

**SHAREDINTEREST**  
**FOUNDATION**



**CHANGING LIVES**

# We help **BUILD BETTER FUTURES**

Shared Interest Foundation is committed to improving livelihoods by driving transformative change across Africa and Latin America.

Our initiatives are dedicated to fostering sustainable businesses and income-generating projects, making a lasting impact on communities in need.

Our projects empower smallholder producers by providing essential business support. We firmly believe that the key to sustainable development lies in the creation of strong and well-managed businesses.



In West Africa, soilless farming is providing an opportunity for women to increase their income through the production and sale of organic vegetables.

The technique is practised on land unsuitable for traditional farming and requires less water, enabling crops to be grown throughout the year.

THIS IMAGE:  
Project participant works on a group farm in the Sirigu Akondone community, Bolgatanga, Ghana.

FRONT COVER:  
Ami Sana, participant in our 'Seed to Stall, Increasing self-sustainability through soilless vegetable farming' project in Burkina Faso.



# EMPOWERMENT & RESILIENCE

As part of our Bees for Business project in Burkina Faso, we facilitated the installation of solar panels. This not only marked the community's first access to electricity but also empowered the group to significantly increase their honey processing capacity, subsequently boosting their income.

## Our efforts go beyond economic development

By concentrating on the empowerment of women and youth, we aim to create a ripple effect that reaches every corner of the community. Through our projects, we strive to enhance climate resilience, ensuring that even the most remote areas can thrive in the face of environmental challenges.

## Our impact in 2023

During 2023, we implemented 14 projects, helping develop pioneering initiatives to generate vital income for rural communities. Overall, this involved 3,408 farmers across six countries. 143,269 trees were also planted.



With the support of  
**2,089 DONORS**  
& 7 GRANT MAKERS



We delivered  
**14 PROJECTS IN 6 COUNTRIES**  
across Africa and Latin America



We worked with  
**11 LOCAL PARTNERS**  
including nine co-operatives



**3,408 FARMERS AND ARTISANS**  
(27% WOMEN)  
accessed training

# HOW IT WORKS

- 1 WE RECEIVE FUNDS FROM OUR SUPPORTERS.**
- 2 THESE FUNDS ARE USED TO DELIVER PROJECTS WHICH PROVIDE TOOLS, EQUIPMENT AND TRAINING...**
- 3 ENABLING BUSINESSES TO GROW SUSTAINABLY.**
- 4 THESE BUSINESSES ALLOW PEOPLE TO WORK AND EARN A LIVING...**
- 5 AND PROVIDE FOR THEMSELVES AND THEIR FAMILIES.**

**EVERYONE DESERVES THE CHANCE TO PROVIDE FOR THEMSELVES AND THEIR FAMILIES**



Project participant Salimata Kirakoya who is taking part in our 'Seed to Stall, Increasing self-sustainability through soilless vegetable farming' project in Burkina Faso.

# → Enterprise Development

**“I have spent five years growing passion fruits and 10 years growing coffee. I have five children whom I have managed to look after because of the farming I do and support from my co-operative.”**

BOCU farmer Bwambale Joel Njike. Joel checks his passion fruits as he awaits the harvesting period of his plantation about 2000m on the top of the Rwenzori Mountains foothills in Gwekwe Village, Kasese district.

**IN RURAL UGANDA**, passion fruit farming has played an important role in supporting 365 coffee farmers, of whom 40% are women, by offering them a means to diversify their income sources. This diversification has not only increased household resilience but has also led to improvements in their coffee production.

Farmers participating in the program underwent comprehensive training in passion fruit farm management. Furthermore, each farmer received 50 passion fruit plants suitable for intercropping on their coffee farms, along with essential farming tools. The training not only imparted knowledge and skills specific to passion fruit cultivation but also equipped farmers with the necessary expertise to effectively manage their coffee farms.

**“The project has helped me obtain a second income in addition to coffee. I am able to cater for my basic needs. For example, I am able to pay school fees for my children, take care of other needs at home such as buying salt, soap and drinking juice as I wait for coffee to mature for sale.”**

(Project participant)

Our  
**ENTERPRISE  
DEVELOPMENT**  
projects include:



**MANAGEMENT  
TEAM MEMBERS**  
trained in business skills  
and entrepreneurship



**705 PRODUCERS  
INCREASED**  
their income through  
the development of new  
enterprises



**NEW ENTERPRISES**  
including shea butter and  
passion fruit production,  
and production and sale  
of organic vegetables



**PRODUCER INCOME  
UP BY 170%**  
(on average)

# → Women and Youth

**IN BURKINA FASO**, we have delivered nationally acclaimed projects aimed at empowering communities in collaboration with Plateforme Nationale du Commerce Equitable du Burkina Faso (PNCE-B).

Between 2018 and 2021, PNCE-B served as our key partner in implementing our transformative 'Bees for Business' project which empowered 125 women. This project not only provided opportunities for economic sustainability but also contributed to environmental conservation through sustainable beekeeping practices.

Building on this success, we implemented the 'Improving Livelihoods through Agroprocessing' project, which supported shea nut collectors in the region to increase their income levels by learning how to produce butter and soap from their crop.

Additionally, we launched the 'Seed to Stall' projects empowering women to cultivate organic vegetables for sale in the local market and for consumption at home. A solar-powered drip irrigation system and new borehole also provided a sustainable and reliable water source for the women and the wider community.



'Bees for Business' project participant Alimatou Ouattara holding melted and ground wax.

Our  
**WOMEN  
AND YOUTH**  
projects include:



**WOMEN TRAINED**  
in leadership,  
entrepreneurship and  
business skills



**YOUNG FARMERS  
TRAINED**  
in Good Agricultural  
Practices



**243 COCOA AND  
COFFEE FARMS BUILT**  
or expanded by young farmers  
in East & West Africa



**A 125% INCREASE  
IN MONTHLY INCOME**  
predicted for young farmers  
based on projected yield

# → Climate Resilience



Inka Moss harvester Anibal Crispin Tiburcio inspects moss collected in the region of Incacocha.

**IN PERU**, sphagnum moss, naturally found in the Andean region of central Peru, can serve as a sustainable source of income for rural communities when managed correctly. In partnership with a local social enterprise, this project aimed to support 225 harvesters from five communities in the Huánuco region.

As the project progressed and awareness of the moss harvesting activities and income potential grew, the number of communities involved expanded from five to 28, benefiting over 1,000 harvesters. The participants underwent training in sustainable moss harvesting techniques and environmental conservation methods.

In order to improve the efficiency of the harvesting process, a winch system was installed. Prior to this, the 40kg sacks of moss would be transported down the hillside using pack animals (usually llamas), or the harvesters would carry them on their shoulders, often for up to two hours. Before this project farmers earned income from growing vegetables, potato cultivation and livestock

One hundred per cent of the original participants had not harvested moss before.

**“The introduction of moss harvesting in a community allows it to thrive in its own land using its own natural resources in a sustainable way.”**

Juanjo Ladines, Project Supervisor and Impact Manager at Inka Moss.

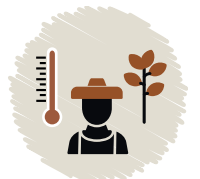
Our  
**CLIMATE RESILIENCE**  
projects include:



**CLIMATE AND DISEASE RESISTANT**  
coffee seedlings planted



**AGROFORESTRY TREES**  
planted supporting  
over 1,000 farmers



**FARMERS TRAINED**  
in eco-friendly farming  
practices including  
organic fertiliser production



**5,000 HECTARES OF LAND PROTECTED**  
from disruptive farming  
practices through sustainable  
moss harvesting

# YOUR SUPPORT MATTERS: CHANGING LIVES, ONE BUSINESS AT A TIME

## → Donate

When you donate, you become an integral part of a movement that goes beyond charity—it is about fostering lasting change. Your support enables us to create employment opportunities, increase incomes for producers and workers, and ultimately enhance the overall quality of life in the communities we serve.

## → Leave a Legacy

A gift in your Will gives the promise of a future to someone working their way out of poverty.

**Together, we can build  
a more resilient and  
prosperous world.**

# START TODAY



## Donate

- ONLINE: You can donate online at [www.justgiving.com/sif](http://www.justgiving.com/sif)
- CHEQUE: I enclose a cheque payable to **Shared Interest Foundation**.
- STANDING ORDER: Please send me a standing order form. .  
You can also download a form at [shared-interest.com/foundation](http://shared-interest.com/foundation)

## Fundraise

- Taking part in a run/walk/jump/climb? Why not support us too.**  
Please provide me with fundraising support and resources.

## Volunteer

- I would like to help you raise awareness of the work of Shared Interest Foundation.** Please send me details.

## Leave a Legacy

- Tell me more about leaving a legacy in my Will.**  
You can also find out more at [shared-interest.com/foundation](http://shared-interest.com/foundation)
- I am a member of your sister organisation, Shared Interest Society, and would like information on leaving my Share Account investment as a legacy to the Foundation.**

FIRST NAME \_\_\_\_\_ SURNAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

EMAIL \_\_\_\_\_

TELEPHONE \_\_\_\_\_

- (Please tick to confirm)** I am a UK taxpayer and would like Shared Interest Foundation to claim back tax on all donations I have made to Shared Interest Foundation for the four years prior to this year, and all donations I make from the date of this declaration until I notify you otherwise. I understand that I must have paid an amount of income tax or capital gains tax at least equal to the tax you reclaim on my donations (at least 25p for each £1 donated).

We will keep you up to date with the work that we are doing so you can see how your donations do make a difference. We will never share your details with third parties. However, if you do not wish to receive updates from Shared Interest Foundation then please tick here

**Please return to: Freepost RTTJ-TXXJ-XZLU, Shared Interest, Pearl Assurance House, 7 New Bridge Street West, NEWCASTLE UPON TYNE NE1 8AQ**  
Call us on **0191 233 9115** or email [foundation@shared-interest.com](mailto:foundation@shared-interest.com)



# PLEASE SUPPORT OUR WORK




No matter how big or small your  
contribution today, its legacy will be  
priceless.

[shared-interest.com/foundation](https://shared-interest.com/foundation)

## Shared Interest Foundation

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