ABOUT FARM RADIO INTERNATIONAL

WHO WE ARE
We are a Canadian international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communication tool: RADIO.

OUR MISSION
We make radio a powerful force for good in rural Africa — one that shares knowledge, amplifies voices, and supports positive change.

WHAT WE DO
We run radio projects that help millions of people achieve better livelihoods and health outcomes. We produce radio resources that help thousands of broadcasters across sub-Saharan Africa improve their programs for rural audiences. And we pioneer radio innovations that feature the latest technologies to make rural radio even more powerful.

IN 2018 - 2019

We provided **132 resources** to **882 broadcasting partners** in **40 African countries**.

We worked directly with **131 of these partners** on **33 projects** in **11 countries**.

We reached **18 million listeners** through radio programs, resulting in **3.5 million** improving their farming, nutrition, and health practices.
YEAR IN REVIEW

For many years, Farm Radio International has been about more than just "farming" in the traditional sense. This year, we formalized that in a renewed mandate and vision: we aspire to a prosperous, just and vibrant rural African people and communities by making radio a more powerful force for good in rural Africa — one that shares knowledge, amplifies voices and supports positive change.

It's a more holistic approach in our work to support underserved communities. African farmers need to be healthy; women need opportunities to lead; youth need to be heard and empowered.

Our Scaling Her Voice on Air project in West Africa is supporting women and men in tackling issues in their communities as more equal partners, while our projects with Uniterra in Burkina Faso, Ghana, Malawi and Tanzania supported youth in taking up new trades and finding opportunities in different sectors. Additionally, our programming that spread critical information about the invasive Fall armyworm in Ethiopia resulted in a 31 per cent reduction in the area destroyed by the pest.

We expanded our reach in 2018-19, growing the network of radio stations that we serve to nearly 900 — a 23 per cent increase in the number of stations that can provide their listeners with better programs using our scripts, guides, and other resources.

We initiated new projects in Nigeria, Senegal, and Kenya, bringing to 10 the total number of countries we operate in.

We also saw growth in revenue, thanks to our successful efforts in securing funding for long term projects. While these projects mean bigger reach and impact in Africa, we continue to count on the generous financial support of thousands of Canadians — support that enables us to test new approaches in radio, and make sure the work we do makes an impact where it is needed most.

2019 witnessed important transitions in the governance of Farm Radio, with long-serving directors Doug Ward, Nancy Brown-Andison and Sarah Andrewes wrapping up their final terms in office. I am grateful for their years of tireless service. While they will be greatly missed, Farm Radio will continue to be led by an exceptional board, with John van Mossel assuming the role of chair.

As the new fiscal year begins, we are busy putting plans in place for 2020 and beyond — exciting plans for continuous learning and innovation as we deliver time-tested approaches to sharing knowledge, amplifying rural voices, and facilitating positive change.

DOUG WARD REFLECTS ON TWO DECADES AS CHAIR OF THE BOARD

This is my last Annual Report as chair of Farm Radio International’s board. After almost two decades, I stepped down from the chair in the fall of 2018, and shall finish my term as a board member later this year as we celebrate 40 years of service to African small-scale farmers.

It has been an honour to lead Farm Radio’s governance work over the past 20 years, as our work has become deeper and more focused.

During the past two decades we:
• Narrowed our originally world-wide focus to sub-Saharan African farmers.
• Improved our operations by partnering with World University Service of Canada (WUSC).
• Negotiated a contract with the Bill & Melinda Gates Foundation that tripled our budget and cemented us as a significant international force for Communication for Development.
• Grew our overall budget tenfold.
• Diversified our base of supportive granting agencies from one to over 20.
• Increased our fundraising from Canadians from $187,846 to $820,667.
• Established field operations in 10 African countries.
• Ensured our work supports the empowerment of women farmers as much as men.
• Realized that while providing critical information to farmers is essential, it is not sufficient. We also now use radio to support farmers as they learn from each other, make decisions, and try out good, new practices to solve problems.
• Expanded our mandate to support all groups working to improve rural life — because a prosperous rural Africa will require activity well beyond agriculture.

The new chair is John van Mossel. He knows African development work and has already served on our board with energy and thoughtfulness. He will continue to be supported by a diverse board of committed and hardworking members.

I leave confirmed in two strong convictions: first, that rural Africans want to improve the lives of their families and communities; second, that Farm Radio International is well-positioned to support them to do so.

When I leave the board, I shall continue as one of the 2,000 Canadians who support Farm Radio’s work financially. It is the commitment of these donors — and the conviction of rural Africans — that keep me pumped!

Doug Ward
Outgoing Chair, Board of Directors
Radio Projects

We run communication for development projects that deliver results at scale, improving rural livelihoods and health outcomes for millions of people each year.

Projects implemented

Partner radio stations engaged

Total potential audience (rural adults)

Listeners improved their practices

Countries

Focused on gender equality

Countries

Partner radio stations engaged

Total potential audience (rural adults)

Out of 18 million listeners

Listeners improved their practices

* Estimates

We make radio a powerful force for good in rural Africa — one that shares knowledge, amplifies voices, and supports positive change. This is our renewed mandate this year, and one that better reflects the breadth and scale of our ambitions and the projects we’ve worked on.

Our projects have taken us far beyond the scope of agriculture, placing increasing focus on gender equality; sexual and reproductive health; maternal, newborn and child health; market systems; and climate change.

For instance, our Communication for Scale project with Uniterra in Ghana encouraged women to take up non-traditional trades. We worked with radio broadcasters to change perceptions and gender stereotypes over the airwaves, stimulating a greater demand for vocational trade training among young women in the Greater Accra Region.

Another one of our key aims is to scale-up innovations — including agriculture innovations — to reach as many underserved communities as possible. For example, our two-and-a-half year International Fund for Agricultural Development and USAID-funded UPTAKE project, which was completed this year, reached an impressive 150,000 individuals through face-to-face and text-messaging interaction, with information promoting the adoption of innovations in the growing and production of potato, cassava and beans. The radio programs in this project, however, reached an additional 1.9 million farmers across Tanzania — demonstrating the power of radio to take positive change to scale.

Our approaches depend on strong partnerships, and keeping ahead of the technology curve. That’s why we continue to work with related digital innovations and media organizations — like the popular Shamba Shape Up TV program in Kenya and Tanzania, and Access Agriculture, a farmer-to-farmer participatory video program in Kenya, Nigeria, and Tanzania.

And we’re constantly learning from each other. Embedded in all our projects is a learning approach. We constantly reflect on our practices and strive to continually do better for the radio stations we work with and the tens of millions of women and men who listen.

We are proud of the quality, depth and breadth of our work. You can read more about our projects on pages 10 and 11.
In a changing digital landscape, innovation is more important than ever.

But we need to innovate ethically, sustainably, and effectively, which is why we endorsed the Digital Development Principles this year. The principles are a set of living guidelines, intended to help development organizations establish and use best practices in technology-enabled programs.

We have made strides to align our work with all nine principles, but there are two that have occupied more of our attention this year.

The first seems a given: design with the user in mind.

In our projects, this means listening to the needs of rural people and designing our radio programs, as well as our digital innovations, to best respond to their realities.

In East Africa, the number of smartphones is predicted to double by 2025\(^1\) and we’re sure they will play an ever increasing role in our work. But while there are more mobile phone connections than people in Ghana, in Ethiopia just under four in 10 people are connected.\(^2\)

We must work with local communities to make sure our digital tools — like the Uliza suite — are accessible by the individuals in each country and region we reach. For some, this may mean providing a smartphone and training to a women’s community listening group, for others, it could be sending text messages with farming tips to basic feature phones.

This relates to another important principle: the use of open standards, open data, open source and open innovation. Openness through digital technologies presents new opportunities for inclusivity, scale and enhanced access. We share the source code of the software we develop, contribute to open-source projects, and build our solutions around platforms that allow open access. Not only are we constantly learning from others, but we’re sharing our work so others can learn from us.

Endorsing the Digital Principles gives us a blueprint to focus our digital innovation around. It will continue to inform us moving forward as we work to ensure that rural communities prosper.

Learn more about the nine Digital Development Principles at: digitalprinciples.org

---


When the invasive Fall armyworm arrived on the African continent in 2016, we knew we had to act by supporting radio programming about the pest. In 2018-19, we worked closely with our development partner Fintrac to design our latest unique interactive radio program on the Fall armyworm to help farmers identify and halt armyworm infestations across four regions in Ethiopia. We worked with five radio stations to reach more than three million farmers with critical information about managing infestations. A total of 1.6 million farmers tuned in.

Programs encouraged call-ins from farmers to explain what they were seeing on their fields, and gave practical tips on how to identify and reduce the spread of the invasive species — or how to prevent it entirely. Our surveys show more than half of those listeners learned a new practice from the shows. Amazingly, our evaluation showed that listening to the radio programs reduced the area of maize damaged by the Fall armyworm in farmers’ fields by 31 per cent.

Launched just last year, our five-year initiative, Scaling Her Voice on Air, aims to reach seven million farmers across four countries in West Africa with gender-transformative radio programming thanks to funding from Global Affairs Canada. This means we are designing and testing new ways to ensure women benefit as much as men when it comes to accessing critical information. Our gender programming challenging inequalities is now reaching more than 4 million listeners in West Africa. But to help change attitudes through radio, we must effectively train broadcasters. Thanks to the Unifor Social Justice Fund, we ran a three-day gender workshop with 14 broadcasters from seven of our partner stations in Mali. We discussed the realities faced by Malian women and how broadcasters can best address inequality without perpetuating further stereotypes. Trainings like this support broadcasters in creating the Scaling Her Voice on Air radio programming — like our programs in Burkina Faso, focused on how men can help with the burden of household chores, freeing time for women to ensure a good harvest in their fields.

When the invasive Fall armyworm arrived on the African continent in 2016, we knew we had to act by supporting radio programming about the pest. In 2018-19, we worked closely with our development partner Fintrac to design our latest unique interactive radio program on the Fall armyworm to help farmers identify and halt armyworm infestations across four regions in Ethiopia. We worked with five radio stations to reach more than three million farmers with critical information about managing infestations. A total of 1.6 million farmers tuned in.

Programs encouraged call-ins from farmers to explain what they were seeing on their fields, and gave practical tips on how to identify and reduce the spread of the invasive species — or how to prevent it entirely. Our surveys show more than half of those listeners learned a new practice from the shows. Amazingly, our evaluation showed that listening to the radio programs reduced the area of maize damaged by the Fall armyworm in farmers’ fields by 31 per cent.

Launched just last year, our five-year initiative, Scaling Her Voice on Air, aims to reach seven million farmers across four countries in West Africa with gender-transformative radio programming thanks to funding from Global Affairs Canada. This means we are designing and testing new ways to ensure women benefit as much as men when it comes to accessing critical information. Our gender programming challenging inequalities is now reaching more than 4 million listeners in West Africa. But to help change attitudes through radio, we must effectively train broadcasters. Thanks to the Unifor Social Justice Fund, we ran a three-day gender workshop with 14 broadcasters from seven of our partner stations in Mali. We discussed the realities faced by Malian women and how broadcasters can best address inequality without perpetuating further stereotypes. Trainings like this support broadcasters in creating the Scaling Her Voice on Air radio programming — like our programs in Burkina Faso, focused on how men can help with the burden of household chores, freeing time for women to ensure a good harvest in their fields.
In 1979 our founder George Atkins dropped an envelope into a mailbox, sending agricultural information to 36 broadcasters around the world. Today we continue that work, but we’re reaching more people in more ways as the Internet has replaced the postal service. We’re also producing resources on more topics, because rural people don’t just need good information on agricultural practices, but also need support when it comes to health and nutrition, marketing, finance and other topics.

When our outgoing board chair, Doug Ward, issued a challenge to reach 1,000 broadcasting partners, our staff in Canada and in Africa set out on a two-year effort to connect with broadcasters across sub-Saharan Africa. This year, we welcomed 163 new broadcasting partners to our network. Now, 882 organizations across Africa receive our radio resources.

To better serve our growing network, we also expanded the number of topics we cover in our resources. This year we created scripts on diverse topics like coping with stroke and discussing infertility in men and women. These marked a departure from our usual agricultural-based topics — though those remain as necessary and popular as ever, with more than 150 broadcasters accessing our backgrounder on Fall armyworm.

We also know the value of making our resources as relevant and accessible as possible to the individuals using them. In addition to producing broadcaster resources in English, French, Swahili and Hausa, we added resources in Amharic, Kenyan Swahili, and Oromifa this year.

Furthermore, it’s essential to meet broadcasters where they are. We used USB keys, social media and WhatsApp to share resources this year, in addition to email and our website. Today, we connect with more than 500 individual broadcasters over WhatsApp to share content and discuss how to produce powerful radio programs.

To put it simply, we’re doing more in more ways for more people. Broadcasters are key in supporting rural people, particularly women, as they make critical decisions to improve their agricultural practices, their livelihoods and income, and their family’s nutrition and health. We support broadcasters by ensuring that the radio resources, training, and discussions we provide and facilitate ensure broadcasters across Africa can make quality radio programs that deliver vital information to their listening audiences.
Congratulations to the winners of this year’s George Atkins Communications Award. Named after the founder of Farm Radio International, this award was established to recognize rural radio broadcasters in Africa for their outstanding service to rural listeners.

Ide Carine Tchounga
Radio Medumba, Cameroon

Seydou Camara
Radio Wassoulou, Mali

Matilda Amoah
Today’s FM, Ghana

Many thanks to this year’s board members for their ongoing strategic guidance and support. This year, we welcomed a new board chair: John van Mossel. While it was bittersweet to see Doug Ward retire from his tireless leadership as chair these past 20 years, we look forward to working with John in the years to come.

John van Mossel (Chair)
Independent climate change consultant and evaluator, and expert consultant at ICF

Nancy Brown Andison (Vice-Chair)
Retired partner at PricewaterhouseCoopers LLP and executive at IBM Canada, Certified Board Director (C.Dir)

Heather Meek (Treasurer)
Director, Federal Government Management Consulting, PwC and former retail franchising entrepreneur

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

Sarah Andrewes
Senior vice-president, Hill+Knowlton Strategies

Jean Christie
Independent consultant, international development cooperation and human rights

Morag Humble
Senior project manager, health specialist and gender team co-lead, Agriteam Canada

Pierre Kadet
Senior Regional Director - West Africa, Middle East & North Africa (WAMENA) Programs, MEDA

Find out more about the winners online at farmradio.org/IGACA

Inaugural Liz Hughes Award
Farm Radio International announced a new award this year: The Liz Hughes Award for Her Farm Radio. Named in memory of former board member and journalist Liz Hughes, this new award recognizes radio programs that address issues of gender equality and create opportunities to share voices of rural women.

The winner of the inaugural award is the B’Omugaga program on the Voice of Kigezi radio station in Southwestern Uganda. B’Omugaga means “Get rich through farming.” However, under the production team of Brenda Murangi Mugwisagye and Kevin Tuheirwe, the program doesn’t just discuss farming advice. The team also ensures they touch on major issues of interest for their female listeners.

Discussing topics like women’s limited participation in agriculture, how men can support women in their farming tasks, and how both men and women can make farming a business, their goal is to provide a platform for small-scale farmers, “irrespective of their gender, to voice out their issues and get solutions.” Brenda Mugwisagye was ecstatic to learn that her program had won the award. She says: “Personally, I am so elated, this being my first major award in my 16 years in broadcast media. Recognition of my skills in reporting, production, and presentation gives me confidence to carry on doing a great job serving my community and pursuing areas of gender equality and rights.”

Find out more about the winners online at farmradio.org/LizHughesAward/
In November 2018, I was passed the “Treasurer-baton” by Nancy Brown Andison, who served admirably as the Treasurer of Farm Radio International for many years. Having worked closely with Nancy in my professional life, I knew that I could count on her for coaching and support as I accepted the position of Treasurer this year. Nancy’s leadership and sound financial direction has left Farm Radio in a stable position to continue our work.

I am pleased to report that 2018-19 was a good fiscal year for Farm Radio, with revenues growing by 24 per cent thanks to our success in securing new project grants and contributions. We kept our spending in line with the budget and ended the year with a modest surplus of $55,000 bringing our total net assets to just over $550,000. Indeed, Farm Radio International has not recorded a deficit since 2004 — a remarkable achievement in the topsy-turvy funding environment that we work in.

While this is positive, an important priority for Board and staff is to continue to build our “rainy day” net assets — a process that began during Nancy’s tenure and will carry on under mine.

An important transition took place in our relationship with World University Service of Canada (WUSC) this year. Since 2004, WUSC has managed the affairs of Farm Radio in accordance with a Program Execution Agreement. Through this, WUSC managed hiring and human resources, our office location, and comprehensive administrative and management services. Recognizing, however, that both organizations have evolved since 2004, we revisited the agreement and replaced it with a new administration-focused agreement that became effective April 1, 2019. Farm Radio has now assumed full independent responsibility for all of our operations, though we continue to work with WUSC as partners and they remain providers of office space, HR, IT, and administrative services.

At Farm Radio we recognize the confidence that our Canadian supporters place in us when they offer us a donation. Rest assured, we treat every contribution with the utmost respect, and ensure that it is put to work bringing the benefits of radio-based communications to millions of rural African women and men.

Heather Meek
Treasurer

### Financial Summary 2018 - 2019

**Statement of Revenue and Expenses**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program grants/contracts</td>
<td>5,365,783</td>
<td>4,221,249</td>
</tr>
<tr>
<td>Donations from Canadians</td>
<td>820,667</td>
<td>809,224</td>
</tr>
<tr>
<td>Other income</td>
<td>126,395</td>
<td>74,938</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>6,312,845</td>
<td>5,104,781</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct program expenses</td>
<td>5,337,660</td>
<td>4,162,009</td>
</tr>
<tr>
<td>Fundraising and public engagement</td>
<td>383,739</td>
<td>311,700</td>
</tr>
<tr>
<td>Administration</td>
<td>536,228</td>
<td>519,971</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>6,257,627</td>
<td>4,993,680</td>
</tr>
<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td>55,218</td>
<td>111,101</td>
</tr>
</tbody>
</table>

**Balance sheet**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash equivalents</td>
<td>1,931,302</td>
<td>1,733,952</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>68,557</td>
<td>206,296</td>
</tr>
<tr>
<td>Project receivables from donors</td>
<td>967,100</td>
<td>1,016,449</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>1,402</td>
<td>476</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>61,020</td>
<td>32,927</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>3,029,381</td>
<td>2,990,100</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>914,847</td>
<td>1,224,954</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>1,559,544</td>
<td>1,264,614</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>2,473,391</td>
<td>2,489,568</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>427,892</td>
<td>400,767</td>
</tr>
<tr>
<td>Internally restricted</td>
<td>66,838</td>
<td>66,838</td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>61,020</td>
<td>32,927</td>
</tr>
<tr>
<td><strong>Total Net assets</strong></td>
<td>555,750</td>
<td>500,532</td>
</tr>
<tr>
<td><strong>Balance sheet</strong></td>
<td>3,029,381</td>
<td>2,990,100</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, 2019, with comparative information for 2017-18.
Thank you to our supporters

Funding Partners
Our radio projects would not have been possible without the support of the following organizations in 2018-19:

- National Cooperative Business Association (NCBA CLUSA)
- Centre for Agriculture and Bioscience International (CABI)
- United States Agency for International Development (USAID)
- International Union for Conservation of Nature
- Mennonite Economic Development Associates (MEDA)
- International Institute for Tropical Agriculture (IITA)

- TechForce Innovations - Netherlands
- Unifor Social Justice Fund
- World Food Programme
- World Association of Community Radio Broadcasters (AMARC)
- Food and Agriculture Organization of the United Nations (FAO)
- Elianco
- International Finance Corporation

Donors
We are thankful for the thousands of generous Canadian individuals, religious orders, and family foundations for the important source of flexible, unrestricted or matching funds they provide. We would like to give special recognition to:

- Oscroft Limited
- David Frere
- Maurice and Gloria Walsh
- Audrey Kenny
- Les Soeurs de la Congrégation de Notre-Dame
- Ann and Stuart Culver
- Susan Prior
- Burgetz Family Foundation held at Abundance Canada
- Marilyn and Wally King
- Andrew Pringle and Valerie Pringle
- Susan and Stephen Pond
- Don Bealle
- School Sisters of Notre Dame
- Elizabeth Eddington
- Anne Burnett
- Hughraine Fund held at the Kitchener and Waterloo Community Foundation
Farm Radio International works in partnership with hundreds of radio stations across 40 sub-Saharan African countries and has offices in Burkina Faso, Ethiopia, Ghana, Kenya, Mali, Nigeria, Senegal, Tanzania and Uganda. We also work closely with our strategic partner Farm Radio Trust in Malawi.

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