



Yearly report 2020

2020 was a moving year, to say the least. With the pandemic spreading worldwide and Africa not being left unaffected, our members had to face a range of new challenges.

Nevertheless the year was also marked by pleasant developments and highlights.

- advancement of our projects
- intense supervision and meetings during a trip to Kenya
- first pilot project in Ghana
- deepening the development concept of Mama Afrika
- expanding the Mama Afrika team

Further development of the projects

The number of supervised projects increased from 14 to 20 in 2020. The following table shows the distribution of the projects within the Mama Afrika development phases:

2020 (end of November)				
Phase 1	Phase 2	Phase 3	Phase 4	extra
0 projects	14 projects	4 projects	1 project	1 project

In 2020, 8 new projects have been admitted. All of them are currently in phase 2, that is to say, 8 new businesses are already running. The type of businesses range from fruit and vegetable shops to Covid masks and sanitizer production, IT shops & repair, vehicle service station and a hair salon.

One project had to be closed and excluded from further Mama Afrika training and assistance due to lack of reliability. Two more projects are under close scrutiny and are possible to be brought to an end for the same reason.

On the other hand, the list of applicants gets longer and longer - and their qualifications seem to be promising. For capacity reasons we do not plan to increase the number of assisted projects significantly.

Several of the well-established businesses of our members had to close or adapt in service and production due to the pandemic. For example, all businesses within the tourism sector broke down. Some members swiftly changed to vegetable cultivation as their new income source. They bought or leased small areas of agricultural land. Food production and commerce have to be proven to withstand the challenges of the pandemic.

Two projects moved up to phase 3 by completing the necessary training in 2020. The members were already successfully running several businesses. The strategy of running more than one business at the same time shows to be crucial for lowering poverty risk and income scarcity.



Despite all the additional stress and hardship, the pandemic urged our members to sharpen their entrepreneurial skills and come up with innovative and creative solutions to face the struggles. Only three members were extremely overwhelmed with this situation and needed extra assistance from our side to help them deal with the challenges imposed by Covid.

In 2020 the number of loans given increased from 27 to 47 compared with the previous year. Its total amount being 18.000 €.

Kenya trip 2020

In January 2020, Georg Brandner, the head of the Mama Afrika initiative, and Philip Brandner were in Kenya to meet with the members. They evaluated their progress and current status, as well as the efficiency of the Mama Afrika concepts. The concept proved to be reliable and successfully impacts individual lives in Kenya. At the same time, some weak spots had been detected and suggestions for improvement were implemented.

On an emotional level, the visit was filled by warm welcomes, delicious hostings and moments of deep gratitude. The very first meetings of new members was just as special and always accompanied with a bit of nervousness on both our and the members's part. The days were shaped by visiting business on site, conduct interviews with applicants and having long conversations with each member to gain as much information on where their business stands and how to proceed.





First pilot project in Ghana

In 2019, Monika Wäg made a trip to Ghana to do voluntarily assistance in a school in the "low water" region around Ho. This experience led her to connect with Mama Afrika and its vision and ultimately to a pilot project of Mama Afrika in Ghana. This projects focuses on helping a young, ambitious and well qualified woman to run and develop her farm.



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Further developments of the Mama Afrika concept

As mentioned above, the visit to Kenya led to an evaluation of the Mama Afrika concept and to further developing efficient methods to achieve sustainable development aid. Today, our development concept consists of 50 tools.



One example for newly developed concepts, is the **Single Mother Support**. It aims to excecelerate the opening of the business so that single mothers can soon find financial stability and provide for themselves and their children. For a limited amount of time Mama Afrika covers the main expenses of those women, such as school fees, etc.

Another new concept is the **Smartphone App Briefing**. This consists in a basic training to learn the necessary communication tools in order to cooperate efficiently with the Mama Afrika team.

A further example is the **English Test** that is required to be taken by all members so we can establish a minimum level of English skills. In case of insufficient English skills, Mama Afrika is willing to finance a basic language course.

The **Project Audit**, is a tool applied during phase 2 to externally check and verify all the information given by members. **Location Check** is another tool to evaluate the location site of a member's business. The **Controlling 101**, is a zoom training in five modules to explain the application of the Mama Afrika controlling method. In small study groups will the content be taught by the Mama Afrika team.



New additions to the Mama Afrika team

We are happy to welcome new members into the Mama Afrika team. Conny Keusch will support us in the future, Monika Wäg will supervise the pilot project in Ghana and Werner Deutsch will assist in the teaching of the Controlling 101.

Summarizing this year, 2020 again was very successful despite lots of challenges. The financial frame was about € 42.000 (financed with donation only) and this is about 20% compared with the previous year.

Thank you!!!

A big thank you to everyone who has supported us in the last year. Without your support and trust, Mama Afrika could not continue its relentless efforts in creating a more sustainable future and a more independent life for people in Kenya.