



TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

2014 Impact Report



Welcome to the 2014 TechnoServe Impact Report

At TechnoServe, we believe that people can lift themselves, their families and their communities out of poverty when they have access to the right information, markets and capital. So in 2014, we worked with enterprising people in 29 countries – from maize farmers in Ghana to carpenters in Guatemala – to build more competitive farms and businesses.

This report details the impact of that work around the world. Collecting and publishing this information aligns with one of our core organizational values: results. We are accountable for lasting, measurable impact, and this report is an important part of fulfilling that commitment.

In the pages that follow, you will see data about who has benefited from TechnoServe's work, how much they have benefited, and how sustainable those benefits are expected to be.

We are proud to be able to present this information to our donors, our partners and the general public. As an organization, we are also using this data to plan for a future in which our work has an even greater impact on people and communities around the world.

Tim McLellan
Chief Operating Officer

A Year in Review: 2014 Impact Summary



2014 in Review



333,748

Farmers, Businesses and Employees
benefiting directly from
TechnoServe's work



\$61,404,152

Added Revenue and Wages
for TechnoServe beneficiaries



\$23,887,985

New Finance Mobilized
by TechnoServe beneficiaries

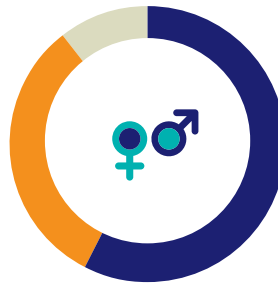
Reach: Who benefited from our work?



333,748
Total Reach

Definition of Reach: We work with enterprising people in the developing world to build competitive farms, businesses and industries. To measure our progress against this mission, we count farmers and businesses that are better off because of TechnoServe interventions, as well as newly created jobs.

TOTAL REACH BY



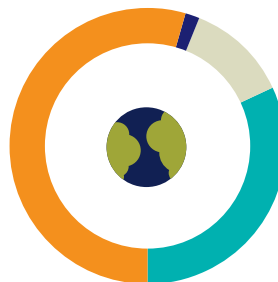
SEX

- 192,119 Male
- 107,025 Female
- 34,604 Unreported*



BENEFICIARY TYPE

- 325,152 Farmers
- 2,986 Businesses
- 5,610 New Jobs



REGION

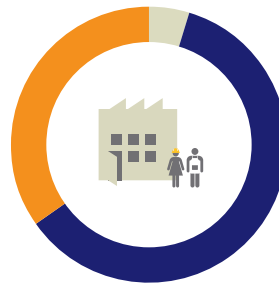
- 182,023 East Africa
- 6,160 Asia
- 39,404 Latin America and the Caribbean
- 106,161 West and Southern Africa

**Unreported indicates that sex-disaggregated data was unavailable*

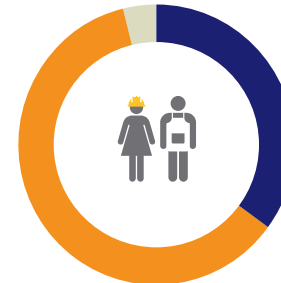
Reach by beneficiary type and sex



FARMERS



BUSINESSES



NEW JOBS



Economic growth is more sustainable when both women and men have full access to education, assets and finance. However, research and our field experience show that gaps persist in access to finance, capital assets and information. The number of women we reach reflects a real focus to address these gaps and also a clear challenge to do more in the future.

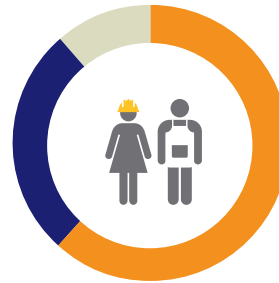
Financial Benefits: How much better off are TechnoServe beneficiaries?



\$61,404,152
Total
Financial
Benefits

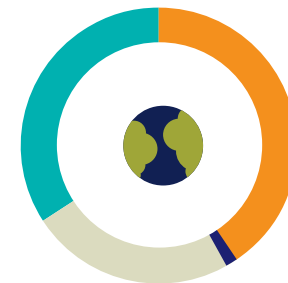
TechnoServe measures incremental financial benefits that are attributable to the project. We focus on the increased revenue earned by farmers and businesses, and increased employee wages, that result from TechnoServe's intervention.

FINANCIAL BENEFITS BY



BENEFICIARY TYPE

■	\$37,882,589	Farmer
■	\$16,543,406	Business
■	\$6,978,157	Employee



REGION

■	\$24,942,108	East Africa
■	\$103,364	Asia
■	\$15,441,286	Latin America and the Caribbean
■	\$20,917,394	West and Southern Africa

Businesses account for less than 1 percent of all beneficiaries, but more than 25 percent of new revenue. This is due to the larger baseline revenue of many businesses we support and major revenue gains attributed to our projects.

Sustainability: How much finance was mobilized by beneficiaries?



\$23,887,985
Total Finance
Mobilized

We use finance mobilized as one proxy for sustainability. Finance in the form of private sector debt, equity and quasi-equity investment in the farms, businesses and industries we support serves as an indicator of whether the benefits created through our work are likely to be sustained.

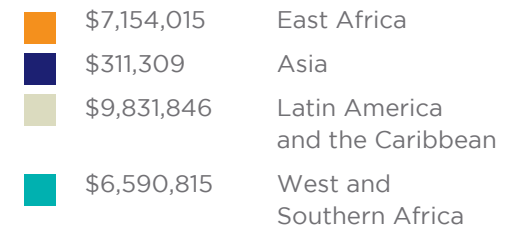
FINANCE MOBILIZED BY



BENEFICIARY TYPE



REGION



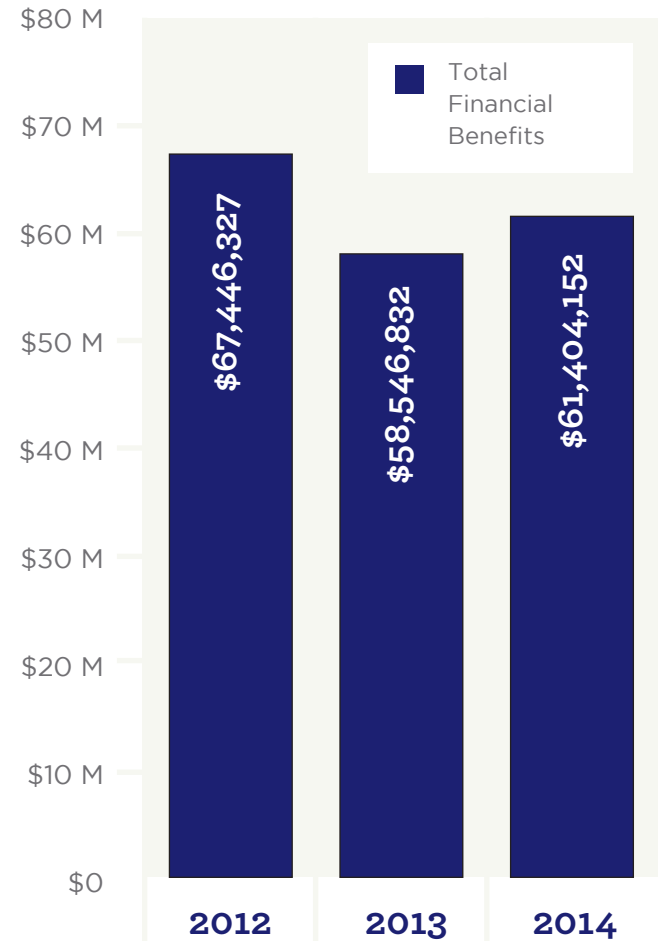
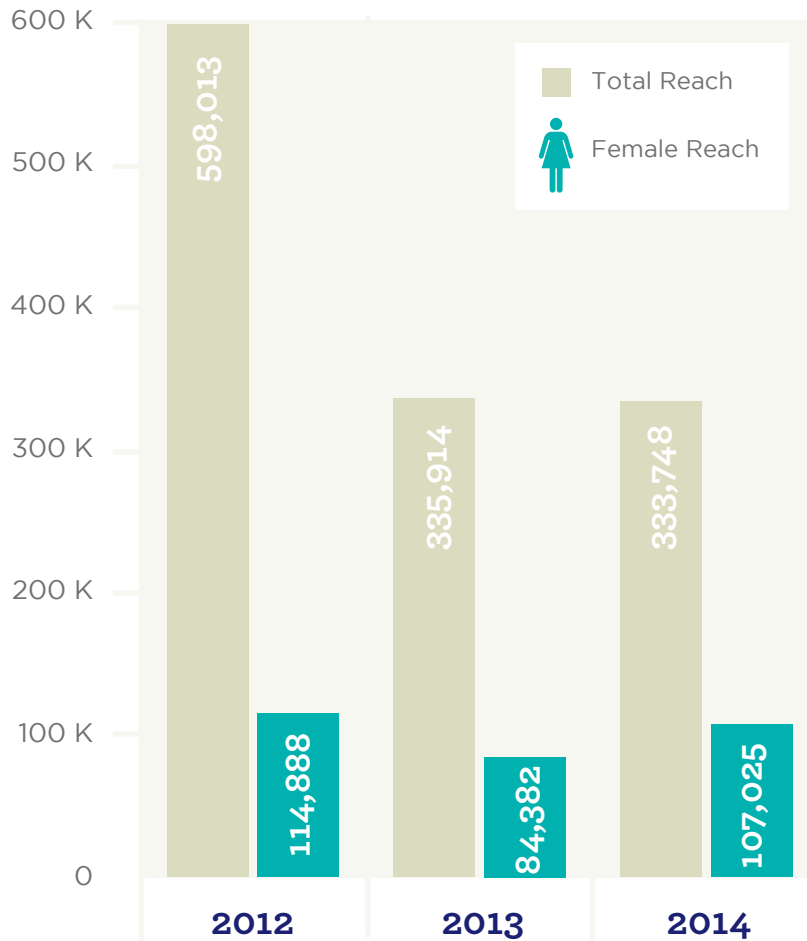
2012-2014

Year-over-Year Data




Key Indicators, 2012-2014

HEADLINE INDICATORS



2012-2014 Year-over-Year Analysis: Farmers

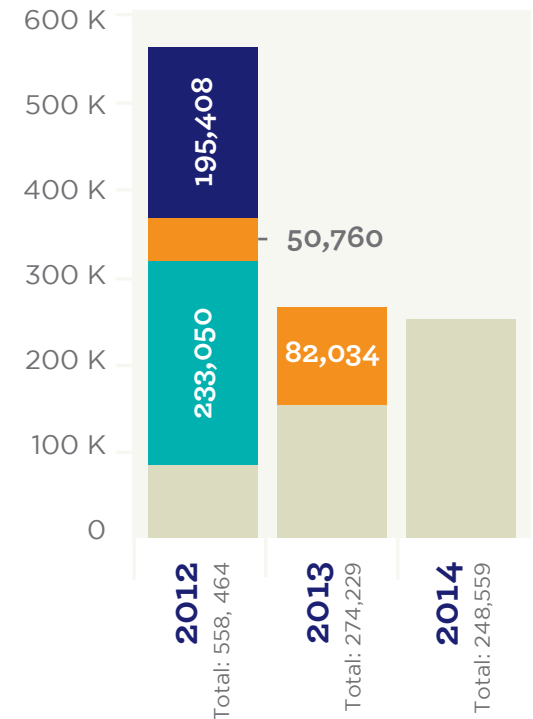


Indicator	2012	2013	2014
Participating Farmers Adopting Technoserve-Promoted Practices	558,464	274,229	248,559
Farmers Linked to TechnoServe-Supported Businesses	28,320	48,273	76,593
Farmer Incremental Revenue	\$38,833,816	\$30,158,509	\$37,882,589
Incremental Revenue per Farmer*	\$70	\$110	\$152

*Revenue per farmer is calculated using farmers adopting new practices only.

The declining reach from 2012 to 2014 reflects the completion of three major farmer projects in 2012 and 2013.

HIGHLIGHT: FARMERS ADOPTING PROMOTED PRACTICES



- Tanzania Cotton
- East Africa Dairy Development
- Coffee Initiative
- All other projects

2012-2014 Year-over-Year Analysis: Businesses and Employees

Many of the observed changes in TechnoServe's business reach and incremental revenue reflect our growing focus on youth-oriented programs that work with very small businesses and startups. Meanwhile, the growth in female employment relative to male employment in 2014 is linked to a large project that specifically targeted women, as well as the increasing participation of women in other projects driving job creation. This reflects a deliberate effort by TechnoServe to increase the percentage of our beneficiaries who are women.

Indicator	2012	2013	2014
Businesses Male Owned / Operated	474	1,737	1,804
Businesses Female Owned / Operated	774	1,530	1,042
Businesses Undefined Owned / Operated	352	374	140
Incremental Business Revenue	\$21,505,905	\$20,179,693	\$16,543,406
Incremental Revenue per Business	\$13,441	\$5,542	\$5,540
New Employees - Male	4,440	6,538	1,975
New Employees - Female	4,841	2,626	3,425
New Employees - Unreported	348	607	210
Incremental Wages	\$7,106,606	\$8,208,630	\$6,978,157

2012-2014 Year-over-Year Analysis: Finance Mobilized



Indicator	2012	2013	2014
Finance Mobilized By Businesses	\$21,769,391	\$28,379,792	\$12,681,615
Finance Mobilized By Farmers	\$24,673,783	\$4,682,931	\$11,206,370
Total Finance Mobilized	\$46,443,174	\$33,062,723	\$23,887,985

In each year, total finance mobilized – a proxy we use to measure lasting impact – is largely concentrated within a small handful of projects. The year-over-year variability reflects not only changes in TechnoServe’s portfolio of projects, but also the life cycle of those projects, since most finance is mobilized as a program nears completion.

TechnoServe works with enterprising people in the developing world to build competitive farms, businesses and industries. We are a nonprofit organization that develops business solutions to poverty by linking people to information, capital and markets. Our work is rooted in the idea that given the opportunity, hardworking men and women in even the poorest places can generate income, jobs and wealth for their families and communities. With more than four decades of proven results, we believe in the power of private enterprise to transform lives.



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