



2019-2020

ANNUAL REPORT



FARM RADIO
INTERNATIONAL



ABOUT FARM RADIO INTERNATIONAL

WHO WE ARE

We are an 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 social outcomes. We produce radio resources that help a network of thousands of broadcasters across sub-Saharan Africa improve their programs for rural listeners. And we pioneer radio innovations that feature the latest technologies to make rural radio the very best it can be.

OUR WORK IN 2019 - 2020

13

MILLION LISTENERS

2.7

MILLION LISTENERS IMPROVED THEIR PRACTICES

1,003

BROADCASTING PARTNERS

41

COUNTRIES

2019 - 2020 YEAR IN REVIEW

We are pleased to present to you our annual report for the 2019-20 fiscal year.

It was an important year for Farm Radio International. First, we celebrated the organization's 40th birthday! Four decades have passed since George Atkins, together with many partners, volunteers and backers, put together the first package of Farm Radio scripts and distributed it to 34 radio broadcasters in underserved communities. Much has changed since then, but the essence remains much the same — a conviction that ordinary farming families, no matter where they live, need and deserve relevant and reliable information that empowers them — and the best place for them to get it, in their own language, is on their own radio set.

While technology has changed, radio shows no signs of going away. Radio simply continues to offer too many benefits to be set aside, especially now as mobile phones — along with computer technology in radio stations — provide a dynamic, accessible tool for two-way dialogue facilitating highly-effective learning and communication that can transform lives.

Secondly, we concluded our 2015-20 strategic plan, and crafted a new plan for the next five years. It was a highly participatory process, involving staff at all levels, in all countries of operation and our Board of Directors. Our new 2020-25 Strategic Plan, adopted by the Board in February 2020, is directed toward achieving measurable results under three Strategic Intentions. For more information on this plan, refer to page 18.

The end of our fiscal year will be remembered as the time that COVID-19 disrupted everything and threw so much of the progress the world

had been making into reverse, affecting gains in health and nutrition, agricultural and poverty reduction. It was not the first disaster of the year as farmers also faced locust infestations, floods, and other fresh challenges to food security in many parts of Africa.

During the pandemic, we became very aware of how critically important radio is in times of emergency and as people cope with and adapt to major change. While COVID-19 quickly made the logistics of our work more challenging, the need for — and the urgency of — credible, reliable, and trustworthy radio programs and services became more obvious than ever.

We are grateful for the remarkable efforts of all Farm Radio staff, and volunteers, our partner radio stations and their broadcasters, and for the continuing and remarkable generosity of our donors. It is truly a collective effort bringing so many people together to ensure that both women and men farmers in Africa have the communication services they need and deserve.



John van Mossel,
Chair, Board of Directors



Kevin Perkins,
Executive Director

Cover: Khadi Thiam hosts her show at Radio Djimara, Medina Yoro Foula, Senegal
© Tara Sprickerhoff

Inside cover: Amina Mahama learned how to raise guinea fowl at her home in Bognayili, Ghana, thanks to a radio program © Nina LaFlamme

Back cover: Amina Mahama fills fresh water for her guinea fowl.
© Nina LaFlamme



BY THE NUMBERS

RADIO NETWORK

107	1,003	2,829	41
RESOURCES PROVIDED	BROADCASTING PARTNERS SERVED 119 New	INDIVIDUAL RADIO BROADCASTERS RECEIVED RESOURCES	AFRICAN COUNTRIES REACHED

RADIO PROJECTS

79	31	10
RADIO PARTNERS AIRED FRI RADIO PROGRAMS	PROJECTS IMPLEMENTED	COUNTRIES
33 MILLION	13 MILLION	2.7 MILLION
TOTAL POTENTIAL AUDIENCE	LISTENERS ENGAGED	LISTENERS IMPROVED THEIR FARMING, HEALTH AND NUTRITION PRACTICES

TRAINING

79	225	75
DIFFERENT RADIO STATIONS TRAINED ON INTERACTIVE RADIO FOR DEVELOPMENT	INDIVIDUAL RADIO BROADCASTERS TRAINED	OF THESE RADIO BROADCASTERS ARE WOMEN

RADIO INTERACTIONS

365,000	68,693	76
INTERACTIONS FACILITATED	UNIQUE LISTENERS	RADIO PARTNERS
Between listeners and African radio stations through our mobile phone interactivity suite Uliza.	Interacted with radio shows via Uliza	Used Uliza interaction suite

AGRICULTURE AND FOOD SECURITY

Farm Radio works with radio stations across the African continent on programs that help small-scale farmers and rural people succeed. Ultimately, our aim is to equip rural people with the information they need to make the best of their land, be more food secure, and become less vulnerable to environmental shocks.

Reducing post-harvest loss

In a multi-country program, Farm Radio managed a multimedia effort to address food loss in Kenya, Nigeria and Tanzania thanks to funding from Rockefeller Foundation. In sub-Saharan Africa, 40 per cent of root crops, 50 per cent of fruits and vegetables and 20 per cent of cereals are lost before they hit the market. The “behaviour change” programs, which spanned across FM radio, television, and local participatory video sessions (thanks to our multimedia partners at Access Agriculture, and Mediae Company) **reached 5.4 million people with information** critical in reducing food loss through improved agricultural practices.

Livestock health in East Africa

In Tanzania, Farm Radio expanded its partnership with Elanco to run a second season of a popular radio show on livestock health in the Northern, Coast, and Western regions. The shows, which reached almost **5 million** Tanzanians, focused on disease awareness, prevention, and treatment for chickens and other small-scale livestock. Our evaluation showed that more than **60 per cent of surveyed listeners** started better livestock management practices after listening to the radio series.

PROJECT
PROFILE

ICT4SCALE RESEARCH ON ACHIEVING LARGE-SCALE SUSTAINABLE IMPACT

Farm Radio was given the unique opportunity to lead a global research team in answering key questions that have long-plagued international development practitioners working in agriculture. How can you scale-up promising agricultural solutions to millions? What role do radio and other ICT's play in this?

From 2017 to 2019 Farm Radio, in partnership with IDRC and Farm Radio Trust in Malawi, led a multidisciplinary research team to catalogue and test how development projects have been successful (or unsuccessful) in moving beyond small pilots.

Here's what we learned:

- Projects that use combinations of technologies (like radio, text and video) are most effective at encouraging farmers to try new practices
- The “gender digital divide,” whereby women have less access to, control over, and experience with communications technology is still very present
- In order to involve women in projects using technology, development organizations need to do a better job at targeting women with training and opportunities to use this technology.

The ICT4Scale research project was one of the first efforts to understand how to “scale-up” agricultural projects. We will bring this evidence to thousands of development practitioners and researchers.

QUICK FACTS

4

Countries represented in a diverse research team

819

Individuals engaged in an international learning platform

4

Case studies conducted in Ethiopia, Ghana, Malawi, and Uganda

196

International projects analyzed in a meta review

Funded by the Government of Canada through the International Development Research Centre (IDRC)



International Development Research Centre
Centre de recherches pour le développement international



Philemon Gabriel farms near his house outside Byamtemba Village, Tanzania. © Denis Mpagaze

GENDER EQUALITY

Farm Radio works with radio stations to address gender equality, women's leadership and community engagement on these topics. Our projects aim to transform social norms and tackle topics in gender-sensitive ways, whether addressing technology accessibility, engaging men in women's rights, or challenging gender stereotypes. Additionally, the percentage of women working in the field of broadcasting is low to begin with, so we make it our priority to build the capacity of these women through our projects.

In **Ethiopia**, that meant a radio series on gender divisions in the rice industry, where some **2,200 farmers, 500 of them women**, called into our Interactive Voice Response system to ask questions and leave comments for discussion in future broadcasts. In **Mali** that meant **training 28 staff at 14 radio stations** to promote women's participation and include women's rights in their programs.

PROJECT PROFILE

SCALING HER VOICE ON AIR BURKINA FASO, GHANA, MALI, AND SENEGAL

Women in sub-Saharan Africa play a key role in agriculture and the food security, health and nutrition of their families and communities.

Since its start in 2018, the \$5-million, five year, Scaling Her Voice on Air project has aimed to empower and equip these rural women, **reaching 4,317,000 small-scale farmers** with engaging programs about gender equality and food security in 2019-20.

Through programs on topics chosen by the communities themselves — ranging from health and hygiene in Senegal, to field preparation and agriculture production in Burkina Faso, and nutrition for pregnant women, children and the elderly in Mali — **258 hours of radio programming** have been broadcast so far,

amplifying the voices of women as leaders in their own communities and sparking discussions about gender within communities and families.

Next, the project will address gender-based violence through radio dramas and live discussions.

QUICK FACTS

21	104	168
Partner radio stations	Episodes	Community listening groups
4,317,000	33,002	
Potential listeners	Listener interactions	

Funded by the Government of Canada through Global Affairs Canada.



Fatoumaata Baldé, Méta Baldé and Kadiatou Baldé show off their solar-powered radio set and microphone in Sare Faramba, Senegal © Tara Sprickerhoff



HEALTH AND NUTRITION

This community listening group in Niangoloko, in western Burkina Faso, tunes in to weekly radio programs on sexual and reproductive health. © Alimata Konate

In countries with fragile health systems, even basic healthcare can be hard to access. Through radio programs, dramas, and even cooking shows, we work to promote nutritious foods, augment public health messaging, and dispel nutrition myths. For instance, in **Burkina Faso** our Adosanté project dealt with sensitive sexual and reproductive health topics through **160 episodes** of serialized radio dramas in local languages. The dramas sparked dialogue between caregivers and youth on issues like family planning, nutrition, and sexually transmitted infections.

PROJECT PROFILE

IMPROVING MATERNAL, INFANT AND CHILD HEALTH BURKINA FASO

In Burkina Faso, the infant and child mortality rate is double the global average. Partnering with WUSC, Farm Radio and our partner radio stations challenged myths about proper nutrition during pregnancy, promoted regular visits to health centres, and encouraged discussions between married couples about the health of their families. Surveys showed that **87 per cent of listeners had taken up practices** to improve the health of women and children — an increase of eight per cent from baseline.



In partnership with WUSC thanks thanks to funding from Global Affairs Canada

QUICK FACTS

1,123,000	599,000	524,000		
Listeners	Women	Men		
4	3	29	3	90%
Regions	Radio stations	Community listening groups	Languages (Mooré, Lyélé et le Gulmancema)	Of listening group members participated in weekly discussions

Involving men in the health of women and children

The "Best Husband" radio contest encouraged men to contribute to the health of their families. The fun game show featured men displaying their knowledge of women's health through trivia and songs.

"I have the conviction that if everyone in the world had good information, we would know a better, more peaceful, social climate in our community."

Kabore Pidi Arouna, winner of the Best Husband Contest, Koudougou, Burkina Faso.

Learn more: farmradio.org/the-best-husband-contest/

CLIMATE CHANGE AND WEATHER SERVICES

Climate change has brought with it erratic weather and unpredictable rains that threaten the livelihoods of millions across Africa. We give special attention to partnerships that address the effects of climate change head on.

In **Tanzania** we complemented radio programs with phone alerts featuring weather forecasts and related farming tips to **450,000 people** — many outside the reach of radio stations. In **Senegal**, we worked with **24 community listening groups**, of which 15 were exclusively led by women. Interactive radio programs supported farmers not only in adapting to changing growing conditions, but also in avoiding contributing to climate change themselves through radio topics like planting trees and controlling bushfires.

PROJECT PROFILE

SUSTAINABILITY THROUGH CONSERVATION ETHIOPIA AND TANZANIA

In East Africa, population growth, increasing demands for agricultural land, land degradation and climate change are impacting agricultural productivity and worsening food insecurity.

Through a partnership with the Canadian Foodgrains Bank, we completed a three-year project called “Radio for Conservation Agriculture.” The project promoted Conservation Agriculture, a climate-smart style of farming that promotes minimal soil disturbance, permanent soil cover and crop rotation. By project end it was estimated that close to **1.2 million farmers in Ethiopia and 350,000 in Tanzania** had listened to at least one episode of the interactive radio program on the new practices.

Results pointed to the widespread use of crop rotation and intercropping in both countries. Farmers who listened to the radio programs were more likely to apply the three principles of conservation agriculture than non-listeners in the same region.

QUICK FACTS

5		1,550,000
Radio stations (2 in Tanzania, 3 in Ethiopia)		Listeners
100	4	21,167
Episodes	Languages	Mobile interactions

Funded by the Canadian Foodgrains Bank thanks to support from Global Affairs Canada



Farm Radio staff Linda Temba visits farmers affected by climate change in Tanzania © Farm Radio International



A men's community listening group in Debre Markos, Ethiopia © Simon Scott

EMERGENCY SUPPORT

When an emergency strikes, one of the first things we do is turn on the news. That's why Farm Radio International develops resources and works with radio stations to provide emergency support to communities dealing with anything from drought to invasive species to locust infection to a global pandemic.

In 2019-20, we completed our fourth year of programming on identifying and fighting invasive Fall armyworm with a radio project targeting **five farmer field schools in Uganda**. We also worked on two supplemental guides to enable organizations to use radio to improve their work in the future.

In mid March, just before the end of the fiscal year, we closed all of our offices — in Africa and Canada — in response to the spreading coronavirus threat and continued our work from home. We helped our partners adjust on the fly to react to the pandemic and protect rural and remote communities across Africa. We pivoted to doing most of our work from a distance, including training, project planning and evaluation. We also made a commitment to **support thousands of stations** by sharing the resources they need to keep their communities safe and to fight disinformation.

PROJECT PROFILE

COMBATting LOCUST INFESTATIONS KENYA, ETHIOPIA, TANZANIA

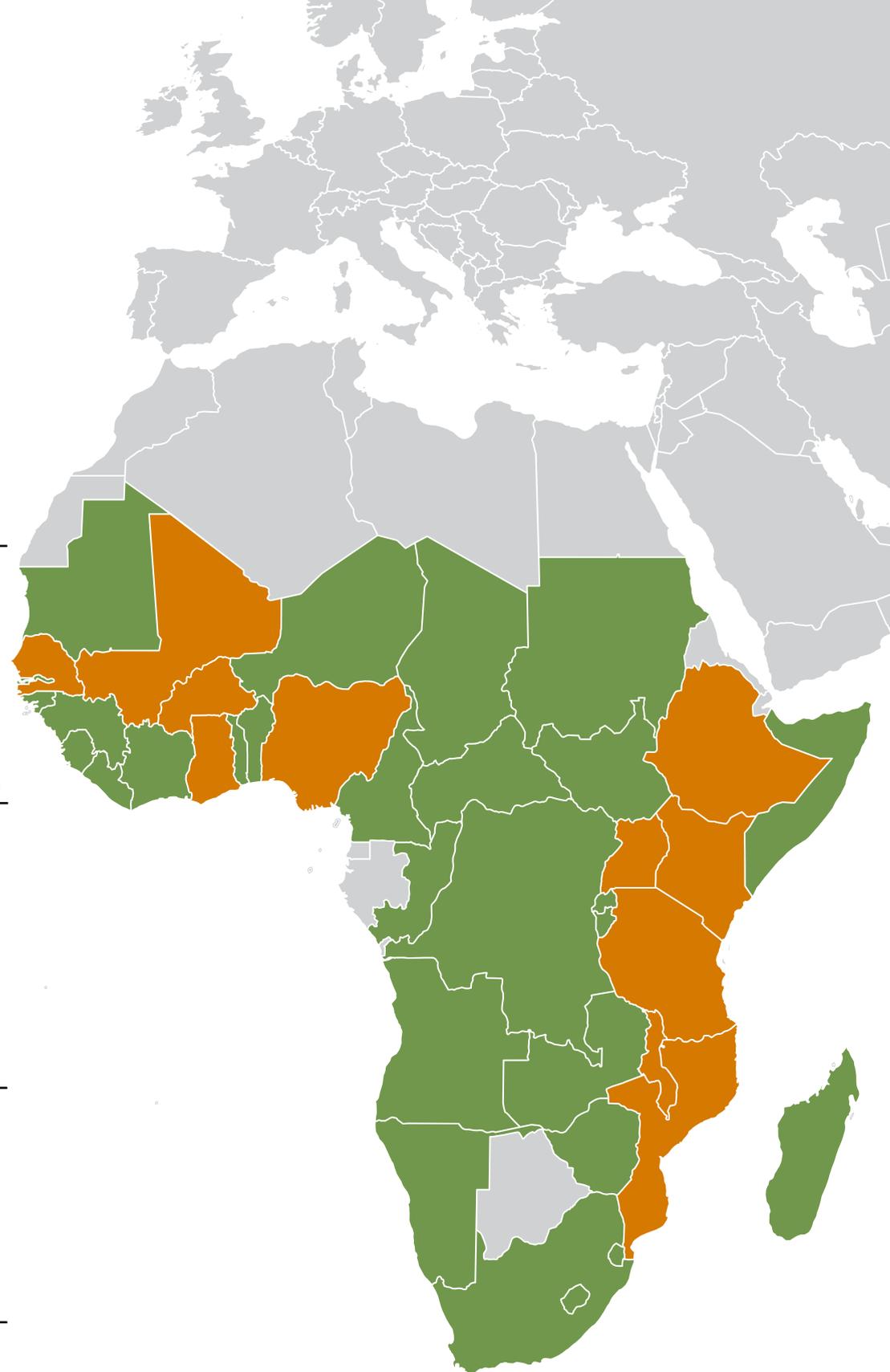
Early 2020 saw East Africa face unprecedented locust infestations. In some cases, the swarms were worse than any countries had faced in more than 70 years. The locusts have voracious appetites and come in waves, devastating entire fields of crops.

Thanks to support from Canadian donors, Farm Radio was able to commission **eight radio spots** about the locusts, update our guide for

broadcasters on responding to emergencies, and develop **two stories** on our newswire for broadcasters to use in their own programs.

Listen to Moses Omondi, our Kenyan project officer, speak with Carole Off on CBC's As it Happens, about the infestations:
<https://farmradio.org/locusts>

AN OVERVIEW OF FARM RADIO PROJECTS



BURKINA FASO

Population coverage:
1,880,000

5 Active projects **18** Radio stations **57** Broadcasters trained
(17 women)

FOCUS THEMES

- Agriculture & Food Security
- Gender Equality
- Health & Nutrition

SENEGAL

Population coverage:
1,472,000

4 Active projects **8** Radio stations **34** Broadcasters trained
(15 women)

FOCUS THEMES

- Agriculture & Food Security
- Health & Nutrition
- Climate Change & Weather Services
- Gender Equality

GHANA

Population coverage:
4,752,000

5 Active projects **6** Radio stations **7** Broadcasters trained
(2 women)

FOCUS THEMES

- Agriculture & Food Security
- Gender Equality

MALI

Population coverage:
2,588,000

4 Active projects **13** Radio stations **84** Broadcasters trained
(25 women)

FOCUS THEMES

- Agriculture & Food Security
- Gender Equality

UGANDA

Population coverage:
2,664,000

3 Active projects **2** Radio stations **2** Broadcasters trained
(1 woman)

FOCUS THEMES

- Agriculture & Food Security
- Climate Change & Weather Services
- Emergency Support

TANZANIA

Population coverage:
13,225,000

10 Active projects **23** Radio stations **23** Broadcasters trained
(12 women)

FOCUS THEMES

- Agriculture & Food Security
- Health & Nutrition
- Climate Change & Weather Services
- Gender Equality

ETHIOPIA

Population coverage:
12,200,000

8 Active projects **10** Radio stations **14** Broadcasters trained
(2 women)

FOCUS THEMES

- Agriculture & Food Security
- Emergency Support

NIGERIA

Population coverage:
17,159,000

4 Active projects **2** Radio stations **4** Broadcasters trained
(1 woman)

FOCUS THEMES

- Agriculture & Food Security
- Health & Nutrition
- Climate Change & Weather Services

MALAWI

Population coverage:
348,000

3 Active projects **2** Radio stations **16** Broadcasters trained
(8 women)

FOCUS THEMES

- Agriculture & Food Security

KENYA

Population coverage:
3,614,000

2 Active projects **3** Radio stations **8** Broadcasters trained
(4 women)

FOCUS THEMES

- Agriculture & Food Security
- Health & Nutrition

RADIO NETWORK SERVICES AND RADIO RESOURCES

Since our beginning, 40 years ago, Farm Radio has provided a range of resources and services to as many radio stations as possible to help them bring improved programs about agriculture, health, and nutrition to their listeners. This commitment continued and expanded in 2019-20. We facilitated peer-to-peer discussion spaces and published Barza Wire, our online newswire service that broadcasters can pull content from for their programming.

This year we surpassed **1,000 broadcasting partners** in our network and launched a new mobile-friendly version of our site for broadcasters. The site allows broadcasters to conveniently download stories written by and for Africans. **2,829 individuals** receive these resources on a biweekly basis. We also hosted a virtual discussion for broadcasters, **bringing 127 participants together from more than 20 countries** to discuss how best to work with stakeholders (whether farmers, government officials, experts, or NGOs) on their shows.

WHATSAPP GROUPS

In 2019-20, more than **1,125 broadcasters** interacted with us and each other through online WhatsApp groups that we facilitated. Broadcasters exchanged best practices, collaborated, checked facts and exposed myths, asked questions, accessed Farm Radio resources and shared stories. We leveraged these WhatsApp groups to immediately connect with broadcasters from the beginning of the COVID-19 crisis, ensuring they had relevant health information, access to health experts, and the knowledge they needed to challenge myths and misconceptions.

CHECK IT OUT AT FARMRADIO.FM

Examples of resources created this year:



BROADCASTER HOW-TO GUIDE

On developing programming on sensitive issues (like sexual health)



HOW-TO GUIDE ON FORUM THEATRE

An interactive role-playing theatre format



RADIO SCRIPT ON SEXUAL CONSENT

One of Farm Radio's partner broadcasters interviews a cattle farmer in Tanzania
© Aloyce Robert

GREEN LEAF RADIO MAGAZINE

One of our goals at Farm Radio International is to provide farming families with regular, reliable, high-quality radio programs year round and independent of funding from projects — so farmers no longer lose access to their treasured radio programs when project grants end.

With this in mind, we created the “Green Leaf Radio Magazine.” In this model, radio stations, public agricultural extension agencies, farmers groups, and organizations that serve rural communities come together to create and sustain a high-quality radio show for farming families.

In 2019-20 we tested the design of these programs: what they should sound and feel like, what segments they would run. **Five stations** in Ghana have broadcast these programs for over a year, and surveys show that **95 per cent of potential listeners tune in regularly.** In 2019, we also partnered with the Ministry of Agriculture to start use of the Green Leaf Radio Magazine model as part of a digital agriculture advisory service across 16 radio stations in every corner of Ghana.

The Green Leaf approach can sustainably serve an entire population with a highly effective, high-quality communication service week-after-week. And that is our raison d’être.

WHAT DOES A GREEN LEAF RADIO MAGAZINE LOOK LIKE?

GREEN LEAF NEWS

News stories about agriculture, told from the farmers’ perspective

LET’S GET FARMING

Basic education about farming practices

YOUR WEATHER YOUR MARKETS

Weather forecasts and price information with related advice

HAVE YOUR SAY

Interactive component that lets listeners participate using their mobile phones

DIGGING DEEP

A 12 week in-depth look at a particular farming practice, taking farmers through all the stages of learning about a farming practice, deciding if it is right for them, and then trying it successfully

PARTNERS’ CORNER

A specially produced “advertorial” featuring sponsoring businesses

BULLETIN BOARD

Events and opportunities in the community

Evelyn Koomson, at World Radio Day in Accra, Ghana.
© Farm Radio International



RADIO INNOVATIONS

Radio is an art. And it becomes better when listeners can interact with it. That's why we're constantly innovating to improve radio as a development tool.

This year, our digital innovation team launched a new version of our "Uliza Log," a tool that broadcasters use to upload their radio programs for assessment and feedback. Once programs are logged we use our new "Good, Better, Best" assessment system which uses our VOICE standards to help broadcasters learn how to improve future programs.

Broadcasters are already professionals and experts in their field — this system allows us to coach them in improving their ability to support development in their community. The log itself, developed by our digital innovations team, allows us to track their progress, offer suggestions directly on their technical skills, share programs with knowledge partners, and gives our radio trainers a stronger framework for supporting stations.

It's an indispensable tool to make sure that the radio programs we support are effective and entertaining. And it allows us to support broadcasters as they improve their own work.

GOOD BETTER BEST

Example of "Good, better, best" criteria



VOICE STANDARDS

Standards for effective farm radio programming

- V** The program **values** small-scale farmers of all genders.
- O** The program provides farmers with the **opportunity** to speak and be heard on all matters.
- I** The program provides smallholder farmers with the **information** they need, clearly, from the best sources, when they need it.
- C** The program is broadcast **consistently** and **conveniently**.
- E** The program is **entertaining** for farmers of all genders.



Uganda Community Green Radio is awarded the Liz Hughes Award © Farm Radio International

LIZ HUGHES AWARD FOR HER FARM RADIO

Named in honour of former board member and journalist Liz Hughes, this award recognizes African radio programs that address issues of gender equality and create opportunities to share the voices of rural women.

Nyinabwenge women's program: Uganda Community Green Radio

In Western Uganda the stories of women are often untold and underreported. Men are seen as decision makers and landowners, while women simply use the land, their work unseen and underappreciated. The Nyinabwenge program aims to change that.

special care to address them in a way that looks at how those issues affect women specifically. They invite women on the show who talk about how to change the status quo, and they invite men on the program to encourage fellow men to listen and participate constructively in the conversation.

Their guests include parents who have given property to their daughters, and men who take part in unpaid labour that is typically-considered women's.

The show makes space for women by recording their voices and inviting them onto the show. Women see the program as a place to talk without fear, and way to hold their leaders accountable.

Thank you to this year's panel of judges: Nora Young, Canadian Broadcasting Corporation (CBC) broadcaster and Farm Radio board member; Rita Houkayem, gender specialist with Global Affairs Canada; Doug Rushton, former CBC broadcaster; and Andrea Bambara, Farm Radio's country representative for Burkina Faso.

THIS RADIO HAS CHANGED THE LIVES OF MANY WOMEN.

Norah Bahongye,
Kigaaga Listening Club Member,
Kabaale village, Uganda

The program runs every Saturday evening for two hours. It tackles topics such as farming, environmental conservation, food security, health and social issues. The hosts and producers take

Learn more about the Nyinabwenge women's program at:
farmradio.org/uganda-community-green-radio/

Yaye Siga Traoré hosts a gender-themed show on Bambaare Dowri FM in Velingara, Senegal © Tara Sprickerhoff





CELEBRATING 40 YEARS!

On May 1, 1979, George Atkins, a CBC farm radio broadcaster, slipped a set of packages filled with radio scripts and farming tips into a mailbox near his home in Ontario. The packages — complete with Canadian stamps — would soon land in the mailboxes of 34 broadcasters in 26 countries.

The Developing Countries Farm Radio Network (DCFRN) was born.

Forty years later, Farm Radio International continues to build on his work. In 2019, we celebrated George's legacy — both through the radio programming and support to broadcasters that we continue to this day.

RANKED SECOND AMONG MOST EFFECTIVE AND TRANSPARENT INTERNATIONAL CHARITIES IN CANADA

Farm Radio International was honoured to be ranked second among international-focused charities in Canada this year by Maclean's Magazine. We hope these rankings reflect our dedication to transparency and effectiveness in everything that we do. We were also proud to be named among the top twenty charities overall in Canada. Assessments are based on overhead ratio costs, fundraising ratio costs,

charity reserves, compensation of staff, financial statements, and transparency.

This year, we've also maintained our four star charity ranking with Charity Intelligence, an oversight organization for charities within Canada.



AFRICAN HARVEST

Lloyd Robertson, our spokesperson, former CTV anchor, and long-time friend of George Atkins, joined us on June 8 to celebrate our fortieth anniversary in Ottawa.

The "African Harvest" gala event raised \$26,000 for small-scale farmers thanks to the generous donations of attendees — including many family members of George Atkins.



African Harvest 2019 © Nicole MacDonell



A NEW STRATEGIC PLAN

In 2019-20, Farm Radio International conducted a participatory process with its staff and board to develop a new five-year strategic plan. The plan sets our intentions, goals and operational strategy as we continue to make radio a more powerful force for good in rural Africa.

Here is what we hope to achieve:

BE AN EFFECTIVE AND DYNAMIC ORGANIZATION COMMITTED TO EQUALITY AND INCLUSION

Making radio a more powerful force for good in rural Africa requires investment in our people, structures, processes and systems. Through improved organizational capacity, upholding the communication rights of rural Africans, committing to gender equality, and promoting internal and external learning, we strive to create dynamic and effective communication for development initiatives.

MOBILIZE GREATER INVESTMENT IN INTERACTIVE RADIO FOR SUSTAINABLE DEVELOPMENT IN RURAL AFRICA

In order to be most responsive to the needs of rural Africans, Farm Radio International will require strong ongoing investment by organizations and people committed to rural development. Individual donations, strategic partnerships, international funders, a diverse source of revenue — and a steady show of support — will allow rural communities to benefit from sustained, effective radio services.

MAKE INTERACTIVE RADIO AN EFFECTIVE COMMUNICATION "CHANNEL OF CHOICE" FOR SUSTAINABLE RURAL DEVELOPMENT

Ultimately, Farm Radio aims to see more Africans of all genders and ages enjoy their communication rights by ensuring they are served with more, and improved, interactive radio programs and services. By working directly with radio stations, we can ensure they craft and broadcast regular, high-quality programming that improves the quality of life for rural Africans and that sparks locally-driven change.

BY 2025



2.5 million rural people served by a sustainable, year-round, quality-certified, station-led interactive radio program.



40 million rural people served by a radio project that supports them in making a change in their life.



1,500 radio stations supported and trained to provide better rural radio programs to **100 million rural people.**

For more about our strategic plan, visit: farmradio.org/strategic-plan

TREASURER'S REPORT

I am pleased to report that 2019-20 has been an excellent fiscal year for Farm Radio, with revenues growing by six per cent due to our continued success in delivering current projects and securing new project grants and contributions. We kept our spending in line with the budget and ended the year with a surplus of \$63,029 bringing our total net assets to just over \$618,779.

Farm Radio International continues the remarkable record of not recording a deficit since 2004, important to note in the complex funding environment that we continue to operate within. As we move into the 2020-21 fiscal year and the unprecedented global upheaval created by the COVID-19 pandemic, we are grateful for the financial strength and resilience that we have available to us as we address the crisis.

We have placed the highest priority on the health and safety of our employees and those with whom we interact in Africa, including those who use and benefit from our programming, as well as our team in Canada. With this in mind, we are continuing to execute and deliver our projects

effectively in line with our grant and contribution agreements and the planned timelines associated with these agreements.

We are working diligently to maintain our financial health as an organization and the important lifeline with respect to food and economic security that radio service is providing

to farmers and their families across Africa during the pandemic. In fact, it is our hope that we can continue to build our "rainy day" net assets next year, a process that began a number of years ago, an important risk mitigation strategy and an enabler for the growth of our programming in the future.

We're also now experiencing the benefits of the transition that took place in our relationship with the WUSC (World University Service of Canada) last year. Previously (since 2004), WUSC managed the affairs of Farm Radio in accordance with a Program Execution Agreement. A new administration-focused agreement with WUSC became effective April 1, 2019. The independent responsibility for our operations enabled by the new administration-focused agreement is resulting in stronger and more agile financial and human resource management functions and teams at Farm Radio. We continue to work with WUSC as an important partner. 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. 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

Heather Meek,
Treasurer

2019-2020

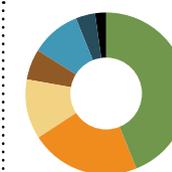
FINANCIAL SUMMARY

Statement of Revenue and Expenses

	2020	2019
Revenue		
Program grants/contracts	\$5,802,505	\$5,365,783
Donations from Canadians	\$787,367	\$820,667
Other income	\$110,322	\$126,395
	\$6,700,194	\$6,312,845
Expenses		
Direct program expenses	\$5,789,358	\$5,337,660
Fundraising and public engagement	\$415,103	\$383,739
Administration	\$435,704	\$536,228
	\$6,637,165	\$6,257,627
Excess of revenue over expenses	\$63,029	\$55,218

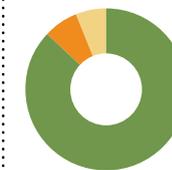
Balance sheet

	2020	2019
Assets		
Current Assets:		
Cash and Cash equivalents	\$1,038,434	\$1,931,302
Accounts receivable	\$118,162	\$68,557
Project receivables from donors	\$806,658	\$967,100
Prepaid expenses	\$16,311	\$1,402
Capital Assets	\$43,786	\$61,020
	\$2,023,351	\$3,029,381
Liabilities		
Current Liabilities:		
Accounts payable and accrued liabilities	\$690,202	\$914,087
Deferred contributions	\$619,370	\$1,559,544
Line of credit	\$95,000	
	\$1,404,572	\$2,473,631
Net assets		
Unrestricted	\$508,155	\$427,892
Internally restricted	\$66,838	\$66,838
Invested in capital assets	\$43,786	\$61,020
	\$618,779	\$555,750
	\$2,023,351	\$3,029,381



Revenue

Foundations & NGOs	44%
Canadian government departments & agencies	22%
Charitable donations	12%
International institutions	6%
Foreign governments	10%
Private sector (new)	4%
Other	2%



Expenses

Programs	87%
Administration	7%
Fundraising	6%

CONTINUED GROWTH

Program revenue

2018-19:	\$5,365,783
2019-20:	\$5,802,505

Increased by 8%

Donations from Canadians

2018-19:	\$820,667
2019-20:	\$787,367

Decreased by 4%

Revenue

2018-19:	\$6,312,845
2019-20:	\$6,700,194

Increased by 6%

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, 2020, with comparative information for 2018-19.

BOARD OF DIRECTORS

One of the main tasks for our Board of Directors this year was participating in the extensive Strategic Intentions process for 2019-20, setting Farm Radio upon a path for success for the next five years. Additionally, the Board of Directors initiated a comprehensive governance policy review this year. With the goal of reviewing, updating, and standardizing our policies across the organization, board members and committees have begun the process of ensuring that Farm Radio is supported by a background of comprehensive and cohesive policies. Many thanks to the leadership our board members provide.

John van Mossel (Chair)

Independent climate change consultant and evaluator, and expert consultant at ICF

Jean Christie (Vice-Chair)

Independent consultant, international development cooperation and human rights

Heather Meek (Treasurer)

Senior consulting director with PricewaterhouseCoopers LLP and former retail franchise entrepreneur

Morag Humble

Senior project manager, health specialist and gender team co-lead, Alinea International

Pierre Kadet

Senior Regional Director for the West Africa, Middle East and North Africa regions, Mennonite Economic Development Associates' (MEDA)

Caitlynn Reesor

Journalist and farm radio broadcaster

Gulzar Samji

Independent consultant, international development, the environment and prevention of violence against women and children

Jacqueline Toupin

International media, communications and development consultant and former CBC broadcaster

Chinazom Chidolue

Wealth management associate at RBC PH&N Investment Counsel in Toronto.

Eshete Hailu

Policy manager, Health Canada and evaluation and accountability expert

Elly Vandenberg

Senior strategic advisor, United Nations World Food Programme.

Jared Klassen

Global food security, agriculture and policy consultant.

Jo-Anne Bund

Lawyer and expert in governance, human resources, and corporate finance

Mark Elliott

Co-founder of Venture Accelerator Partners

Nora Young

Host and creator of Spark on CBC Radio

Many thanks to these three members who retired from the board in 2019. Their contributions have helped shape Farm Radio International into the organization we are today.

Doug Ward

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

Sarah Andrewes

Senior vice-president, Hill+Knowlton Strategies

Nancy Brown Andison (Vice-Chair)

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

THANK YOU TO OUR SUPPORTERS

Our radio projects and network services would not have been possible without the support of the following organizations in 2019-20.

\$500,000+ Global Affairs Canada
The Rockefeller Foundation

\$200,000+ WUSC and CECI through the Uniterra program
Canadian Foodgrains Bank
Helen Keller International
WUSC (World University Service of Canada)
Alliance for a Green Revolution in Africa (AGRA)
LexDev - Luxembourg Development Cooperation Agency
World Food Programme
Elanco Animal Health Incorporated
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

\$100,000+ International Development Research Centre (IDRC)
Ghana Ministry of Food and Agriculture
Fintrac
International Finance Corporation (IFC)
WeHubit implemented by the Belgian development agency, Enabel

Mennonite Economic Development Associates (MEDA)
Unifor Social Justice Fund
Food and Agriculture Organization of the United Nations (FAO)
Palladium Group
Justdiggitt

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:

- | | | |
|--|---|------------------------|
| Anne Burnett | Doug Ward | Marcia Geyer |
| Audrey Kenny | Hughrairie Fund held at the
Kitchener and Waterloo
Community Foundation | Marilyn and Wally King |
| Blaine Allen | The Laura Tiberti Foundation | The McLean Foundation |
| Burgetz Family Foundation
held at Abundance Canada | Les Soeurs de la Congrégation
de Notre-Dame | Oscroft Limited |
| Congregation of the Sisters of
St. Joseph in Canada | Margaret Taylor-Sevier | Susan Prior |
| David Frere | | Terry Richmond |





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Charitable Registration Number (BN): 11888 4808 RR0001

We work in partnership with hundreds of radio stations across 41 sub-Saharan African countries and have 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 small-scale farmers and rural Africans with life-changing information and opportunities to have a stronger voice in their own development.

FARM RADIO  **RADIOS RURALES**
INTERNATIONAL  INTERNATIONALES

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