

# KARMA FOUNDATION IMPACT REPORT 2019



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Cover illustration Simon Coley

**WE MAKE  
KARMA DRINKS  
TO TASTE GOOD  
AND BE GOOD.  
GOOD FOR THE  
LAND, GOOD FOR  
THE PEOPLE WHO  
GROW THE  
INGREDIENTS,  
AND AS GOOD FOR  
YOU AS FIZZY  
DRINKS CAN BE.  
THE KARMA  
FOUNDATION  
MAKES SURE  
THAT GOOD  
HAPPENS.**

**SO FAR, PEOPLE HAVE BOUGHT 25,000,000 KARMA DRINKS IN 23 COUNTRIES SO THE KARMA FOUNDATION CAN WORK WITH FARMING COMMUNITIES IN 8 VILLAGES IN SIERRA LEONE TO BUILD 3 BRIDGES, HELP 133 GIRLS GO TO SCHOOL AND FUND 8 TEACHERS IN 4 SCHOOLS, EDUCATING 614 CHILDREN. WE'VE SUPPORTED FARMERS TO REVIVE FOREST FARMS AND PROVIDED SEED FUNDING FOR 33 LOCAL ENTREPRENEURS. THE REPAID LOANS HAVE BEEN REISSUED TO 26 NEW ENTREPRENEURS, 3 VILLAGES HAVE SET UP RICE AND GROUNDNUT SEED BANKS, 3 MORE HAVE RICE MILLS, 1 HAS BUILT A GUEST HOUSE, ANOTHER 4 HAVE NEW COMMUNITY MEETING SPACES... BUT THAT'S NOT ALL. WITH YOUR HELP THERE'S SO MUCH MORE WE CAN DO. PLEASE BUY OUR DRINKS AND SHARE OUR STORY.**

# YOU PROVIDED 133 BURSARIES FOR SCHOOLGIRLS IN 2019



## A MESSAGE IN 25,000,000 BOTTLES

Our Karma Drinks Company and Karma Foundation have a purpose: to benefit all our stakeholders by being;

- **RESPONSIBLE FOR THE PEOPLE WHO GROW THE INGREDIENTS WE USE**
- **RESPONSIBLE FOR THE PLANET WE SHARE**
- **RESPONSIBLE FOR EACH OTHER.**

We're not a publicly listed company but we like to think of all the people who buy our drinks as shareholders in our mission to make our world better

In 2018 we produced an impact report covering our work with grower communities in Sierra Leone. This work remains a focus for us and we've come a long way in developing our relationships with the people and ecology of Tiwai.

Our commitment to social and environmental sustainability goes even further in New Zealand, the UK and the rest of the world. That commitment is what holds us accountable to our claims, and drives us to continually improve.

We're committed to Fairtrade social principles, and to championing education as the most effective way to enable the economic independence of the communities we work with and their ability to develop their own sustainable resources, enterprises, healthcare and food supply security.

2020 has certainly brought a new and, at times, overwhelming set of challenges to what we do. The well-established trauma of Climate Collapse continues, now matched by the devastation of a global pandemic. While our fast-tracked response to the former had begun, and continues, we must now have a dual focus.

The surprise of the pandemic has been overtaken by a greater commitment to our purpose, especially from our renewed leadership. Ben Dando, our CEO and Simon McLennan, Sales Director, worked alongside CFO Patrick Coyle and Co-Founder Chris Morrison to concentrate on developing products that sell in channels that can remain accessible during pandemic disruptions.

Our Shareholders, Board, Executive and entire team have been right behind them and made sacrifices to keep us running that we'll always be grateful for. Sadly there have been some departures too but we've all learnt it takes some tough decisions to stay resilient in the face of unprecedented challenge.

While our ways of working have changed, our values have not - they wouldn't be real values if they had.

In a time of massive disruption, the values that we hold near are keeping us centred and helping us shape a more agile, resilient and useful future Karma Drinks.

We're extending our commitment beyond climate neutrality to ultimately becoming climate positive. Along with the task of understanding and reducing our carbon liability, we are addressing other commercial, environmental and social challenges like reducing the sugar we use in our recipes, eliminating plastic from our supply chain, and working towards waste reduction, equality, inclusion and diversity.


These are all opportunities for us to do good better.

It's impossible to ignore the struggle our friends in good business are going through, with so many of the doors we rely on to sell our drinks opening and closing to mitigate the impact of COVID-19. We're adapting to support our customers and consumers and grateful to everyone who works with Karma Drinks and The Karma Foundation in return.

We're here to prove that a business like ours can be both strong and kind: profitable, while doing its bit for the planet, its habitats and inhabitants.

Because of our unique approach to collaboration with developing communities, Albert and the Karma Foundation team are delivering our promise of good karma in ways that go beyond anything we could have imagined when we started nearly 10 years ago. Something we are also very grateful for.

Karma Drinks' Founders:  
Matt Morrison, Simon Coley and Chris Morrison

A group of young girls in blue school uniforms are sitting in a classroom. They are looking towards the left of the frame. The girls are of various ages, from young children to teenagers. They are wearing blue dresses with yellow trim. The background shows a simple classroom setting with wooden walls and a window with blinds. The text "YOU HELPED BUILD 3 NEW CLASSROOMS" is overlaid in white, bold, sans-serif font in the lower right quadrant of the image.

**YOU HELPED  
BUILD 3 NEW  
CLASSROOMS**

## THE VIEW FROM THE CHAIR AND THE TEAM



**FOUNDATION CHAIR ALBERT TUCKER LEADS OUR RELATIONSHIP WITH THE TIWAI COMMUNITIES AND GUIDES THE KARMA FOUNDATION THROUGH ITS PRINCIPLES, WAYS OF WORKING AND PROGRAMMES IN SIERRA LEONE. ALBERT CHAMPIONS KARMA DRINKS PURPOSE AND IS A FREQUENT SPOKESPERSON FOR SOCIAL ENTERPRISE AND ENTREPRENEURSHIP.**

2019 was a significant year for our partnership and work with the Tiwai communities.

Six years on I am even more in awe of the team on the ground and the community leaders and members, especially Michael Sallu the project manager, Mohamed Mediwa the Chairman of Tiwai Communities Committee (TCC), Mathilde Groenburg-Helms at WHH and my colleague in the Foundation, Rachel Wallace.

The commitment of the communities with low literacy to train in governance, leadership and management have been impressive, as has their commitment to the education of the children especially girls. Seeing classrooms now filled with girls and boys in uniform and many more teachers per pupil than we started in 2013 is inspiring.

We have supported education very strongly, this year has been a year for infrastructure. We've built two bridges, two community meeting and social spaces and commissioned the building of three classrooms.

The most salutary innovation was the health fund, which is enabling people in the communities to access serious treatment that they would otherwise not have been able to afford.

All of this managed by the Community, their committees and leaders, and the local team with our support.

Another way is indeed possible.

Great respect.

Albert Tucker

**FOUNDATION MANAGER RACHEL WALLACE MANAGES FOUNDATION PROGRAMMES AND FACILITATES UNDERSTANDING OF IMPACT AND PROCESS.**







**SIMON COLEY CO-FOUNDED KARMA DRINKS AND IS A FOUNDATION TRUSTEE.**



**CHRIS MORRISON CO-FOUNDED KARMA COLA AND LEADS NATURAL, ORGANIC AND FAIRTRADE PRODUCT DEVELOPMENT AND SUSTAINABILITY IN NZ.**



**RITA SEI-MARK IS OUR SUSTAINABILITY COORDINATOR, TRACKING CARBON AND OFFSETS AND WORKING ON SUSTAINABILITY INITIATIVES & REPORTING.**



**MICHAEL SALLU HEADS UP AFFA (AGROFORESTRY FARMERS ASSOCIATION) LOCAL NGO, AND IS THE KARMA FOUNDATION PROJECT COORDINATOR.**



**MARGARET NABIEU IS SECRETARY AND ACCOUNTANT FOR AFFA AND THE KARMA FOUNDATION IN SIERRA LEONE.**



**MOHAMED 'MEDIWA' KALLON CHAIRS THE TIWAI COMMUNITIES COMMITTEE REPRESENTING THE 8 VILLAGES SURROUNDING THE TIWAI ISLAND NATURE RESERVE. HE IS ALSO A TRAINED GUIDE FOR TIWAI.**



**MOHAMED KALLON IS THE DEPUTY CHAIR OF THE TCC. HE ESTABLISHED THE PRIMARY SCHOOL IN SEGBEMA IN 2019, IS ITS LEAD TEACHER AND IS QUALIFYING TO BECOME A PROFESSIONAL TEACHER IN 2020 SUPPORTED BY THE KARMA FOUNDATION .**



**LANKA LANGKAMP & MANFRED BISCHOFBERGER ARE JOINT COUNTRY DIRECTORS FOR WELTHUNGERHILFE (WHH).**



**MATHILDE GRONBORG-HELMS IS WHH PROGRAMME DIRECTOR AND MAIN CONTACT FOR THE KARMA FOUNDATION IN SIERRA LEONE. JOSEPH AYAMGA IS THE COUNTRY DIRECTOR FOR SEND SIERRA LEONE.**

## WHERE IT ALL BEGAN



### THE TIWAI ISLAND NATURE RESERVE AND SURROUNDING COMMUNITIES

At the edge of the Gola Rainforest, Tiwai Island Nature Reserve is Sierra Leone's first community conservation programme, jointly owned by 8 village communities where the cola in Karma Cola comes from.

Tiwai is one of Sierra Leone's largest inland islands with 11 species of monkeys, several unique species of plants and rare Pygmy Hippos.

The Gola Forest Reserves, home to the last significant patches of rainforest in Sierra Leone, spread east of Tiwai all the way to the Liberian border.

The Tiwai Island Nature Reserve is managed by a consortium of the EFA, Sierra Leonean Government, community and conservation representatives.

The local communities are committed to protecting the island from poaching, mining and agriculture and have helped develop a supporting tourism programme.

The communities came together to form the democratically-elected Tiwai Communities Committee (TCC) to represent the 8 villages we work with in their joint-ownership of Tiwai Island Nature Reserve.

We also work with the TCC to develop, implement and report on the Karma Foundation programmes in the region.

A low-angle photograph of a tree with a person climbing. The person is wearing a dark shirt and light-colored pants. The tree has many green leaves and branches. The text is overlaid on the right side of the image.

**YOU SUPPORTED  
TRAINING FOR  
TCC COMMUNITY  
LEADERS TO  
MANAGE AND  
PROTECT  
NATURAL  
RESOURCES**



## OUR PARTNERS WELTHUNGERHILFE AND SEND

Our partnership with the people of Tiwai began with Dr Hans Peter Muller who saw the potential as part of his mission with the International NGO Welthungerhilfe (WHH) to commercialise non-timber, regenerative rainforest products and provide much needed trade for the communities in the Tiwai District.

WHH specialise in development cooperation and emergency aid and with their help, we've been able to build a long-standing partnership with the people of Tiwai. Our relationship helps the Karma Foundation to implement, oversee and verify the programmes we've initiated with our friends in Sierra Leone and continues to be championed by Mathilde Gronborg-Helms and the WHH team.

Along with the other outcomes in this impact report, The Karma Foundation is match-funding a three year programme, LANN (Linking Agriculture and Natural Resource Management), extending the initiative to include all eight of the Tiwai communities.

With apologies for the acronyms, the Social Enterprise Development Foundation (SEND) is the West African NGO partnering with WHH and the Karma Foundation to deliver the LANN programme in Sierra Leone.

1. Cola trees are found in the rainforest canopy and harvesting cola nuts requires a long reach - so does picking the bush pepper we've been helping the villagers trade. This is Abu Sheriff harvesting bush pepper in their rainforest garden at Niahun bordering the Gola Rainforest.
2. Dr Hans-Peter Muller and Chief Hinduwa Kamara

2



1. Michael Sallu, Albert and Rachel working with the Tiwai Communities Committee (TCC) in Boma.
2. Albert and Michael settling accounts in Boma.
3. Albert and Chief Kadie Bao splitting cola.
4. Chief Kadie with some of the Tiwai Committee and the children of Boma Village and freshly harvested cola.

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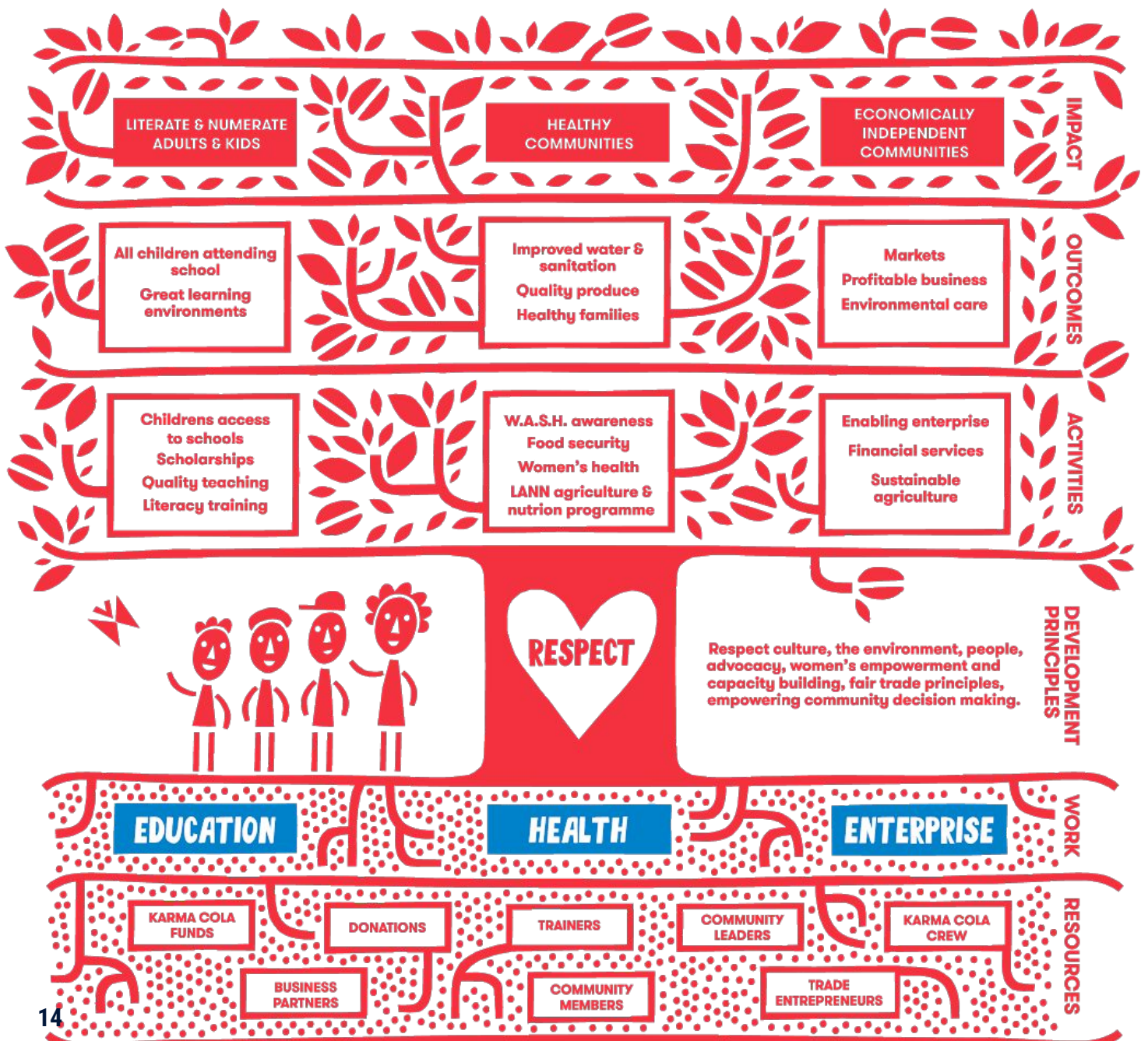
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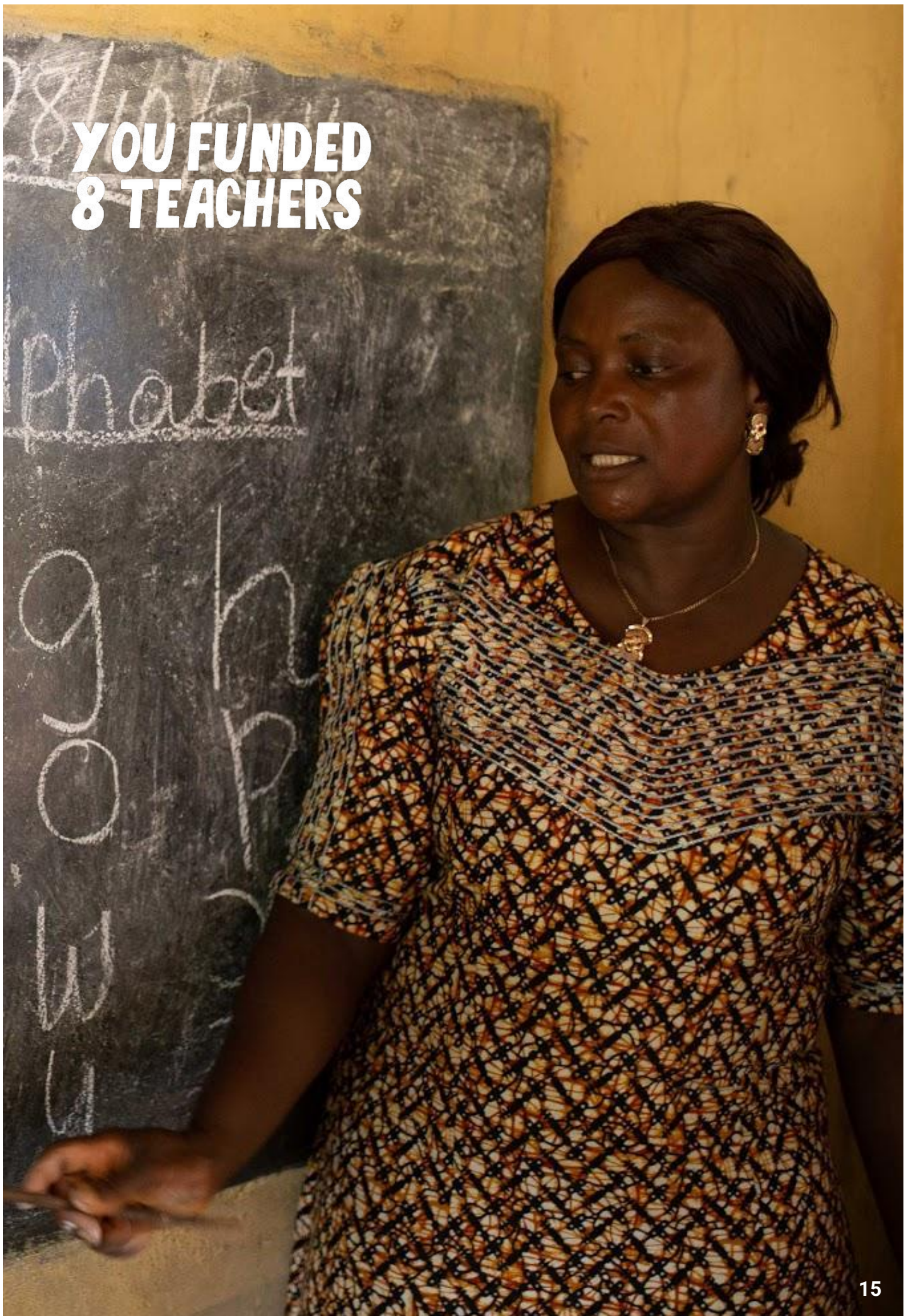
## KARMA FOUNDATION PRINCIPLES ...

## ... AND WAYS OF WORKING

- Use trade to enable communities to develop themselves.
  - Promote community decision-making.
  - Support women & girls with access to resources and education.
  - Respect people and the environment.
  - Aim for sustainability in programme approach and infrastructures.
  - Seek partnerships and collaboration.
- Respect the role of Tiwai Communities Committee and collective community decision-making.
  - Develop ideas for proposals with the communities, to then be discussed and prioritised.
  - Discuss Karma Foundation priorities with the team in Sierra Leone and WHH according to our principles and our budgetary constraints.
  - Discuss decisions with communities and develop annual work plans that can adapt if new priorities emerge.



**YOU FUNDED  
8 TEACHERS**



Every town in the world should be committed to achieving the UN Sustainable Development Goals. But, you don't see many of these billboards in Westminster, Canberra, Washington or Wellington.



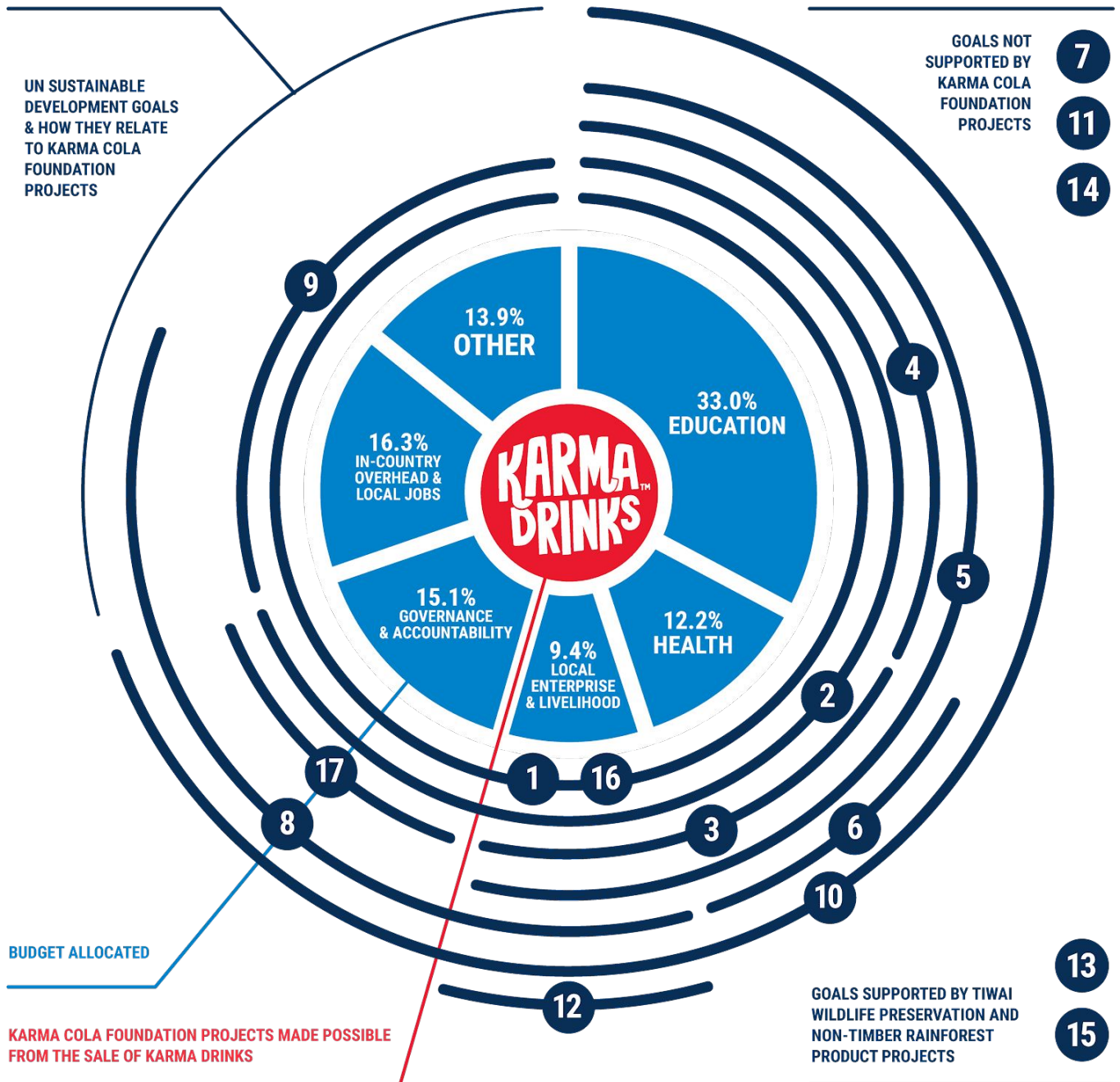


# HOW KARMA FOUNDATION PROJECTS MEET THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

NOT INCLUDING THE SUPPORT WE GIVE TO LANN (LINKING AGRICULTURE AND NATURAL RESOURCE MANAGEMENT) IN PARTNERSHIP WITH WHH

# KARMA FOUNDATION PROGRAMMES

- EDUCATION
- HEALTH
- ENTERPRISE
  - SUSTAINABLE DEVELOPMENT
  - GOVERNANCE AND ACCOUNTABILITY
  - INFRASTRUCTURE (OTHER)



<b>1</b> NO POVERTY	<b>2</b> ZERO HUNGER	<b>3</b> GOOD HEALTH AND WELL-BEING	<b>4</b> QUALITY EDUCATION	<b>5</b> GENDER EQUALITY	<b>6</b> CLEAN WATER AND SANITATION	<b>7</b> AFFORDABLE AND CLEAN ENERGY	<b>8</b> DECENT WORK AND ECONOMIC GROWTH	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE	<b>10</b> REDUCED INEQUALITIES
<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION	<b>13</b> CLIMATE ACTION	<b>14</b> LIFE BELOW WATER	<b>15</b> LIFE ON LAND	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS	<b>17</b> PARTNERSHIPS FOR THE GOALS	<b>7</b> Opportunity to supply AFFORDABLE & CLEAN ENERGY by developing solar power for Karma Foundation beneficiaries.	<b>11</b> Opportunities to contribute to SUSTAINABLE CITIES & COMMUNITIES through conscious consumption.	<b>14</b> Opportunity to improve LIFE BELOW WATER by removing all plastic from our supply chain.

## EDUCATION

In 2012, when we first considered how to help the communities benefiting from the sale of Karma Drinks, we figured it best to ask what they needed rather than assume we knew.

The first use of funds requested was to build a bridge replacing a temporary one in Boma that was swept away every time the rains came.

The second was education. Chief Kadie Bao explained that few families could afford for their children to go to school and, if they could, it was the boys that were favoured. She asked us to provide bursaries so all children could attend school, and that we help ensure the girls in the villages were educated.

So that's what we did.

### BURSARIES

In 2018 the new Government of Sierra Leone began implementing their policy of free education, however the growing number of pupils meant that there have not been sufficient resources to go around, especially in remote areas like Tiwai.

Although the Government are now covering school and qualification exam fees, funds for accommodation, books and materials are insufficient.

In 2019 the TCC proposed to use the bursaries for necessary items that the Government scheme does not provide like books, mathematics sets, notebooks, school uniforms, school bags, raincoats etc.

**IN 2019 MORE CHILDREN THAN EVER SAT THE TEST TO ENTER SECONDARY SCHOOL. 17 OF 20 PASSED.**

### SAAHUN SCHOOL

The Karma Foundation has seen respect for education grow, with improved attendance, higher standards, a rise in the number of girls attending, and parents more engaged. Education is almost always the first item proposed in planning discussions, and the one thing that communities want maintained. We have supported girls and boys right through their education journeys with both funding and resources.

**65 SECONDARY SCHOOL GIRLS 68 PRIMARY SCHOOL GIRLS FUNDED THROUGH PARENTS OR GUARDIANS.**

### TEACHERS

There's a shortage of teachers in the local schools in Saahun, Kambama and Niahun and some of the qualified teachers have gone unpaid, making recruitment difficult.

We initially funded two teachers' salaries and supported the stipend for community teachers, along with ongoing training for the Education Committee to better lead, support and advocate for the education of their children.

**THERE ARE A TOTAL OF EIGHT TEACHERS: TWO QUALIFIED AND SIX COMMUNITY TEACHERS SUPPORTED BY THE FOUNDATION IN THE DISTRICT.**

### A NEW SCHOOL MADE OF BAMBOO

The Deputy Chair of the TCC, Mohamed Kallon, comes from Segbema, a village without a nearby Government school. In 2018 he decided to start a basic community school, and the Karma Foundation supported the school with a stipend for a community teacher. In 2019 the education committee negotiated informal recognition by the Education Authority and, with our help, Mohamed was one of the teachers to be qualified. The next challenge is formal recognition.

### THREE NEW CLASSROOMS

Congestion in the classrooms at Saahun has galvanised the community to lobby for new facilities.

To maintain the support of the official Education Authority, we negotiated an agreement that the community would provide a third of the costs by way of labour and building materials, the Foundation would provide another third, and the Education Authority would be asked to provide the remaining third. Negotiations were tricky but the Government agreed to provide materials and furniture, as budgets were tight with their commitment to school fees.

The base building work was commissioned in 2019 and, now in 2020, is near completion.

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1. Saahun School
2. The Vice Chair of the TCC, Mohamed Kallon, organised Segbwema Village to build this classroom out of bamboo
3. Saahun Headteacher Mr Kamara
4. New books funded by the Government of Sierra Leone

Mr Gembe a good friend of the Karma Foundation, hard working Sustainable Palm Oil and Cocoa Farmer, Manager of the Guest House Committee and beneficiary of the new Social Health Fund.

# YOU'VE STARTED A HEALTH FUND THAT'S HELPED MR GEMBE WITH A VITAL EYE OPERATION



The proud manager of the rice huller in Boma.



## HEALTH



### SOCIAL HEALTH FUND SCHEME

In 2018, the Karma Foundation and the communities we work with saw an opportunity to tackle some health challenges. The government had funded district ambulances and two clinics in the area, but people with serious illnesses were still trying to see their way through without treatment.

Hawa Bunduka, one of the entrepreneurs supported by the Foundation, told us that she'd saved enough money to loan some to her neighbour so that he could hire a motorbike to get to the hospital in Bo, the largest town in the region.

That was a 'eureka' moment. We realised we didn't need to pay for hospitals, equipment and medicine or doctors and nurses but instead to simply help people to physically access what they needed. The minimum viable product approach to healthcare could be to make some money available for people to get themselves the appropriate medical care. Our own DIY medical insurance scheme.

Consultation with the villagers resulted in a proposal for a health fund run, by an elected, gender-balanced committee who decide on the loans using community agreed criteria;

- THE FUNDS ARE ONLY FOR SERIOUS ILLNESS
- A GUARANTOR ENSURES REPAYMENT
- A TIME IS SET FOR REPAYMENT

In 2019, the first year of the health fund, there were 13 loans; for an emergency hernia, an ulcer, a compound fracture, an eye injury, a stroke, a post natal operation and other care that otherwise wouldn't have been available.

The health care fund is making a significant contribution to general community understanding of, and access to, available treatment. The community is also committed to topping the allocation up annually.

Funds generated from the sale of Karma Drinks really are saving lives.

### THE LANN PROJECT (LINKING AGRICULTURE NATURAL RESOURCES MANAGEMENT & NUTRITION)

The LANN project is a nutrition education programme focussed on food production, health, hygiene and changes in behaviour to encourage healthy eating and general well-being.

It is managed by WHH for the benefit of a number of Chiefdoms and primarily funded by BMZ Germany. The Foundation stepped in with 10% match-funding to ensure that the project was delivered in all the Tiwai Communities and implemented by the Karma Team.

In 2019 food crops including orange sweet potatoes, maize, broad beans, benni (sesame) and banana/plantain suckers were planted to provide diverse, nutritious food all year round. There were example farming families (GMF's) trained in new recipes that comprise different alternatives to rice, which in Sierra Leone is often seen as the only real food and consumed three times a day. Training also involves enlightening men and women to share household roles, family food production, nutrition and hygiene.

**BEFORE YOU  
FUNDED RICE  
HULLERS IT  
TOOK WOMEN  
1 HOUR TO  
POUND THE  
RICE FOR A  
MEAL BY  
HAND**



Rice hullers have made it possible for the villagers to process crops for their own supply and for sale. Renting the facility to neighbouring farmers and villagers earns money for the community.

## ENTERPRISE

### KARMA ENTREPRENEURS REVOLVING FUND

During the Ebola epidemic, travel restrictions affected access to goods not produced in the communities like sugar, spices, cigarettes, toothpaste, cooking oil and salt. Three women approached the team in Sierra Leone and with an idea and proposed that the Foundation loan them a small amount of money. Following strict hygiene protocols, the money would allow them to travel to the nearest market to purchase necessary domestic goods, return and sell them in the communities.

The Foundation approved the project including funding a local bike taxi business for the travel.

After Ebola, community members realised this was a cheaper way to get these goods without having to travel into towns as frequently and incur travel costs. So, they have continued to develop the loans model.

The TCC proposed a fund attached to each village, with interest rates of 30%. Apparently this is a cheap rate as borrowing is seen as high risk.

A consumer committee was set up to manage the fund, advise on use of funds and monitor the businesses in the communities.

The interest is paid into the Community Development Fund and contributes to repairs, maintenance and other village activities.

In 2019 Segbema, the only village without a funded entrepreneur, supported Mariam Konneh as a new entrepreneur. Mariam also manages and maintains the village water pumps very efficiently.

Every village now has entrepreneurial traders (nearly all of them women) and easier access to domestic goods, and contributions from profit for development. Training is also provided annually on management and record keeping.

# YOU'VE SUPPORTED 60 ENTREPRENEURS IN 8 VILLAGES

### THE TIWAI HERITAGE TRAIL

Tiwai Island attracts tourists visiting to experience the wilderness and wildlife but who rarely spend time in the surrounding communities. The TCC saw an opportunity to share their knowledge and local heritage with these visitors.

Drawing on previous work by NGOs, the communities and individuals, they proposed a heritage trail programme, training villagers to host, guide, cook and to build campsites for accommodation.

Karma Drinks also recognised the trail as a fantastic way to bring members of the team and potentially customers to the place our original cola comes from.

The Karma team has piloted the sites, which have continued to improve, for three visits. Hiking across all the communities, visiting Tiwai Island and meeting and spending time with the people we work with.

In 2019 the foundation travelled with a team of seven (two from NZ and five from the UK) and invited a representative of Visit Sierra Leone (VSL) Muctaru to assess the possibility of the trail becoming part of the national tourism offering and an asset for the Tiwai Communities.

## GOVERNANCE AND ACCOUNTABILITY

Central to the Karma Foundation's support of the Tiwai Communities is our role in enabling management of resources, by implementing a programme for effective community development and growth.

The programme is built around community dialogue, democracy and transparency.

The structure of the programme allows for the community to elect their representatives on the Tiwai Communities Committee, for the eight host villages who have committed to conserve and protect the Island its habitat and inhabitants.

The committee meets regularly with the Foundation to review existing programs and to propose and discuss new annual programmes. There are also committees that support specific work:

**EDUCATION COMMITTEES** support education and leadership for the schools. They oversee the bursary process along with the project manager Michael and the TCC Chairman and Vice Chairman..

**CONSUMER COMMITTEE** oversees the entrepreneurs fund, makes decisions on the loans and training programmes with support from the team.

**HEALTH FUND COMMITTEES** three men and three women in each village decide on loans. They are agile and very reactive to needs.

**GUEST HOUSE COMMITTEE** manages and sets policy for Boma guest house.

**VILLAGE DEVELOPMENT COMMITTEE** decides on use of development funds earned from interest on entrepreneurs loans, guest house fees, income from rice mills and Heritage Trail funds.

1. Recently we've been supporting
2. COVID-19 prevention training among the Tiwai Communities. So far there are no cases of COVID in Tiwai and everyone is learning to be vigilant.

An annual series of governance, leadership and management training has been central to support these governance structures by developing community management skills and trust.

Funds are being managed effectively and accounted for, loans are being repaid and revolved, fairness and transparency are demanded and applied, with strong supervision and guidance from the team on the ground.

All programmes, funds and results are shared with village communities, and commitments are discussed across the stakeholders as is the work of Karma Drinks, the Karma Foundation and the partnership. Resources are publicly signed for and accounted for.

1



2





**YOU'VE CHALLENGED  
US TO COME UP  
WITH NEW WAYS  
TO MAKE OUR  
DRINKS DO GOOD**



## INFRASTRUCTURE

2019 has been a year of strengthening infrastructure. Bridges in the communities are usually makeshift log structures, and in the rainy season can seriously affect accessibility, trade and ability to move between communities.

Two new bridges were built, in Mapuma and between Saahun and Boma. These quality bridges will last between 40 and 60 years.

Democratic and social meeting places are also at a premium for the communities we work with. Two new Barris were built in 2019, making a total of three new meeting houses and one refurbished.

These are critical meeting, democratic and social centres in the villages and are crucial for accountability and social cohesion.

The communities have traditionally contributed labour and base materials (sand and gravel), whilst the Foundation has supported technical expertise and expensive materials like concrete, steel and specialised components.

Community leaders have been exceptional in supporting and leading this work, in particular Chief Kadhi of Boma and her husband Chief Hindowa who have been promoters and supporters of the local team and the foundation in our work together.

The late Paramount Chief PC Magona was also a staunch supporter of the programme and showed great leadership. He will be missed.

The Paramount Chiefs, Town and Section Chiefs are all enablers of our work together and our champions.



## THE FUTURE: WHAT GOES AROUND COMES AROUND

The things we've achieved have a lot to do with the way we work.

We have journeyed with open minds, curiosity and innovation, making sure to listen before we assume.

The Social Health Fund, simple in concept and application, would never have happened if we hadn't taken the time to sit with, talk to and learn from the people we work alongside in Sierra Leone.

The same goes at the pointy end of the Karma Drinks business. Knowing our customers helps make and sell drinks that excite them and do more good.

Karma Drinks began as Karma Cola, and the idea that we could make something already famous even better. We loved the name and what it subsequently inspired; our relationship with cola farmers that lead us to Sierra Leone and the Karma Foundation.

This serendipity continued. We made Gingerella and were delighted to see people loving the drink and relating to her character and better still, forming a special connection with Fairtrade organic growers in Sri Lanka. Gingerella, it would transpire, has superfans who celebrate her as an icon to fight the weird, almost acceptable discrimination of red heads. Rather than bullying, Gingerella celebrates strength and beauty.

Then along came Lemony Lemonade bringing good luck to the organic farmers of lemons in Sicily, using sugar from Fairtrade and organic cooperatives in India. Next came Summer Orangeade made with organic oranges from Mexico.

Variations of flavours ensued, as we collaborated with our friends in ethical business to make Lemongrass Gingerella for Wagamama's, Cherry Karma Cola with Everyman Cinemas, Lemmy, Lime & Bitters and keep going beyond refreshment by keeping our promise to do good by contributing to the Karma Foundation.

What have we learnt?

We've learnt from customers in cafes and restaurants that they'd like new flavours, less sugar and more functional benefits from our soft drinks, so we've added another dimension to the good we do by making soft drinks that are good for your body and soul.

Encouragement to be even more innovative, from people who've invested in us, has taken us beyond our original range with Switchel Apple Cider Vinegar sparkling drinks, Kombucha and fruit juices that help you feel physically good too. All new Karma Drinks that make a contribution to the Karma Foundation.

What's next?

It helps to not lose sight of why we started our Karma Company. Circumstances, mostly due to COVID -19, have forced us to rethink the way we go about our business, but not our commitment to the Karma Foundation.

So we're expanding the scope of the Foundation by:

- Looking for new ways to empower the people we support through access to education.
- Enabling economic independence by capability building with sustainable resources.
- Helping the Tiwai Communities market other naturally grown premium non-timber forest products like bush pepper & forest friendly cocoa.
- Speaking out on greater inclusion especially Black Lives Matter, alongside the organisations we run with to raise awareness and empower others to be more diverse and inclusive.
- Working with our various networks to lobby for improvements in the way we produce and consume food, including the Food & Ethics Council.
- Having the lightest of carbon footprints to ultimately become carbon positive, using the B Corp framework to measure and reduce our carbon liability.
- Searching for new ways to connect producers and consumers for mutual benefit.

We're also working wherever we can with friends and like minded people to prove the change we're pioneering is possible and can go much further.

Join us.



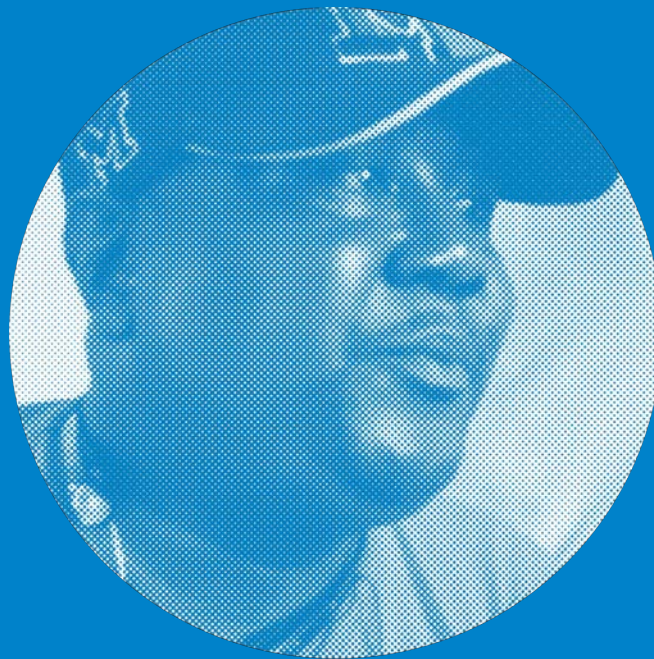
Money from the sale of all Karma Drinks supports the Karma Foundation enabling the social and economic development of our growers and our commitment to social development and sustainability.



The Karma Foundation connects people drinking our drinks with the ones growing the ingredients and the world we all live, guaranteeing our social and environmental promise to do good.

That's how we live up to our name: Karma, what goes around comes around.





Paramount Chief  
Vandy Kong Magona  
1962 – 2019

We got to know 'PC' Magona working with the communities in his Chiefdom. He was always an avid supporter of Karma Drinks and our mission to bring economic self-reliance to the region, including six of the eight villages in Tiwai, on the edge of the Gola Rainforest, that Karma Drinks principally trade with.

A public supporter of our work, he was with us to launch the first bridge we helped build. He supported our Ebola prevention work with the communities and made sure we were not impeded. More recently, he applauded the launch of the community social health fund in Boma.

PC only asked that we work closely with his people and channel the benefits as directly as possible into the communities.

We remember him fondly and miss him greatly.

# THANK YOU



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