



**Shared Interest Foundation**

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 SharedInterestFoundation  SharedIntFdn



**SHAREDINTEREST  
FOUNDATION**

Annual Review 2021



**SUPPORT OUR WORK**

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**BRIGHTER  
FUTURES**



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# THESE WOMEN CAN NOW MEET THE DAILY NEEDS OF THEIR FAMILIES

FIND OUT MORE ON PAGE 10



Bees for Business participants holding beeswax on a farm in Burkina Faso





# WELCOME

In a year defined by a deepening climate change crisis and a dramatic increase in global poverty, Shared Interest Foundation has worked with communities in Africa and Latin America to develop more resilient businesses in response to the growing challenges faced.

Over the past 12 months, we have delivered nine projects that have supported the development of new enterprises, increased environmental preservation and provided a vital income source to rural communities. Across these projects, we have planted a total of 135,275 trees, including those grown for crops and others to provide essential shade.

Following the conclusion of Shared Interest Foundation's Strategic Review in 2020, our work has become further aligned with the United Nations Sustainable Development Goals (SDGs). Climate Action has been a key theme in our business training and mentoring work this year, along with Gender Equality and Decent Work & Economic Growth. This has resulted in enriching training programmes focusing on innovative farming techniques, product diversification, and increased opportunities for women and young people.

In Uganda, we have supported 365 coffee farmers to cultivate passion fruit, in Nicaragua 40 women are learning how to become organic sesame farmers. Meanwhile, in Ghana, 50 young coffee and cocoa farmers received

Climate Smart Agriculture training. We have also continued to encourage beekeeping as a sustainable livelihood in rural communities, assisting one established group in Burkina Faso to grow sesame alongside their honey production. All of our projects encourage good agricultural practices and in the Northern jungle of Peru, we have supported a community of farmers to find an eco-friendly way of managing coffee berry pests.

In some regions, handcrafts provide the main source of income as farming is not always possible due to soil quality and climatic conditions. This year, we have worked with a group of basket weavers in Ghana, who are growing vegetables without the use of soil.

We are proud that these projects received recognition in the Third Sector Excellence Awards as Shared Interest Foundation was shortlisted in the Small Charity, Big Achiever category. These prestigious awards celebrate outstanding efforts within the voluntary sector and we want to thank every single person involved in Shared Interest Foundation this year as you all made this possible. It is only with the support of colleagues, volunteers, donors, and grants from trusts and foundations that we are able to continue to support entrepreneurs in the developing world to reach their full potential.

**Chair, Mary Coyle**



## TREE PLANTING

Our projects have seen us plant  
**135,275 TREES**  
including:

**60,000**  
COCOA TREES IN  
WEST AFRICA

**70,000**  
COFFEE TREES IN  
EAST AFRICA

**4,275**  
CROP TREES AND  
SHADE TREES IN  
AFRICA AND  
SOUTH AMERICA

**1,000**  
MORINGA TREES IN  
BURKINA FASO

2021





Project participants planting the new cocoa trees, Ghana

# Growing Fairer Futures

## Supporting young cocoa farmers



LOCATION:  
Ghana



BENEFICIARIES:  
50 coffee farmers



No Poverty, Decent Work  
and Economic Growth,  
Climate Action,  
Partnerships for the Goals

In January 2020, we launched Growing Fairer Futures, supporting young cocoa farmers in the Osino region of Eastern Ghana. Working in partnership with a local Fairtrade cocoa co-operative, this project supported 50 young people (32% female) aged between 18-35 to each establish their own cocoa farm and build it into a robust and sustainable business.

We collaborated with specialists from the Ghana Cocoa Health and Extension Division (CHED) to deliver training in Good Agricultural Practices and Climate Smart Agriculture, which introduced farmers to the causes, effects, and impact of climate change. We then

demonstrated adaptation strategies in order to increase their resilience, alongside agri-business training.

The young farmers were provided with farming tools and equipment to enable them to prepare their land, then plant and maintain their cocoa farms. Each farmer received 450 disease and climate resistant cocoa seedlings (22,500 distributed in total). They were also given plantain and maize seeds. These crops provide shade to young cocoa trees, to support their growth and provide an extra source of household food. Surplus crops have been sold locally, providing the farmers with an additional source of income.

**“After myself enjoying the produce of cocoa, my children can inherit it and enjoy it as well.”**

Philip, project participant

### GROWING FAIRER FUTURES

## Case study: Emmanuel Gyekye

Emmanuel Gyekye is a cocoa farmer living in the village of Akyem-Saamang in the Fanteakwa district of Eastern Ghana.

In 2010, Emmanuel was given two acres of land by the Queen Mother of his village. Emmanuel chose to become a cocoa farmer but went on to face challenges. He said:

“I was farming using the techniques from my forefathers. I was having a little bit of income, but looking at the size of the farm and the income I was generating from it, it wasn’t good.

“The training has helped me a lot. After I started the training, I realise there are better methods of cocoa farming.”

Emmanuel also attended training in agri-business skills:

“During the training, we were taught how to keep proper records. Whatever you spend you need to record it. Even yourself, you have to pay yourself.”

Through the project, Emmanuel was provided with a selection of farming tools and equipment and he told us how these have helped him to implement the new techniques taught:

**“In the old days we were using a cutlass for weeding. But now with the machine I weed four times as much.”**

Since implementing new farming techniques, Emmanuel has recorded an increase in the quality of his cocoa. He is now selling cocoa for 660 GHS (£80) per bag, a significant increase from the amount he received previously of 475 GHS (£57) per bag.

With the support of this project, Emmanuel has been able to double the size of his farm to four acres and he now feels more confident that through cocoa farming he will be able to support his growing family:

“I have very big hope that in the future, farming will support me. Your training has made it so that farming can be lucrative and we are spreading this news to other youths to encourage them to join farming.”

### END OF PROJECT EVALUATION:

**52%**

of farmers rated their knowledge of disease and pest control as above average, against 8% at the start of the project

**80%**

rated their knowledge of sales forecasting as average or above, against 56% at the start of the project

**74%**

of participants rated their knowledge of Climate Smart Agriculture as average or above, against 50% at the start of the project

**92%**

of farms achieved the highest project rating based on implementation of good farming practices and disease control

**80%**

of participants were confident that cocoa farming could generate enough income to meet their livelihood needs



# Bees for Business

## Supporting women into beekeeping

 **LOCATION:**  
Burkina Faso

 **BENEFICIARIES:**  
75 female beekeepers



No Poverty, Gender Equality,  
Decent Work and Economic  
Growth, Climate Action,  
Partnerships for the Goals

The Bees for Business project launched in August 2020 and has since supported 75 women in rural Burkina Faso to become beekeepers. The women are members of Association Action Solidarity (AAS), a community group based in Sideradougou. Beekeeping is now providing a sustainable source of income for the group, who are now able to better meet the needs of their family and support the development of their community.

To deliver this project, we worked in partnership with Plateforme Nationale du Commerce Equitable du Burkina (PNCEB), the national network of Fairtrade organisations in Burkina Faso.

The AAS group received 300 modern beehives, built in the nearby town of Niangoloko. Due to the quality of construction, these hives have an average lifespan of 15 years, compared to two years for traditional hives.

The participants completed a three-week training programme in modern beekeeping techniques.

Ten women elected by the group attended a Leadership and Group Management workshop held in April. Topics covered included administrative and financial management, leadership skills and the organisation and operation of an Association.

In June 2021, the 75 participants attended a workshop in agri-business skills and group savings schemes.

Since the start of the project, honey production has contributed to an increase in the household income of all the participants. Monthly income has increased from an average of £13 per month to £22 per month, an increase of 51%.

### END OF PROJECT EVALUATION:

**69** women  
are now able to meet the  
daily needs of their family  
compared to 14 women at  
the start of the project

**63** women  
are now able to access  
healthcare for their children  
compared to 12 at the start  
of the project

**73** women  
can now pay the school fees  
for their children compared to  
21 at the start of the project

Following the training:

**92%**

of participants reported an  
increase in confidence to  
make business decisions

**98%**

feel they now have the  
necessary skills to manage  
their business profitably





# Bees for Business: Phase 2

Supporting beekeepers to become sesame growers

LOCATION:  
Burkina Faso

BENEFICIARIES:  
50 female beekeepers



No Poverty, Gender Equality,  
Decent Work and Economic  
Growth, Climate Action,  
Partnerships for the Goals

This project was a continuation of our Bees for Business project, launched in 2018. It supported 50 members of the Benkadi de Dakoro women’s group in rural Burkina Faso, to establish a beekeeping enterprise.

Aimed at increasing income levels and financial resilience, this project provided business and financial training, which allowed the women to diversify into growing the higher value sesame crop.

The participants also received training in Good Agricultural Practices and Climate Smart Agriculture in preparation for the production of the organic sesame. This covered topics such as planting and harvesting techniques, sesame farm maintenance, application of organic fertiliser and climate mitigation strategies.

Following the training, the group was provided with planting materials including organic fertiliser. One hectare of land was then prepared and planted with sesame.

The sesame farm was certified organic by ECOCERT, an internationally recognised certification body. Following this, the group secured a buyer, who purchases sesame seeds from organic and Fairtrade smallholder farmers in Burkina Faso before processing them into oil at their green plant.

In December 2020, the women produced 680 kg of sesame and earned £470 from the sale of this first harvest. A proportion of this income was used to contribute to their household expenses and the remaining was reinvested to enable the group to expand their sesame farm by an additional hectare.

This sesame production has contributed to an increase in the household income of all the participants.

**“We have gained credibility because our co-op supports the village in providing equipment including mattresses, blood pressure monitors and solar kits.”**  
(Project participant)

## END OF PROJECT EVALUATION:

49 women

told us they can now meet the daily needs of their family compared to only one at the start of the project

41 women

told us they can now always provide their family three meals per day compared to only 18 at the start of the project

Following the training:

96%

increased their business and finance skills

96%

are confident in the future of their businesses





**125 WOMEN**  
trained in  
beekeeping and  
business skills



**550 BEEHIVES**  
provided



**6,525 LITRES**  
of honey produced



**SALES OF  
£10,932**

**BEES FOR BUSINESS: PHASE 2**

**Case study: Abi Ouattara**

**Abi Ouattara is a member of the Benkadi de Dakoro women's group in the rural village of Dakoro, in Southern Burkina Faso.**

Before participating in our Bees for Business projects, Abi earned an income through the sale of rice and maize and the collection of shea nuts. She also had a small kiosk selling coffee, earning on average 62,000 XOF per year (£84). She said:

"If I or my children became sick, we relied on herbal medicine for treatment. We had no access to electricity and relied on torchlight at night, powered by a solar panel. My children studied at night using this torch."

She relied on her husband to pay the children's school fees and was only able to afford to buy them a few items of clothing during the school holidays.

In 2018, Abi was supported to establish a beekeeping enterprise. Two years later we were able to provide her with the necessary training and resources to produce organic sesame.



**"There are changes in my life. I can now contribute to the food and school fees of my children."**

"Now that I participate in beekeeping and sesame cultivation, there are changes in my life. My level of knowledge has increased thanks to the various trainings I have received and I now keep a management notebook for my business. I can also contribute to the food and school fees of my children."

Abi's income has now increased by 200% to an average of 15,500 XOF (£21) per month.

"These projects have benefited the community because our co-operative supports the Village Health Centre with materials. If there is a ceremony in the village, we give a financial contribution on behalf of the group and the other women in the community appreciate us."

**NEW PROJECTS**

**In 2021 we launched six new projects across Africa and Latin America**



Fresh coffee berries are picked on a farm in East Africa

**Growing Fairer Futures**

**Supporting young coffee farmers**



**LOCATION:**  
Rwanda



**BENEFICIARIES:**  
50 young coffee farmers



**No Poverty, Decent Work and Economic Growth, Climate Action, Partnerships for the Goals**

Our third Growing Fairer Futures project supports young people in Western Rwanda to establish their own coffee farms. Working in partnership with local coffee co-operative KOPAKAMA, we provided training in Climate Smart Agriculture techniques and supported the 50 young farmers with materials including disease

resistant coffee seedlings, farming tools and other equipment. Through the innovative use of two specially created demonstration farms, the young people learn about preparing the land and how harvesting works. In November 2021, over 70,000 coffee seedlings were planted by the young farmers.







Cocoa seeds growing in nursery, Ivory Coast

## Growing Fairer Futures

### Supporting young cocoa farmers



LOCATION:  
Ivory Coast



BENEFICIARIES:  
50 young cocoa farmers



No Poverty, Decent Work and Economic Growth, Climate Action, Partnerships for the Goals

Launched in December 2020, this project is supporting 50 young people (20% female) living in the communities close to cocoa co-operative, Cooperative Agricole de Yakasse Attobrou (CAYAT). By supporting the young farmers to establish their own cocoa farms they will be able to generate a reliable source of income to meet their needs and contribute to the sustainability of cocoa production in the region.

As part of the project, the farmers attended a workshop on Good Agricultural Practices. The training covered important topics such as land preparation, farm maintenance,

cocoa production, then harvesting techniques, alongside pest and disease control.

Further training in Climate Smart Agriculture was delivered in April 2021. Topics covered included irrigation techniques and the use of shade trees to increase soil stability and nutrition. Agri-business training was also delivered to provide the young farmers with the skills and tools to manage their cocoa business. Farming tools were distributed and in September 2021 then 37,500 cocoa seedlings were planted along with 625 shade trees.



Training included irrigation techniques and the use of shade trees to increase soil stability and nutrition

## Increasing opportunities for women

### Diversifying into soilless vegetable farming



LOCATION:  
Ghana



BENEFICIARIES:  
120 basket weavers



No Poverty, Zero Hunger, Gender Equality, Decent Work and Economic Growth, Partnerships for the Goals

In Northern Ghana, we provided 120 basket weavers with the skills and tools needed to diversify into vegetable farming. Our in-country partner, TradeAID Integrated, is supporting the women involved to use locally available products such as poultry manure and rice husks in place of soil. These natural materials are known to retain water and release nutrients for the plants' growth.

The vegetable farm will consist of nursery boxes, meaning it is not labour intensive, uses less water, and requires very little space.

A warehouse is also being refurbished so that the vegetables can be washed, sorted, packed and stored before being sold to local businesses, including schools and hotels.

Farmers making organic soil using manure, rice husks and sawdust, Ghana







Sesame seeds growing at Coproexnic farm in Nicaragua

# Building sustainable livelihoods

## Supporting women into organic sesame farming

**LOCATION:**  
Nicaragua

**BENEFICIARIES:**  
40 female farmers

**SUSTAINABLE DEVELOPMENT GOALS**  
No Poverty, Gender Equality, Decent Work and Economic Growth, Partnerships for the Goals

Working in partnership with Shared Interest Society customer Coproexnic, we are supporting 40 women in rural Northern Nicaragua to become organic sesame farmers. Despite having access to farmland, many women do not have the necessary finance or farming experience to purchase seeds or prepare the land for planting.

As the largest exporter of organic sesame seeds in Nicaragua,

Coproexnic has provided training and support in preparing and planting an organic sesame farm. This covers Good Agricultural Practice, organic fertiliser production, and agri-business skills. The group will also receive equipment and materials to enable them to make sesame candy to sell locally. This is a simple snack made from toasted sesame seeds and caramelised sugar.

**Many women do not have the necessary finance or farming experience to purchase seeds or prepare the land for planting**

# Improving organic coffee production

## Supporting coffee farmers to increase their resilience

**LOCATION:**  
Peru

**BENEFICIARIES:**  
176 coffee farmers

**SUSTAINABLE DEVELOPMENT GOALS**  
Decent Work and Economic Growth, Climate Action, Partnerships for the Goals

Working in partnership with CECAFE, we have so far supported 176 coffee farmers in the Northern jungle of Peru to increase their resilience to coffee pests.

One of the most harmful pests to coffee plantations, the coffee borer beetle can attack an entire yield of berries if no control is applied. Due to the impact of climate change, the tiny insect is thriving in warmer temperatures, which poses increasing challenges for Peruvian farmers.

Coffee co-operative CECAFE has developed an eco-friendly way of controlling the borer beetle at their Centre for Innovation in the

Amazonas region of the Andes. The surrounding area provides a dense and humid rainforest ecosystem located at high altitude, ideal for the combative fungus known as Beauveria Bassiana. The co-operative will distribute the fungus to 200 farmers, to help protect the ecosystem and increase coffee yields.

The project has also supported CECAFE to implement the production of organic fertiliser to improve coffee yield further, including the construction of compost beds and supply of composting materials.



CECAFE has developed an eco-friendly way of controlling the borer beetle

Laboratory Centre Assistant Heriber Sifuentes, working in the CECAFE Centre for Innovation in Lonya Granda, Peru







BOCU farmers planting passion fruit and distributing shade trees, Uganda

# GOING TO GREAT LENGTHS

## DONOR CASE STUDY

This year, Shared Interest Foundation supporter Anne took on the 874 mile John O’Groats to Land’s End cycle challenge with her daughter, Catherine. Anne completed the challenge in September 2021, raising over £1,000 for Shared Interest Foundation and two other charities; Peer Talk and Carers Worldwide.

Anne chose to support Shared Interest Foundation after she attended a workshop delivered by Foundation Manager, Kodzo Korkortsi, organised by her Fairtrade group during Fairtrade Fortnight.

“Kodzo spoke so eloquently of projects such as training women in Burkina Faso in beekeeping, to give them income for the rest of the year, and training groups of youths in Ghana and setting them up in cocoa farming. The projects he described were very simple, straightforward and sustainable, and so effective in improving lives. I hope to raise awareness of what the Foundation does and, with any money raised, enable more such projects to be implemented.”

**“The projects he described were straightforward and sustainable and so effective in improving lives.”**

## Increasing coffee farmers’ resilience

### Supporting diversification into passion fruit



LOCATION:  
Uganda



BENEFICIARIES:  
365 coffee farmers



No Poverty, Decent Work  
and Economic Growth,  
Climate Action,  
Partnerships for the Goals

Working in partnership with Bukonzo Organic Farmers Co-operative Union (BOCU), this project supports 365 smallholder coffee farmers to improve their coffee crop and diversify into passion fruit production as an additional source of income.

As well as learning how to grow and nurture their passion fruit vines, the farmers have received training in Good Agricultural Practices (GAP), Climate Smart Agriculture, and organic compost production.

Over 18,000 passion fruit seedlings have been provided, which are both climate and disease resistant. To ensure the crops have suitable growing conditions, 3,650 trees have been planted to protect against soil erosion and provide shade.



Over 18,000 passion fruit seedlings have been provided, which are both climate and disease resistant.





# USING MONEY WISELY

Shared Interest Foundation receives grants from donor organisations, which enable us to deliver our projects. Over many years, these funds account for around 45% of all 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.

Over the year, we have received new funding from the following trusts and organisations and we would like to thank them for their contribution to our achievements:  
Guernsey Overseas Aid & Development  
The Marr-Munning Trust

## INCOME AND EXPENDITURE

	Year ended 30 September 2020			Year ended 30 September 2021		
	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000	Unrestricted Funds £'000	Restricted Funds £'000	Total Funds £'000
Donations & grants	219	130	349	287	74	361
Interest income	1	-	1	1	-	1
<b>Total income</b>	<b>220</b>	<b>130</b>	<b>350</b>	<b>288</b>	<b>74</b>	<b>362</b>
Cost of fundraising	13	-	13	11	-	11
Charitable activities	152	30	182	182	107	289
Governance costs	3	-	3	4	-	4
<b>Total expenditure</b>	<b>168</b>	<b>30</b>	<b>198</b>	<b>197</b>	<b>107</b>	<b>304</b>
Transfers between funds	-	-	-	-	-	-
Net surplus/(deficit)	52	100	152	91	(33)	58
Funds brought forward	167	7	174	219	107	326
Funds carried forward*	219	107	326	310	74	384

\*Of the unrestricted funds carried forward, £193k (2020: £150k) is committed to be spent on designated projects already underway or commencing in the new financial year.

## 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



RICHARD ANDERSON



PAUL CHANDLER



MARY COYLE



YVONNE GALE



MARTIN KYNDT



CRISTINA TALENS



Leider Delgado, collects coffee plants from the CECAFE co-operative greenhouse in Lonya Grande, Peru

## SHARED INTEREST FOUNDATION IN 2021



With the support of  
**1,049 DONORS**  
& 5 GRANT MAKERS



We delivered  
**9 PROJECTS**  
across Africa and Latin  
America working with  
8 local partners



We worked with  
**7 CO-OPERATIVES**  
who support  
**10,257 PRODUCERS**  
(3,862 WOMEN)



Delivering training to  
**740 FARMERS**  
(56% WOMEN)



Supporting  
**PRODUCERS**  
of 6 commodities



# LOOKING FORWARD

**According to the World Bank, climate change could push 132 million people into poverty over the next ten years.**

We know from our work in Latin America and Africa that vulnerable communities are the hardest hit and, this year, producers have not only had to face floods, droughts and changing agricultural patterns but also the impact of Covid-19.

As we enter 2022, we remain committed to our strategy of helping communities to break the cycle of poverty through the creation of sustainable and resilient businesses. In addition to the ongoing projects detailed in this report we are also launching three new projects. The first project will work with five communities in the Andean region of Peru to promote biodiversity and protect the natural ecosystem of the region. The second project will support 625 coffee producers in Rwanda to improve their resilience to climate change and contribute to the sustainability of coffee production. The third project will see us work with 50 vulnerable women in rural Burkina Faso to establish an agro-processing business to increase their household income.

**We believe everyone deserves the right to provide for themselves and their families, and this year more than ever, developing world communities need our support.**

BOCU farmer Biira Masiline harvests fresh coffee cherries in Kinoni village, Kasese District, Uganda >

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As we enter

# 2022

**we remain committed to breaking the cycle of poverty through the creation of sustainable and resilient businesses**

