoods would have directly impacted 204,000, and reached well over one million people with indirect impact? It certainly hasn't been all smooth sailing with the vagaries of elections, policy changes, personnel changes, and economic slowdowns, yet the organization has grown resilient, demonstrating the ability to weather the storms that invariably show up in entrepreneurial activities.

While the financial and impact performance of Livelyhoods is extremely important, I **encourage you to spend time reading the Stories of Change** (page 8). At the end of the day, this is why we all partner with LivelyHoods: to create significant change in the lives of youth and women. Every year at a board meeting we read between five and seven 'Most Significant Change' stories and talk through which one we feel is the exemplar of LivelyHoods' work. It is always a challenge picking one, but what I love about this practice is it grounds us in what is most important: creating opportunity for youth and women in slums, and seeing the potential for inter-generational change.

I am humbled to have accompanied LivelyHoods through this journey, and to have partnered with many of you to support this extraordinary organization. As I step down from being Board Chair for

seven years it is a moment of reflection. **I'll never forget the first LivelyHoods morning sales meeting I attended.** Alex asked the sales agents to tell him about a particular solar light he had in his hand. The agents told him the light had three settings; at the lowest setting the light would last eight hours, at the highest two hours; it could be reconfigured and moved from room to room; the charging panel could be put in a window or a roof, at which time Alex stopped them and said, "people don't buy features, they buy benefits". My jaw dropped. I thought to myself, "how many sales managers in Silicon Valley forget to remind their sales people of this reality?" Based on my experience in building and running venture-backed software companies the answer is MANY. **The sophistication of the training LivelyHoods is providing to the sales agents is world-class. The opportunities they are creating for these talented youth and women is life-changing.** I'm humbled and proud to be on this journey with the LivelyHoods team.

Pamela Roussos

Board Chair

San Francisco, California, United States



OPERATIONS UPDATES

Product shift and product mix

From our founding, we knew that **clean energy products were in short supply in urban slums**. We've gone from purely focusing on solar, to shifting to clean cookstoves, to reaching a healthy balance with an almost equal split between volumes of these different types of products. We have a range of household appliances and health products to complement these core items, and respond to a growing number of needs faced by low-income households.

Focus on women

This year for the first time, we focused our training and support on women, in a deliberate effort to define, expand, and measure our impact on women specifically. This was done with the generous support of the Global Alliance for Clean Cookstoves, through its Women's Empowerment Fund. We far exceeded our goals for this project, and developed new monitoring and evaluations tools, training materials, and feedback loops. The outcomes of this project will ensure that women's interests and needs remain at the center of our work.

Changing channels

We held more marketing events across all of our branches, specifically with our product and financing partners, **than ever before**. This meant there was a larger proportion of sales coming from these events and roadshows, complementing our usual street-based marketing, door-to-door, and group-based pitching. Each local branch expanded its network of contacts, and further established its presence in the community.

We've also trained almost 100 community groups, self-help groups and community-based organisations, so as to equip them with the skills and products necessary to become clean energy ambassadors in their communities.

THE LIVELYHOODS PRODUCT BASKET

2011

One small solar lamp.



2013

Small range of cookstoves, in addition to solar.



2014

Introduced a wide range of household appliances.



2016

Almost exclusively clean cookstoves.



2018

Even mix of cookstoves & solar, with a wide range of sizes, functionalities & brands.





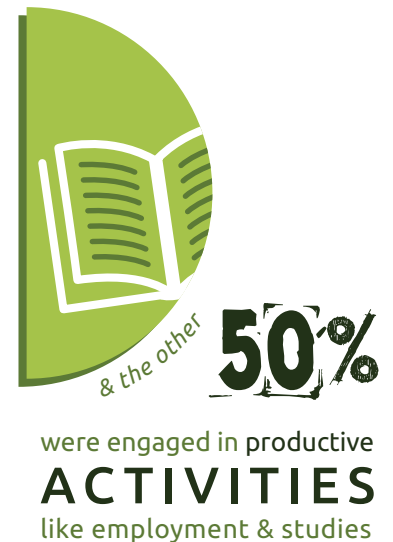
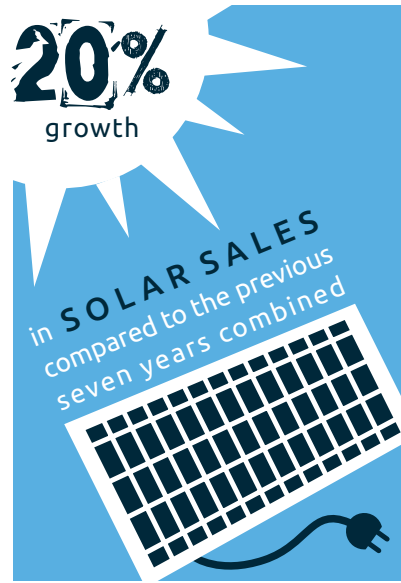
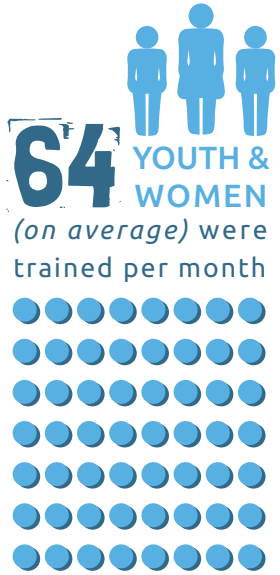
MOVING AWAY FROM THE CAPITAL

We have spread our resources & geographic presence more efficiently across the country, with extensive growth since 2016, & scaling back our Nairobi-based operations in 2018.

 = NUMBER OF LIVELYHOODS BRANCHES PER TOWN



WOMEN'S EMPOWERMENT & OTHER KEY SUCCESSES



FUNDRAISING NEWS

The LivelyHoods experience

LivelyHoods has traditionally depended on a mix of sales revenue and grant funding. 2018 marked a new venture into other forms of revenue generation which piggy-back on our existing activities. **We launched our AirBnB social impact experience, and an experience on I Like Local, an international platform providing off-the-beaten-track travel experiences organized by locals.** Both of these have contributed to our overall fundraising, and we have the full support of AirBnB in this new venture. We have had paying visitors from Israel, the United States, Qatar, Ireland, Germany, England, Kenya, and the Netherlands, who have all gone through 'a day in the life of a LivelyHoods sales agent'.



C3E and Pan African Awards

We were privileged to win two prestigious awards in the space of one year, one recognizing our cofounder Tania Laden's contribution to advancing clean Energy Education and Empowerment, and the other recognizing our innovative approach to entrepreneurship in education. Both involved international gatherings and a presentation in front of a room of industry leaders.



New funder EnDev (SNV & GIZ)

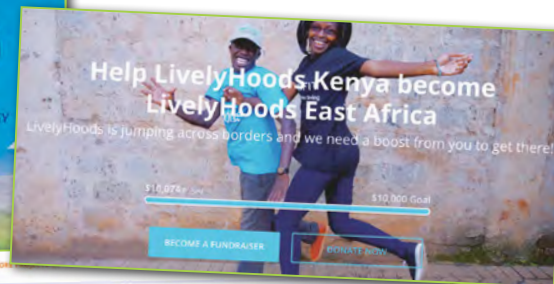
A major funding breakthrough for the year came in the form of the EnDev (Energizing Development) results-based financing program, financed by SNV and GIZ, the German and Dutch development corporations. This is our first time getting such funding, whereby each stove sold above a predetermined baseline is incentivized at a standard rate, in cash.

A growing network of supporters

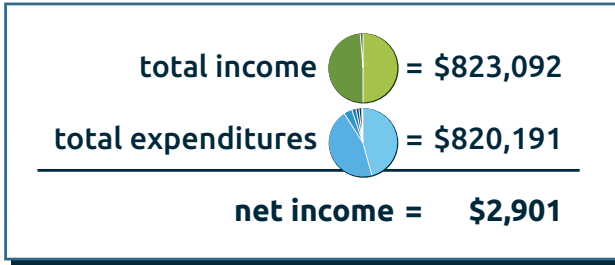
LivelyHoods ran **two fundraising pushes** over the course of the year, both of which saw immense engagement from the board, sub-committees, and the wider circle of LivelyHoods friends and supporters.

We used a new platform, **Global Giving**, which also provided some match funding opportunities during the Global Giving Accelerator

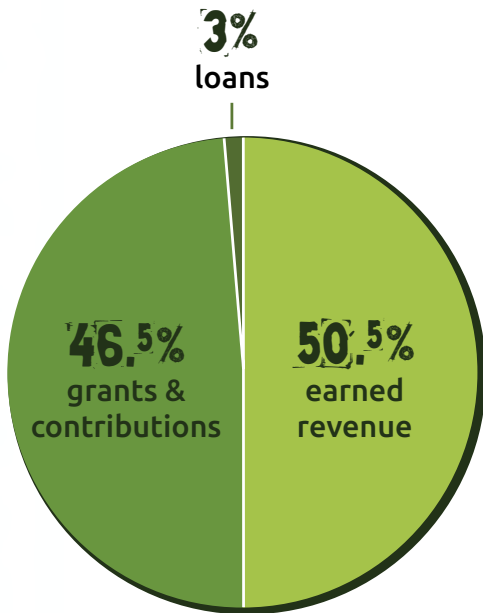
we took part in. Both of these contributed significantly to raising funds for both ongoing operations and for future regional expansion.



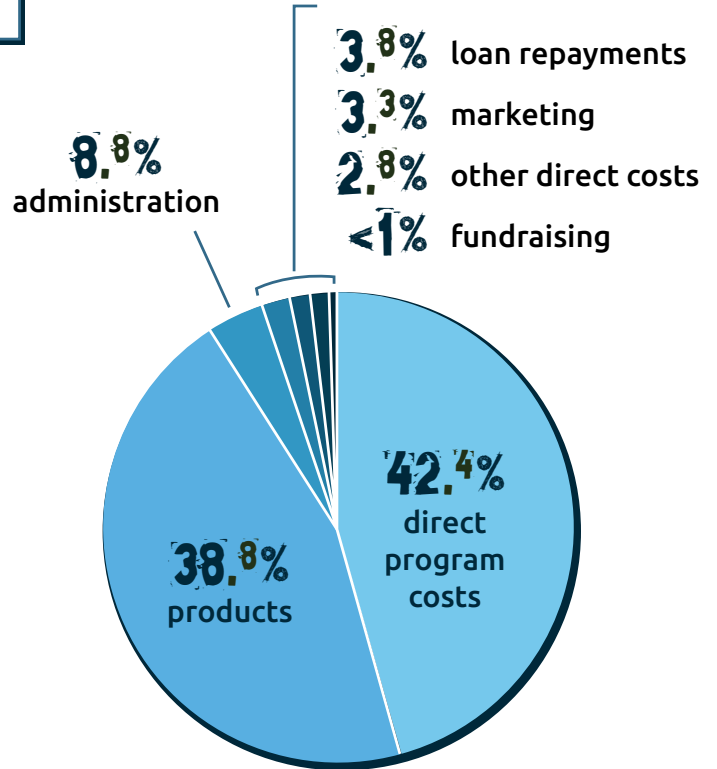
2018 FINANCIAL SUMMARY



\$60 increases the earnings of an unemployed young person or woman by **\$300**, according to our *Impact Matters* summary report.



2018 INCOME



2018 EXPENDITURES

LIVELYHOODS' STORIES OF CHANGE

“At one point my children almost dropped out of school and I was left confused and verging on depression. When I saw a poster for LivelyHoods, I called the number and they invited me for an interview. Then I was trained on sales and marketing skills, which I didn’t have at all before. After the training we were given products to market with the support of the Branch Manager. I had to work hard considering where I was coming from and my many needs, and my kids.

I've sold 8 jikos (cookstoves) in the last two months and I've registered 8 LIPA (installment payment) customers, which is very encouraging, and also a proof that we can make it beyond our limiting factors. I look forward to making more sales in the future so that I can get a good amount of money. **My marriage has also been mended**, as we had separated because of the pressure, which we now don't have. At least now I can manage my financial needs and at least there is always something I can look forward to, unlike before when I was just lost.”

Esther, sales agent from Kitui

Now there is always something I can **LOOK FORWARD** to, unlike before when I felt lost.



“Before I joined, I was struggling with finances, to pay for my bills, pay school fees for my kids, rent, etc. I was stressed in life that ends were not meeting, being a single mom of two kids. **But when I started working with LivelyHoods, life changed.** I’m more hopeful, and optimistic for a good future. I now plan to open a savings account for my future plans.

I no longer worry about my finances, and I have peace of mind and have earned more respect from my peers and relatives, something I lacked before. **My kids are now comfortable** in school as I’m able to pay for their school fees. As I look into the future **I have set goals that push me to work harder** as I never want to go back where I was before.



Judy, sales agent from Eldoret

I no longer worry about finances. I have **PEACE OF MIND** & have earned more respect.

Due to how I’ve benefited from LivelyHoods, I’ve been able to refer my friends too, and hope that the company strives to keep supporting them.”

“I bought these products because they’re useful and a necessity in life. Before I bought the supersaver (cookstove), the other traditional stoves were expensive, they weren’t durable and I had bought several that wouldn’t last long, which is expensive in the long run. Comparing use of charcoal, before I would spend 150kes (USD1.5) daily, nowadays I spend 100kes (USD1) in a day.

Lucy, customer from Nairobi

These **MODERN PRODUCTS** are unique, save time & money -- especially for us women.



The blender I use it to blend juice for sale, and it enables me to earn an extra income.

These modern products are unique, save time and money -- especially for us women. They help us contribute to our family developmental goals, better relationships, and **we experience growth both as a family and as a person.**”



Teresa, customer from Nairobi

“The solar lamp **ENABLES THE CHILDREN** to study during power outages.”

“I live in a two room house with my 3 children, which doesn’t have enough natural light in some of the rooms, meaning we need light even in the daytime.

Where we live, electricity goes on and off and sometimes it

affects my children doing homework. **Before I bought the solar lamp I used to have a paraffin lamp** that would smell of paraffin which was not good to us, and also during studies, the children would burn their hair while leaning on the table when studying which was very risky for them, and it scared me. The lamp enables the children to study even when we have power outage. Using a torch was expensive, because I had to buy the dry battery cells every week.

I get home late from work, first thing is to cook for my family, then help them with their homework, when they go to sleep is when I start doing my daily chores since I don’t have a house help, that is when the solar lamp becomes very helpful, because where we live, electricity is switched off after 10pm -- a time when I need to wash clothes, do house clean up and utensils. **The solar lamp is also a source of security to us.**”

APPRECIATION CORNER

We are extremely grateful to all the individuals who have contributed to LivelyHoods through donations throughout the year, both as members of our Lively Bunch (regular donors) and our one-time donors. *Thank you all for your generosity!*

Lively Bunch members

Ravi Ball	Tunde Maiyegun	Kimberly Tilock
Nicole Belenky	Robert Moore	Jade Van Doren
Callie Bertsch	Evan Morgan	Lisa Vere
Camila Bresciani	Jared Murphy	Deryn Warren
Andrew Felix	Lisa Parrott	Muriel Zimmerman
Rudy Grimaldo	Pamela Roussos	
Stephen Maack	Marc Springer	

One-time donors

Ginette Baker	Renee Clair
Paul Baker	Linda Davis
Alan Benedict	Ann Christine Ellison
Becca Bether	Kendall Essex
Frances Bowen	Brandi Firestine
Melissa Brock	Catherine Fitzgibbon
David & Mary Kathryn Butcher	Kimberly Foss
Ashlee Ceder	Rebecca Gentile
Kristi Ceder	<i>continued on the next page >></i>



BOARD MEMBERS

Our current board is actively engaged in fundraising, operations, and oversight, through board meetings, sub-committees and ongoing engagements with the organisation to make us ever-more accountable, more successful, and more compliant.

This year we also bid farewell to several board members who have been by our side for several years, and who have been an integral part of growing LivelyHoods to what it is today. We value their dedication, commitment and enthusiasm every step of the way.

Katherine French

- > Fundraising committee member (2015-2016)
- > Board member (2016-2018)
- > Operations committee member (2018)

Kimberly Tilock

- > Board member (2014-2018)
- > Fundraising committee member (2015-2018)

Maria Springer

- > Executive director & co-founder (2011-2013)
- > Board member & fundraising committee member (2015-2018)

Jade Van Doren

- > Board member (2014-2018)
- > Operations committee member (2018)



<< *One-time donors, continued from the previous page*

Ilana Goldfus
 Andrea Gommans
 Faye Haselkorn
 Melanie Herbert
 Abigail Hildebrand
 Oxana Holtmann
 Diane David Jacobson
 Praxedes Laden
 Stephanie Lazar
 Stephen Loftin
 Kim Mahling Clark
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 Katrina Ordanza
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 Lainie Reisman
 Glen Roussos

Logan Ruppel
 Phillip Satterfield
 William A. Scull
 Michael Shaff
 Maria Springer
 Selma Studer
 Amy Thomas
 Aaron Tilock
 James Tilock
 Judith Tilock
 Kimberly Tilock
 Tasha Tilock
 Xander Tilock
 Martha Wood

... And all those who choose to remain anonymous but who we also appreciate!

We would also like to extend a heartfelt thank you to each and every person who has dedicated their time to LivelyHoods, as volunteers, advisors & pro-bono experts.

Amit Alex
 Clara Graner
 Deenah Kawira
 Maile Malin
 Rob Moore
 Hanna Reeves
 Loic Trompette & Shireen Ngumi
 Petronilla Wandeto

THANK YOU to every person, organization & institution that has supported LivelyHoods in achieving its mission & impact. We hope to continue working alongside you to bring jobs, opportunities & impact to low-income communities across East Africa!



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