

**BUILDING  
FUTURES**  
through business

**ANNUAL REVIEW 2018**

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**USING MONEY WISELY 16 2019 AND BEYOND 18**



Namayana are a handcraft producer group based in Kenya

# We believe helping someone to build a strong business is a sustainable and respectful way to fight poverty.

**This year, we are proud to say, that with the support of our donors and grant makers, Shared Interest Foundation supported 132,818 farmers and artisans in five countries, including 43,700 women.**

With the support of the KMF Maxwell Stuart Trust, we have worked with 20 co-operatives in Uganda and Kenya to deliver training to strengthen their businesses, by providing tailored training to help them tackle the different challenges they are facing. Next year will focus on building the financial resilience of these co-operatives to run their businesses more profitably.

We are now in the final year of our four-year project to improve producer livelihoods in Swaziland. So far, the project has supported over 7,000 rural producers and artisans, to create a better future for themselves and their communities.

We are also continuing to work with Malawi Fairtrade Network (MFTN) to reduce poverty levels among producers. This year we worked with five co-operatives providing training and mentoring.

**Chair, Mary Coyle**

**“Many thanks to the donors and funders of Shared Interest Foundation. The work that they are doing is positively impacting many farming communities.”**



# Together with Shared Interest Society we provide a vital combination of business training and fair finance.

## OUR MISSION

Our mission is to provide financial services and business support to make livelihoods and living standards better for people as they trade their way out of poverty.

We work collaboratively and innovatively with those who share our commitment to fair and just trade. With a community of investors and the support of donors and volunteers, we seek to contribute to a world where justice is at the heart of trade finance.

## OUR VALUES

We will conduct our business in a manner which reflects the principles of love, justice and stewardship. We will:

- **Work co-operatively with our members as we take and share risk**
- **Value and engage our donors and supporters**
- **Encourage the commitment, talents and energy of our staff in an environment of mutual respect**
- **Work to recognised fair trade standards**
- **Respect the diversity of different cultures**
- **Place partnership at the heart of what we do**



## OUR PROJECTS

# East Africa

### PROJECT 1 STRENGTHENING GOVERNANCE AND FINANCIAL CAPACITY OF PRODUCER GROUPS

Over the past 12 months, Shared Interest Foundation, continued to provide technical assistance to support small-scale producer groups in Africa. The main aims were to strengthen governance, build strong and resilient businesses, develop financial capacity and increase income streams to improve the quality of life of their members.

This two-year project involves 20 producer organisations from the coffee, tea, cocoa and handcraft sectors in Uganda and Kenya. During the year we delivered governance training to 100 individuals. As a result the businesses were able to identify the challenges they faced and took the necessary steps to address them.

In year two, the focus will be on building the financial resilience of these co-operatives to run their businesses more profitably.



WITH THE  
SUPPORT OF  
**641 DONORS**  
& 8 GRANT MAKERS



WE SUPPORTED  
**132,818**  
FARMERS & ARTISANS  
INCLUDING 43,700 WOMEN



DELIVERING  
**4 PROJECTS IN**  
**5 COUNTRIES**  
IN AFRICA



SUPPORTING  
**105**  
PRODUCERS OF  
6 COMMODITIES



Pink Foods are Fairtrade cocoa producers based in Uganda. They also harvest various other products including bananas >

## CASE STUDIES

# East Africa

### PINK FOODS

Pink Foods are cocoa producers in Uganda, and have been a Shared Interest Society customer since 2015. Following a period of consultation, they identified there were weaknesses in their co-operative governance, management and financial practices, which was having a negative impact on their business growth and success.

**“The training has empowered Pink Foods farmers. There is higher demand and interest in cocoa farming from the wider community, making our business more sustainable. We now look forward to a prosperous future.”**

### NAMAYIANA

Before Namayiana existed there was no real role for women in the local community. Most women could not read or write, but wished to use the skills and abilities they had to care for their children and the community around them. The group began 20 years ago with just 16 women and there are now over 100. The aim of the training was to improve communication in their business.

**“We, as a group, have come from far and we are going far despite the challenges we have been facing for the last four years. We want the group to be inherited from one generation to another generation.”**

### MPANGA

If you buy Cafédirect’s One Cup tea, it is highly likely that you have already enjoyed the taste of Mpanga Fairtrade tea. Mpanga Growers Tea Factory Ltd (MGTF) is a public limited company owned entirely by smallholder farmers. The training aimed to improve delegation and communication in the co-operative.

**“After the training, the directors appreciated the need to have qualified and experienced board members. This a sign of positive attitude as a result of the training.”**



# Swaziland

## PROJECT 2: IMPROVING PRODUCER LIVELIHOODS

We are currently in the final year of this four-year project, in partnership with Swaziland International Fair Trade (SWIFT), to assist with the alleviation of poverty and social deprivation.

This year the project has continued to support local businesses to grow and create employment opportunities, as well as increasing the income of thousands of farmers and artisans.

### There are four main outcomes to the project:

- 1 working with small businesses on their growth, sustainability and employment provision.
- 2 focuses on larger businesses increasing sales, producer incomes and market access.

3 develops the effectiveness and sustainability of SWIFT as a fair trade support network.

4 assesses the support available to those with HIV/AIDS and general well-being.

During the past four years, we have helped SWIFT to operate as a sustainable country network, providing on-going support to Swazi enterprises. The introduction of the HIV/AIDS integrated wellness programme has contributed to promoting the general well-being at work, increasing productivity. The programme is in partnership with the Swaziland Business Coalition on HIV and AIDS (SWABCHA). To date, the project has supported 7,607 rural producers and artisans. During the year, we supported 2,240 handcraft producers including 1,930 women to increase their income and provide adequately for their households.

**“Without Shared Interest as our partner, SWIFT would never have been able to take such large strides to eradicating poverty. Our members have been able to achieve a 49% average sales increase, create 517 sustainable new jobs and increase wages for producers and employees.”**



# Rwanda

## PROJECT 3: BUILDING SUSTAINABLE FUTURES FOR THE HANDCRAFT SECTOR

In November 2017, we came to the end of this two-year project run in partnership with the Rwanda Forum for Alternative Trade (RWFAT), to support the development of a sustainable handcraft sector.

In the final year, we delivered activities relating to training and skills development and supported producer organisations to increase their access to markets and trading opportunities.

# Malawi

## PROJECT 4: PROVIDING SUSTAINABLE SOLUTIONS TO POVERTY

In 2016, we started a three-year project working in partnership with Malawi Fairtrade Network (MFTN) to reduce poverty levels among their producers.

Over the past year, we delivered training and mentoring to five co-operatives, providing support to 40,262 producers, 56% of whom are women, with the aim of supporting them to increase their farm yield and improve their sales and income.

**“The training has exposed me to the best practices for maintaining my tea garden. I have adopted these practices and for the past six months my income from tea has gone up 400%.”**

**Mary Piyo, Thuchira  
Tea Association**

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**The Rwanda project has supported  
nine co-operatives with a total of  
267 members**

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# Using Money Wisely

Shared Interest Foundation receives grants from donor organisations such as Comic Relief, which enable us to deliver our larger projects. Over the last eight years these funds account for around half of our income, with the balance coming from the generous donations of individuals, groups, trusts and legacies. These donations are vital as they allow us to develop and grow new projects based on robust needs analysis.

In 2018, we received support from the following trusts and organisations and we would like to thank them for their contribution to our achievements this year:

Comic Relief	Mr T M Dickey
Evan Cornish Foundation	Souter Charitable Trust
KMF Maxwell Stuart Trust	The Marr-Munning Trust

## INCOME AND EXPENDITURE

	Year ended 30 September 2018			Year ended 30 September 2017		
	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000
Donations & grants	129	137	266	149	106	255
Interest income	1	-	1	1	-	1
<b>Total income</b>	<b>130</b>	<b>137</b>	<b>267</b>	<b>150</b>	<b>106</b>	<b>256</b>
Cost of fundraising	17	-	17	12	-	12
Charitable activities	86	85	171	95	113	208
Governance costs	3	-	3	3	-	3
<b>Total expenditure</b>	<b>106</b>	<b>85</b>	<b>191</b>	<b>110</b>	<b>113</b>	<b>223</b>
Net (deficit)/surplus	24	52	76	40	(7)	33
Funds brought forward	139	70	209	99	77	176
Transfers between funds	(6)	6	-	-	-	-
Funds carried forward	157	128	285	139	70	209



Zoggs are a SWIFT member group based in Swaziland

## BOARD OF TRUSTEES

The Board of Trustees' role is to determine and monitor the implementation of the strategy for the Foundation, make sure that risks are managed appropriately and provide a proper account to donors of the financial and social results of the Foundation.



PATRICIA  
ALEXANDER

DAVID  
BOWMAN

PAUL  
CHANDLER

MARY  
COYLE

MARTIN  
KYNDT

PAULINE  
RADCLIFFE

KEITH  
SADLER

## What Next?

In September 2018, thanks to the support of an individual donor, we launched our Bees for Business project. This project will support 50 women in rural Burkina Faso to become beekeepers, giving them a year-round, sustainable income, to better support their families.

We have also launched our third project working in partnership with Swaziland International Fair Trade (SWIFT). This one year project will support 100 women who, together with a further 1,900, sell their handcrafts at the Manzini Bus Station in central Swaziland.

All the women produce and sell variations of the same products, creating a highly competitive environment for customers who can demand lower prices for their products. This means many women take home as little as 90p per day, leaving them unable to better their standard of living, putting at risk their household food security, children's education and access to basic healthcare and social services. This project will provide 100 of these women with training in product design, customer service and costing to enable them to diversify their products and increase their sales.

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**Everyone deserves the chance  
to provide for themselves  
and their family**

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Eswatini are a SWIFT member group based in Swaziland, producing honey >



Find out how you can  
support our work:  
[shared-interest.com/  
foundation](https://shared-interest.com/foundation)

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**FOUNDATION**