AMPLIFYING VOICE
ANNUAL REPORT 2014/15
1. Sheila Chimphamba, broadcaster with Zodiak Broadcasting Station in Malawi, interviews women farmers about agricultural and marketing challenges.

2. Theodora Kubaje (right), farmer in the Upper East Region of Ghana, raises guinea fowl, the topic of a participatory radio campaign airing on URA Radio.

3. Tebandeke John grows orange-fleshed sweet potato in Rakai District, Uganda.

4. CBC reporter Omar Dabagi-Pacheco speaks to youth about Positive Mood, a radio program discussing youth mental health on Radio 5, in Arusha, Tanzania.
HARNESSING THE POWER OF RADIO TO AMPLIFY THE VOICES OF FARMERS

Farm Radio International is committed to the principles of sharing knowledge and giving voice.

Since our founding in 1979, we have been committed to serving small-scale farmers by sharing practical advice through the production and distribution of radio scripts and news stories. And we now have 600 broadcasting partners in 38 African countries!

KNOWLEDGE TRANSFORMS LIVES

We know that knowledge can transform lives by empowering farmers and rural communities to tackle a variety of development challenges, from producing more food and protecting the local environment, to promoting good health and generating economic opportunities. But we also know that sharing knowledge is not enough. Farming families need to have a stronger voice in their own development. In the past, radio couldn’t do much to enable this dialogue. Now it can, thanks to the cellphone—a device that is now available to the large majority of African rural households.

AMPLIFYING VOICE

In 2014-2015, we made significant progress towards supporting our partners to make radio the voice-giving platform that farmers need.

- We worked with radio partners to introduce beep2vote and call-in segments to regularly engage the participation and feedback of listeners in farm radio programs. Beep2vote invites farmers to respond to a poll question by ‘beeping’ (calling and hanging up before charges apply) one of two numbers, to signal their response. Now virtually every farmer program we are involved in features the views, voices and questions of small-scale farmers.

- In Tanzania, we conducted the first ever nationwide farmer poll using beep2vote. Over 9,000 farmers from across the country participated in the ‘Paza Sauti’ poll (“Raise Your Voice”). The results were presented to the President of Tanzania and the Minister of Agriculture at a major event organized together with ONE, an international organization dedicated to ending extreme poverty. In this way, thousands of farmers had their views delivered straight to the top decision-makers.

- Through Barza Wire, our weekly electronic news and information service, we tell the stories of farmers who have found their own solutions to farming challenges. These stories are distributed to more than over 2,800 subscribers across Africa.

GIVING VOICE

Providing voice-giving radio to rural communities requires a new set of broadcasting skills. Through both hands-on and internet-based training, we built the skills of dozens of radio production teams at over 50 partner radio stations, making their programming both entertaining and educational—and therefore engaging to listeners. The trend is clear and accelerating: The more training we do in this area, the more common it is to hear farmers’ voices broadcast over the airwaves in rural Africa.

We thank our staff, board members, funders, partner radio stations and volunteers for contributing to our work over the last year. Together, we are strengthening African farming communities by sharing knowledge and giving voice.

KEVIN PERKINS
Executive Director

DOUG WARD
Chair, Board of Directors
Broadcasters play a central role in bringing about change for farmers, their families and rural communities. They understand their audience’s information needs and, through research and interviews, produce engaging programming that meets these needs. We provide resources and training opportunities to thousands of broadcasters in sub-Saharan Africa.

Ghanaian broadcaster Kwamee Kwame is one broadcaster who benefited from our training, as one of the 65 participants in our 2014 Farmer program e-course. With support from two African e-facilitators, participants developed their skills in storytelling, connecting with their audience and planning radio programs.

Training can improve the quality of a program, but it also provides broadcasters with the confidence to play a larger role in their workplace and community. “The motivation, encouragement and focus needed [for the e-course]... have made me a different person. It has also given me a professional touch and recognition among my peers,” said Kwamee.

Kwamee, 52, formerly worked as an agricultural extension agent. He now meets the information needs of small-scale farmers as a host of Farmers’ Voice on Garden City Radio in Kumasi, Ghana. This program broadcasts to approximately 765,000 adults.

Thanks to the skills Kwamee gained through the e-course, he has been promoted within the Ghana Broadcasting Corporation, which owns Garden City Radio. He is now searching for other extension agents who could follow his path of serving farmers over the airwaves.

Ten years ago, it would have been close to impossible to deliver online training in Africa. Today, improved access to the internet and a better understanding of how to deliver effective virtual training creates the opportunity to provide dozens of broadcasters from many countries with a low-cost option for gaining new skills. The Farmer program e-course is just one of many training opportunities and resources for broadcasters provided by Farm Radio International.
Our projects serve millions of small-scale farmers by airing participatory radio programs that are engaging and impactful, helping listeners to make informed decisions about new agricultural practices. Many small-scale farmers tune in for the opportunity to share their own questions, experiences and knowledge, and to hear from other farmers, trusting the experience of their peers.

Broadcasters gather stories and opinions from their audience in a variety of ways. Most participatory radio programs feature call-in or text-in segments, during which farmers have their questions answered or comments heard. Broadcasters also visit farmers in the field and stay in contact with community listening groups.

Many farmers meet regularly to listen to the radio together. Wossenie Abebe is the chairwoman of the Odanabe listening group in Dukem, a small town about 40 kilometres east of Addis Ababa, Ethiopia. Her group helped to shape a weekly radio program called *Misso Ma Qonna (Agricultural development)*, which aired on Ethiopia’s Legedadi Education Radio Station.

“We have regular meetings where the group comes together to talk about what we have heard and what we want to hear. We want the program to focus on weeds next, as many of us have weed problems,” she said.

These women grow staple crops such as chickpeas, teff and vegetables. Wossenie has already benefited from the show. “I grew chickpeas, but didn’t know they were full of protein. Now I use them to make bread,” she said.

Legedadi Education Radio Station is just one of eight radio stations in four countries that were partners in our Irish Aid-funded “Developing demand-led interactive farm radio services” project, during which 25,000 farmers share their views through mobile polls and SMS text messaging.
IMPACT PROGRAMMING

We work with key research and development partners, as well as local radio broadcasters, to plan and deliver special radio campaigns and programs that have an impact on a specific development challenge.

22 PROJECTS
9 COUNTRIES
35 RADIO STATIONS
15 FUNDERS

OVER 20 MILLION FARMERS SERVED

RESOURCES FOR BROADCASTERS

180 broadcasters at 19 radio stations participated in our in-station training service, which provides direct, on-the-job training and coaching to the whole team involved in producing rural radio programs.

Clara Moita, Radio 5
Arusha, Tanzania
Our projects covered a wide range of topics related to agricultural, health and rural development, including:

- Increasing the production of climate-smart crops such as sorghum, and highly-nutritious foods such as orange-fleshed sweet potatoes (Img. 1);
- Improving the post-harvest practices and market strategies of farmers;
- Strengthening youth mental health literacy and improving access to mental health services (Img. 2);
- Providing farmers with weather forecasts and related farming tips;
- Connecting farmers with policymakers, including governments and non-governmental organizations;
- Building the skills of—and opportunities for—women to share their voices over the airwaves.

2,800 broadcasters across Africa receive Barza Wire (formerly Farm Radio Weekly), a unique news service that shares stories about small-scale farmers, which broadcasters can use in their programming.

592 broadcasters across Africa received our 100th Farm Radio Resource Pack, which provides broadcasters with story ideas, scripts and tips to improve their programming.

“...For me, now as a broadcaster, I feel so valued. The training that we got, we are now using what was packaged to us to implement on all the programs at our station."

-Rashid Muzungyo, Kapchorwa Trinity Radio, Uganda
THANK YOU!
2014-2015 DONORS

We gratefully acknowledge the financial support of the many individuals, groups, foundations and corporations that gave to Farm Radio International this year. Tens of millions of small-scale farmers and their families benefited as a result of the generosity of our friends and supporters.

WE WOULD LIKE TO MAKE SPECIAL MENTION OF THE FOLLOWING CONTRIBUTORS TO OUR WORK:

- Africa Rice Center
- Aga Khan Foundation Canada
- Anne Burnett
- Bill & Melinda Gates Foundation
- Canadian Feed the Children
- Catholic Relief Services
- CGIAR Research Program on Climate Change, Agriculture and Food Security
- Commonwealth of Learning
- David Frere
- Department of Foreign Affairs, Trade and Development Canada (DFATD)
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Grand Challenges Canada
- HarvestPlus
- International Development Research Centre (IDRC)
- International Fund for Agricultural Development (IFAD)
- International Institute of Tropical Agriculture (IITA)
- International Maize and Wheat Improvement Center (CIMMYT)
- International Potato Center (CIP)
- International Union for Conservation of Nature (IUCN)
- Irish Aid
- Jeanette Bayduza
- Kitchener and Waterloo Community Foundation — Hughraine Fund
- Marilyn & Wally King
- Maurice Walsh
- The McCain Foundation
- Oscroft Ltd.
- R. Howard Webster Foundation
- Les Soeurs de la Congrégation de Notre-Dame
- S.M. Blair Family Foundation
- Susan & Stephen Pond
- Technical Centre for Agricultural and Rural Cooperation (CTA)
- Unifor Social Justice Fund
- United States Agency for International Development (USAID)
- World Food Programme
- World University Service of Canada (WUSC)

CIRCLE OF PRODUCERS

Sincere and heartfelt thanks go out to all members of our Circle of Producers, a group of generous supporters who have each cumulatively donated $1,000 or more to Farm Radio International.
TREASURER’S REPORT

BY NANCY BROWN ANDISON
DIRECTOR AND TREASURER

I am pleased to report that in the fiscal year 2014-2015 Farm Radio International undertook strong financial stewardship of the funds entrusted to us by our individual donors and funding agencies. Our organization continues to grow, but in a measured and careful manner that ensures we maintain good control of our finances and receive maximum value for every dollar we spend. This past year saw growth in total revenue of nine per cent, and most importantly an increase of 28 per cent in funds provided by our generous individual donors. Our administration costs remained at 10 per cent of our total expenditures and we spent less than five per cent on fundraising.

An important objective in the coming years will be to establish a small reserve (or “rainy day”) fund to ensure we have the stability to withstand an economic downturn or unexpected operational cost without impacting our ability to support our African radio partners. This year’s small surplus will provide a start to this initiative.

I am most proud of the financial integrity with which I see our staff both in Canada and Africa operate and I assure you, as Treasurer, of my continued oversight in this regard.

FINANCIALS

An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards. The following is a snapshot of the financial statements, not the approved statements. The full audited financial statements can be found online at 2015.farmradio.org.

Year ended March 31, 2015, with comparative information for 2014

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<thead>
<tr>
<th>Balance sheet</th>
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<th>2014</th>
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<td>Current assets:</td>
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<td>Cash &amp; cash equivalents</td>
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<td>Accounts receivable</td>
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<th>Liabilities and Net Assets</th>
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<td>Current Liabilities:</td>
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<tr>
<td>Accounts payable and accrued liabilities</td>
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<td>Other current liabilities</td>
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Net assets

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<td>Internally restricted</td>
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<thead>
<tr>
<th>Statement of Revenue and Expenses</th>
<th>2015</th>
<th>2014</th>
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<td>Revenue</td>
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<tr>
<td>Program grants/contracts</td>
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<td>Donations from Canadians</td>
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<td>Other income</td>
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<td></td>
<td>$5,430,404</td>
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Expenses

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<th></th>
<th>2015</th>
<th>2014</th>
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<tr>
<td>Direct program expenses</td>
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<td>$4,248,550</td>
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<td>Fundraising &amp; public engagement</td>
<td>234,132</td>
<td>211,895</td>
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<td>Administration</td>
<td>516,253</td>
<td>478,794</td>
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<td>$5,359,907</td>
<td>$4,939,239</td>
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Excess of revenue over expenses | 70,497 | 26,799 |

2014-2015 EXPENSE SUMMARY

- 86% Program
- 10% Administration
- 4% Fundraising
Board Annual Governance Report 2014-2015

By Doug Ward, Chair
Board of Directors

Farm Radio International is governed by a board of directors elected for three-year terms. On an annual basis we

- Review our strategic direction;
- Draft organizational and program policies as required for the consistent application of our vision, mission and values;
- Approve the annual operating plan and budget, and review achievements of the last annual operating plan; and
- Review the performance of our Executive Director.

All directors participate in the work of at least one board-level committee. Some directors also volunteer their skills for specific tasks under the direction of our Executive Director.

During 2014-2015, the board took on the following additional initiatives:

- Approved new corporate vision, mission and tag line statements;
- Revised our strategic intentions and five-year goals;
- Developed guidelines for selection of agricultural improvements for impact projects;
- Developed finance-related project “limits” to clarify when staff require board-level approval;
- Developed new terms of reference for board committees, and established a Finance, Audit and Risk Committee;
- Reviewed and approved a new management structure;
- Approved a gender equity policy for ourselves, our work and our partners;
- Welcomed new board member Liz Hughes;
- Achieved an agreement with Executive Director Kevin Perkins for a new five-year contract.

Board of Directors

Doug Ward (Chair)
Retired radio producer, station manager and vice-president, Canadian Broadcasting Corporation (CBC)

Charles Marful (Vice-Chair)
Director, Human Resources Assurance Practice, Ernst & Young LLP

Nancy Brown Andison (Treasurer)
Retired executive, IBM Canada Ltd.

Sarah Andrewes
Vice-president, Hill+Knowlton Strategies

Heather E. Hudson
Professor of Communications Policy, Institute of Social and Economic Research, University of Alaska Anchorage

Liz Hughes
Retired CBC journalist and broadcaster

John MorriSS
Associate publisher and editorial director, Farm Business Communications

David Okidi
Journalist and former station manager of Uganda’s Mega FM, manager of the Business for Peace project with International Alert, and director and proprietor of ABS FM

Bernard Pelletier
Lecturer and research associate, McGill University

Glenn B. Powell
Freelance writer and communications consultant, and retired CBC farm broadcaster

Caitlynn Reesor
Journalist and broadcaster

Bill Stunt
Director, Production Systems Implementation, Media Operations and Technology, CBC

Jacqueline Toupin
Consultant in communications, health and development, and former broadcaster with CBC and the United Nations

John Van Mossel
Independent climate change consultant and Expert Consultant at ICF International
About Our Work

Farm Radio International, a Canadian registered charity with regional offices and major projects in Burkina Faso, Ethiopia, Ghana, Kenya, Malawi, Mali, Niger, Tanzania and Uganda, is at the forefront of using radio combined with other ICTs to serve small-scale farmers. We have been using radio to help African small-scale farmers for three decades. We work with more than 600 radio organizations located in 38 African countries to fight poverty and food insecurity. With the benefit of FRI resources and training, our broadcasting partners deliver practical, relevant and timely information to tens of millions of farmers. Radio also has the power to give voice to small-scale farmers and rural communities. We also work with a range of partners to implement radio projects that address specific development challenges and community needs. In 2015, FRI received the WSIS Project Prize from the World Summit on the Information Society in recognition of our innovative work with radio and modern ICTs to improve livelihoods and change lives.