WHO WE ARE

We are the only international non-profit organization that specializes in serving African farming families and rural communities through radio.

WHAT WE DO
Hundreds of broadcasters across sub-Saharan Africa use our radio resources to improve their programs for farmers. Our powerful radio projects tackle specific agricultural and health challenges, helping millions make change. And we pioneer radio innovations that help make rural radio the best it can be.

WHY WE DO IT
Africa’s small-scale farmers produce most of the continent’s food. Yet, they are highly vulnerable to hunger, malnutrition, and poverty. Interactive radio programs are the best way to give them access to critical information and support them as they make changes to improve their farms and lives.

IN 2016-17

» We provided resources to 670 broadcasting partners in 40 African countries.

» We worked directly with 121 of these partners on projects in 11 countries.

» Our teams in Africa advanced new technology solutions and radio formats that will make radio even better next year.
year in review

An interview with the Executive Director and the Board Chair

IMPACT

Q Why is radio the best way to reach farmers?

A (Doug) Radio is everywhere and for everyone. It is in even the most remote villages and people of all ages and abilities tune in. It has immense reach. Counting only the broadcasting partners that participated in our projects last year, we estimate a combined audience of 48 million in rural areas. More broadly, we know that our 670 broadcasting partners are reaching over 100 million people. And there are thousands more stations ready and willing to do all they can to benefit their listeners, which is why we are still reaching out to more radio partners.

GENDER

Q How did radio help women farmers in particular last year?

A (Kevin) Radio may be the world’s most popular and accessible communication tool, but that does not automatically mean that women have equal access to it. We know that special efforts need to be made to help them get the same benefits from radio as men. We’ve found that women-led community listening groups are particularly helpful in increasing the participation of women in radio programs. We developed a unique way of bringing the voices of rural women onto the airwaves through our Her Voice on Air project. (See page 11.)

BROADCASTING PARTNERS

Q Did you develop any new services or resources for broadcasters this year?

A (Doug) We created our first-ever audio how-to guide. It focused on helping broadcasters increase listenership by developing on-air promotions to remind people when and why to tune in. We have many more of these broadcaster how-to guides planned. We started sharing monthly theme packs to give broadcasters quick and easy access to the best resources that we have about a particular topic or issue. We also continued to expand and improve Uliza, the suite of interactive tools we offer to broadcasters to help them engage with their listeners.
OVERCOMING OBSTACLES

Q What was the biggest challenge of the year and how did you address it?

A (Doug) We are grateful to have the dedicated support of thousands of Canadians, but we need to increase this number so that we can ensure that all African family farmers can count on effective radio programs to achieve their goals. While we are well known in the world of agriculture, communication, and international development, there are still many Canadians who have never heard of us nor the work we do. We need to expand our base of financial supporters to maximize our reach and impact. We hope the people reading this annual report will help us spread the word by sharing it with friends, family, and colleagues.

LOOKING BACK

Q If you could choose one word to sum up the past year, what would it be?

A (Kevin) I’d have to say “feedback.” Traditionally, radio was a one-way medium. Using our interactivity platform called Uliza, we have helped make it a two-way tool for dialogue, turning passive listeners into active participants in information and feedback loops. Across our programs, we facilitated critical conversations — between Farm Radio staff and the radio broadcasters we serve, between stations and their listeners, and between rural communities, development organizations, and decision-makers. An exciting example of this is our contribution to Canada’s international assistance review. We used Uliza to gather and share direct, unfiltered input from nearly 3,000 Tanzanians with Global Affairs Canada. (Learn more on page 8.)

LOOKING AHEAD

Q What are you looking forward to most about the next year?

A (Kevin) We know the value of a reliable, high-quality farm radio program and think that all farming communities across Africa should have access to one. To that end, we want to deepen our relationship with select broadcasting partners in targeted areas to help them better serve their listeners. We would provide customized training and mentoring to help them achieve a higher level of farm radio programming and offer it to all farmers throughout the year. Stations that achieve and sustain a standard of excellence would receive official quality certification from Farm Radio International, which would help them to increase sponsorship for their programs and attract more partners.
Radio resources

Radio programs are most effective when they are informative, interactive, and entertaining. That’s why we produce resources that help broadcasters create the best possible radio programs for their listeners.

A priority for the radio resources team in 2016-17 was to identify and test new ways to produce, package, distribute, and get feedback on the resources we create and share. So, how did we do?

We created our first audio broadcaster how-to — on promos — to help broadcasters increase listenership of their radio programs. We launched monthly theme packs, combining our best existing scripts and news stories about a specific topic with new resources about it to give broadcasters easy-to-use information. We also published three theme packs — on climate change, soil fertility, and gender.

These new resources complement materials that we have offered for many years, including radio scripts, backgrounders, broadcaster how-to guides, and news stories. In total, we distributed 132 resources over the course of the year.

Most of the resources we create continue to be relevant long after they are first published. We made a special effort to make the last 10 years of resources available to all broadcasting partners by distributing them on compact and convenient memory sticks.

We also focused on learning more about how the resources are used and getting feedback so that we can improve them. In a recent radio resources survey, two-thirds of the 200 respondents said that they use a Farm Radio resource at least weekly.

And our network continues to grow. We had 670 African radio partners at the end of the year, with 1,347 individual broadcasters at those organizations receiving our resources via email. With each new connection, thousands of African farmers stand a better chance of getting the information they need through a radio program designed to serve them.

I’d like to thank the many generous Canadian foundations and individuals who supported this important area of work in 2016-17.

Blythe McKay
Director of Broadcaster Resources
Ottawa, Canada

30 New radio partners

1347 Broadcasters receiving resources

132 Resources distributed

2 of 3 Broadcasters use our resources at least weekly

174 Participants in an online discussion

A new record!
KAGADI KIBAALE
COMMUNITY RADIO, UGANDA

Kagadi Kibaale Community Radio (KKCR) is one of Uganda’s first true community radio stations. On the air 18 hours per day, 365 days a year, KKCR broadcasts thousands of programs annually in seven local languages and English. It is a vital source of information for the approximately one million listeners it serves in and around the town of Kagadi.

We are pleased to have been a part of KKCR’s success for many years. Since the early 2000s, broadcasters at KKCR have used our resources, participated in a number of research and impact projects, and taken part in our training programs. In fact, two KKCR broadcasters are past winners of the George Atkins Communications Award. With the help of the Atkins family, KKCR recently updated its infrastructure, opening a new broadcasting studio dedicated to farm radio programs supported by Farm Radio International.

We think that all rural communities should have access to a regular, high-quality farmer program. To emulate the kind of relationship we have with KKCR more broadly, we are exploring launching a new certification program that we are calling Radio Select. Stations that achieve a certain standard would receive official certification from Farm Radio International, which — according to recent research — could help them attract investors for their programs. Stay tuned!

GEORGE ATKINS COMMUNICATIONS AWARD

This year we had the pleasure of recognizing three African broadcasters with our annual prize for excellence in rural radio broadcasting, named after our founder, the late George Atkins.

Filius Chalo Jere
Breeze FM, Zambia

Filius has been a farm radio broadcaster since 1969, when he was just 20 years old. Connected to Farm Radio International since the very beginning, he has participated in multiple trainings and contributed to a range of radio resources. The farmer program he launched on Breeze FM is one of the station’s most popular, his voice known throughout the region.

Josephine Adumako Akaribo
Radio Gurune, Ghana

Josephine says that she had no clue how to produce a farmer program when she started working at her radio station. But she consistently made time to learn and is now a lead producer who also mentors new volunteers. Her hard work and dedication have helped her station win several awards.

Hadiza Abdoul Karim
Dallol FM, Niger

Hadiza joined the staff of Radio Dallol after four years as a volunteer broadcaster. Despite the challenges of entering a male-dominated field, she was determined to pursue journalism. She is passionate about serving her listeners — especially women — and has participated in several of our trainings to improve her skills.
Radio innovation

We pioneer innovative digital solutions and create engaging new radio formats to make the world’s most popular communication tool more effective and interactive than ever before.

Radio has been around a long time, but it is always evolving. Technological change opens up a lot of new possibilities. One of the technology innovations that we’re most excited about is Uliza, our suite of interactive radio tools. It was used across our projects last year to connect broadcasters with their listeners, as well as in a special initiative to collect input for Canada’s international aid review.

Of course, not all innovation is technological. Coming up with new radio formats is also important — especially when it comes to overcoming specific problems, like unfamiliarity with a more beneficial crop. Farmers may not opt to grow or eat a certain crop — even if they know it is more nutritious or hardy — if they don’t know how to cook it. Our new cooking show format was developed to overcome this hurdle.

New and improved digital solutions and radio formats help make shows more entertaining and engaging. This not only makes for better radio, but also more effective communication for development. And that’s what it’s all about.

Pascal Mweruka
Radio Craft Development Officer, Kampala, Uganda

Radio partners used Uliza

210k+
Listeners interacted with radio shows via Uliza

121
Radio partners used our unique program formats

HEARING FROM TANZANIANS 2016

Last year Global Affairs Canada undertook a broad, collaborative consultation process to inform a review of its international assistance. With a little help from Farm Radio International and our partners, thousands of rural Tanzanians shared their input.

We worked with two of the most trusted radio stations in the country to run a special series of radio episodes and collect audience feedback. Each episode explored an international development issue and shared a question with listeners. To respond, listeners sent a free missed call to their station, prompting Uliza to call them back automatically, free of charge.

Nearly 3,000 listeners participated, with poll responses shared directly with Global Affairs Canada as a unique source of unfiltered input from African citizens into the review.

© Simon Scott
GET COOKING WITH FARM RADIO

Small changes can make a big difference where nutrition is concerned. Vitamin A deficiency would decline significantly across Africa if more people ate orange-fleshed sweet potato (OFSP). And there is a variety of maize that could help people avoid wet-malnutrition (lack of protein). Unfortunately, simply knowing that something is more nutritious isn’t always enough to get people to eat it — especially if they don’t know how to cook with it.

Helping people learn to prepare more nutritious crops was the motivation behind our new cooking show format, piloted in Ghana and Ethiopia last year. In Ghana, with support from the Bill & Melinda Gates Foundation, the focus was on vitamin A-rich OFSP. In Ethiopia, programs supported by Global Affairs Canada helped people learn about quality-protein maize.

Part of the magic of this format is that it allows cultural differences to flourish. In Ghana, the cooking shows were part of big events with lots of people, drumming, and dancing. In Ethiopia, the setting was much more intimate — in people’s homes with their family members. In both countries, the format was very successful at increasing nutritional knowledge and generating interest in producing and consuming the target crops. Hearing the food be prepared and the genuine reactions of the people tasting it makes the information come alive.

WHAT IS ULIZA?

Uliza was first developed as a tool for polling listeners. This year, it evolved into a suite of interactive digital solutions connecting radio stations with their audience.

With Uliza, listeners can sign up for specialized services like SMS advisories or automated weather forecasts. They can share feedback and ask questions, interacting when and how they want.

Uliza gives broadcasters real-time access to the results on a digital dashboard. It helps them gather important audience information to better understand the impact of their radio programs and how to improve them. And it helps them access listener-generated content without spending time and money in the field.

Some radio stations report that Uliza has increased listenership and helped them attract sponsors by demonstrating the size and engagement of their audience.
Through specialized radio series, our projects deliver developmental results at scale. Increased knowledge and informed uptake of improved practices contribute to stronger rural livelihoods and health for millions of people each year.

| 37 | Projects implemented |
| 11 | Countries |
| 121 | Radio partners involved |
| 48M | Total potential audience* |
| 20M | Listeners* |
| 4M | Listeners improved their practices* |

What I love most about Farm Radio is knowing — and not just believing — that we make a big impact. The projects we implemented last year helped an estimated 20 million rural listeners across Africa access critical information and communication services. (Read about some of these projects on the opposite page.)

How do we know we’re making this big a difference?
By combining radio coverage maps with a population density database, we can estimate the combined potential audience of the radio stations involved in our projects. Comparing the knowledge and behaviour of people within listening range to those beyond it helps us isolate the unique impact of quality programming. We use mobile-based surveys, formative research, randomized household surveys, and focus groups to monitor our results and evaluate our contribution to development outcomes.

With 37 projects in 11 countries, the last year of impact programming gave us more to celebrate than we could ever fully communicate in this report. That said, one of the biggest highlights for me was expanding our project work into two new countries: Mozambique and Guinea.

It was also exciting to successfully test a new climate and weather advisory service in Tanzania that links radio broadcasters with national meteorological agencies to provide farmers with up-to-date information and advice. We plan to scale up this service to help farmers in other countries cope with climate change.

We also applied learnings from the Her Voice on Air project in East Africa to our gender equality efforts in other projects. We know that equipping women-led listening groups with mobile phones helps get more women’s voices on the air and into decision-making.

Anticipating some big new projects in the coming year and continued geographic expansion, we will significantly expand the access of farmers — especially women — to quality information and communication services.

Thanks to our partners and supporters for helping make interactive radio a force for good across rural Africa last year.

*Estimates

Ian Pringle
Director of Programs
Ottawa, Canada
HER VOICE ON AIR

- Ethiopia, Malawi, Tanzania, Uganda

**Funder** International Fund for Agricultural Development

**Goal** To increase women’s participation in agricultural radio programs.

**Approach** Working with Farm Radio Trust, we utilized community listening groups to help women engage with radio programs.

**Key results**
- 262 episodes broadcast by 13 stations, reaching more than 8.1 million listeners.
- 2,000+ women in 134 groups participated in radio programs using smartphones and wind-up radios that we provided.

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YOUTH MENTAL HEALTH

- Malawi, Tanzania

**Funder** Grand Challenges Canada

**Goal** To increase mental health knowledge and help-seeking behaviours among youth.

**Approach** Working with TeenMentalHealth.org, we created two popular radio dramas and designed and delivered weekly, interactive radio shows for youth.

**Key results**
- Approximately 500,000 listeners tuned in each week.
- Listeners were much more likely to seek help than non-listeners — 3.5 times more in Malawi and 3.7 times more in Tanzania.

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INNOVATION FOR FOOD SECURITY

- Mali

**Funders** Save the Children US, USAID

**Goal** To improve the household consumption of nutritious food by vulnerable communities.

**Approach** Programs were designed to be gender inclusive and accessible to women to help them participate in food-related discussions and decisions.

**Key results**
- About 108,000 listeners in the small target area tuned in — 77% to all 12 episodes.
- Listeners’ nutritional knowledge more than tripled — amongst women, it increased more than ninefold.

---

MY CHILDREN II

- Uganda

**Funder** HarvestPlus

**Goal** To combat vitamin A deficiency by promoting the production and consumption of orange-fleshed sweet potato (OFSP).

**Approach** The second season of this popular radio drama used storytelling to reveal the benefits of OFSP.

**Key results**
- Broadcast in 7 languages by 13 stations, the drama had a potential audience of 16 million people — 39% of the whole country.
- Using Uliza, stations handled nearly 460,000 interactions with about 68,000 unique callers.
We appreciate the support of the many people and organizations who made our work possible last year. We would especially like to thank those listed below, as well as the members of our Circle of Producers (who have each donated at least $1,000 to Farm Radio International).

- ACDI/VOCA
- Aidez Small Projects International (ASPI)
- Alliance for a Green Revolution in Africa
- Anne Burnett
- Beatrice Enid Patterson Foundation
- Bill & Melinda Gates Foundation
- The Bluida Foundation at the Jewish Community Foundation of Montreal
- Burgetz Family Foundation held at the Abundance Foundation
- Canadian Foodgrains Bank
- Catholic Relief Services
- Centre for Agriculture and Bioscience International (CABI)
- David Frere
- Digital Green
- D. Keith MacDonald Foundation
- Farm Radio Trust
- Global Affairs Canada
- Grameen Foundation
- Grand Challenges Canada
- HarvestPlus
- The H.L. Turner Foundation
- The Hope Social Justice Fund held at the Victoria Foundation
- Hughraine Fund at the Kitchener and Waterloo Community Foundation
- International Development Research Centre (IDRC)
- International Fertilizer Development Center (IDFC)
- International Food Policy Research Institute (IFPRI)
- International Fund for Agricultural Development (IFAD)
- International Institute for Tropical Agriculture (IITA)
- International Maize and Wheat Improvement Center (CIMMYT)
- Irish Aid
- James and Philippa Kerr Fund at the Strategic Charitable Giving Foundation
- Janet and Herb Tanzer Charitable Fund at the Toronto Community Foundation
- John Snow Incorporated
- The Laura Tiberti Foundation
- Marilyn and Wally King
- Maurice Walsh
- The McCain Foundation
- NCBA CLUSA
- Oscroft
- Robert I. and Margaret J. Clague Memorial Fund endowed with The Winnipeg Foundation
- Save the Children USA
- School Sisters of Notre Dame
- Sisters of Charity of the Immaculate Conception
- Sisters of St. Joseph in Canada
- Sisters of St. Martha
- Sisters of the Providence of St. Vincent de Paul
- Les Soeurs de la Congrégation de Notre-Dame
- Strategic Charitable Giving Foundation
- Tides Canada Foundation — Auerbach Family Fund
- Tides Canada Foundation — at the request of Beth Haddon
- Unifor Social Justice Fund
- Uniterra — A WUSC and CECI Program
- University of Saskatchewan
- USAID
- World Association of Christian Communication
- World Food Programme
- World Vision International in Ghana
- WUSC (World University Service of Canada)
Farm Radio International’s affairs are governed by twelve dedicated board members. Accountable to our funders (governments, foundations, and corporations) and individual donors, the board ensures that Farm Radio International operates effectively and efficiently, and in line with our mission, vision, and values.

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 partner at PricewaterhouseCoopers LLP and executive at IBM Canada, Certified Board Director (C.Dir)

Sarah Andrewes
Senior vice-president, Hill+Knowlton Strategies

Jean Christie
Independent consultant, international development cooperation and human rights

Heather E. Hudson
Affiliate professor of communications policy, Institute of Social and Economic Research, University of Alaska Anchorage

Liz Hughes
Retired CBC journalist and broadcaster

Heather Meek
Senior consulting director with PricewaterhouseCoopers LLP and former retail franchise entrepreneur

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

Caitlynn Reesor
Journalist and farm radio broadcaster

Jacqueline Toupin
Former CBC broadcaster and international communications consultant

John van Mossel
Independent climate change consultant and evaluator, and expert consultant at ICF International

Katharine Im-Jenkins
Observer from our partner WUSC
Board Report

It is important that Farm Radio International stays true to its mission no matter the circumstances. To that end, the volunteers on our board work to continually refine the overall strategic direction and help monitor and evaluate accomplishments.

In 2016-17, among other things, we established a new process to speed up approval of complex projects with tight deadlines. We monitored the implementation of a new gender policy that emphasizes the value women broadcasters and farmers bring to their work. And we created a shortlist of priorities for the year ahead to stay focused on how we can best grow and improve.

In 2017-18, we will consider whether to help build rural prosperity beyond our predominantly agriculture-focused initiatives. We will approve a multi-year plan to expand the training and radio resources we provide. And we will finalize a cogent and concise case for support to persuade many more Canadians to support Farm Radio International’s work. Next year also provides an opportunity for renewal as we recruit three new members, diverse in their backgrounds and perspectives but with a shared passion for helping rural Africans help themselves.

Treasurer’s Report

Our overriding financial objective at Farm Radio International is the sound stewardship of the funds with which we are entrusted.

I’m pleased to report that our revenue increased for the third year in a row, up 7%. This allows us to grow at a manageable rate, without undue strain or risk on the team.

We know that diversified income can help to manage risk. In 2016-17, 59% of our revenue came from seven different funding partners, 30% from partner NGOs, and 11% from individual supporters. While our balance sheet is healthy, we still strive to grow our “rainy day” fund — this year it increased by our surplus of $27,019.

We also sustained our balance of program, administrative, and fundraising expenditures. Nearly 85% of all funds went to programs, with two-thirds spent directly in Africa. While fundraising expenses are up slightly, the investment paid off — individual donations increased by 35%.

We are thankful for all of the support we received over the past year — especially from the individual Canadian donors who provide us with a critical source of flexible funds.

Doug Ward
Board Chair

Nancy Brown Andison
Treasurer
REVENUE

- 34% Foundations & NGOs
- 22% Intl. institutions
- 21% Canadian government departments & agencies
- 11% Charitable donations
- 9% Other
- 3% Foreign governments

EXPENSES

- 84.5% Programs
- 9% Administration
- 6.5% Fundraising

CONTINUED GROWTH

Revenues

2015-16

2016-17

Individual donations

2015-16

2016-17

The full audited financial statements can be found at farmradio.org.

Financial summary for 2016-17

Statement of Revenue and Expenses

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
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<tr>
<td>Program grants/contracts</td>
<td>$5,511,949</td>
<td>$5,240,100</td>
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<td>Donations from Canadians</td>
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<td>546,403</td>
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<td>Other income</td>
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<td><strong>Total Revenue</strong></td>
<td>$6,294,533</td>
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<td><strong>Expenses</strong></td>
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<tr>
<td>Direct program expenses</td>
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<td>Fundraising and public engagement</td>
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<td>287,670</td>
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<td>Administration</td>
<td>560,076</td>
<td>535,983</td>
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<td><strong>Total Expenses</strong></td>
<td>$6,267,514</td>
<td>$5,785,023</td>
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<td><strong>Excess of revenue over expenses</strong></td>
<td>27,019</td>
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Balance sheet

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<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
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<tr>
<td>Current assets:</td>
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<td>Cash and cash equivalents</td>
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<td>Accounts receivable</td>
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<td>Project receivables from donors</td>
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<td>Program advances</td>
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<td>Prepaid expenses</td>
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<td>Capital assets</td>
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<td>Gift receivable</td>
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<td>-</td>
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<td><strong>Total Assets</strong></td>
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<td>$2,865,909</td>
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<td><strong>Liabilities and Net Assets</strong></td>
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<tr>
<td>Current Liabilities:</td>
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<td></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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<td>Deferred contributions</td>
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<td><strong>Total Net Assets</strong></td>
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</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,582,648</td>
<td>$2,865,909</td>
</tr>
</tbody>
</table>

An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards. The above is a snapshot of the financial statements for the year ended March 31, 2017, with comparative information for 2015-16.
We are a Canadian international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most popular and accessible mass media: RADIO.

We work in partnership with hundreds of radio stations across 40 sub-Saharan African countries and have offices in Burkina Faso, Ethiopia, Ghana, Mali, Tanzania, and Uganda. We also work closely with our strategic partner Farm Radio Trust in Malawi.

Together, we reach tens of millions of small-scale farmers with life-changing information and opportunities to have a stronger voice in their own development.