

FINAL REPORT



PREPARED BY

Nuru International

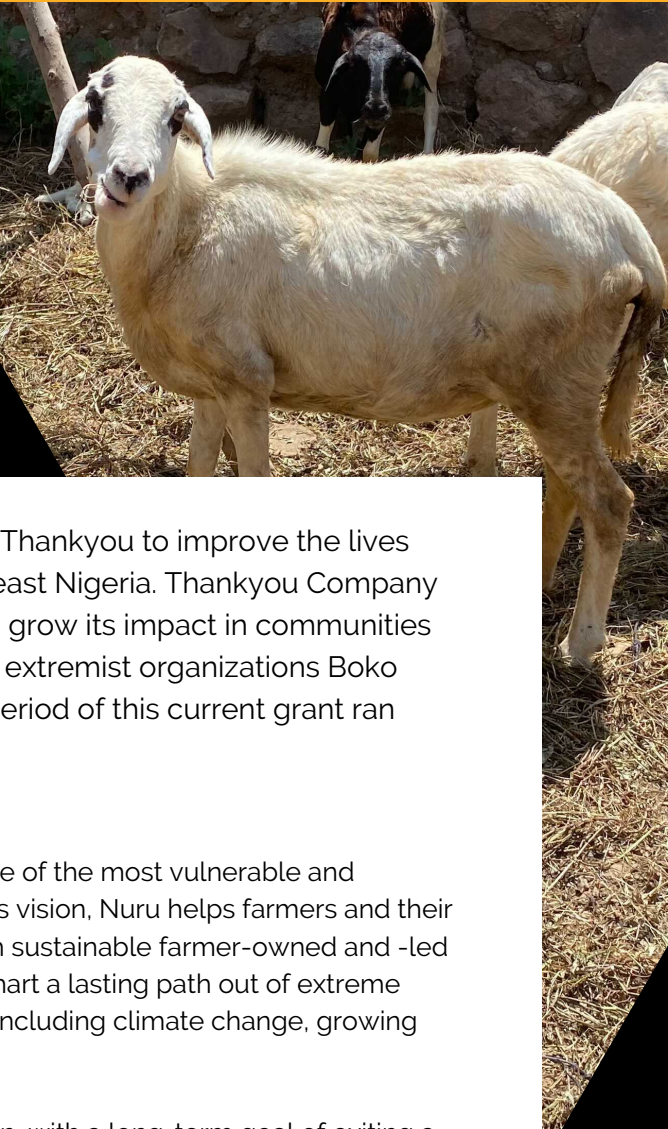
PREPARED FOR

Thankyou Company



a year in review

NURU & THANKYOU

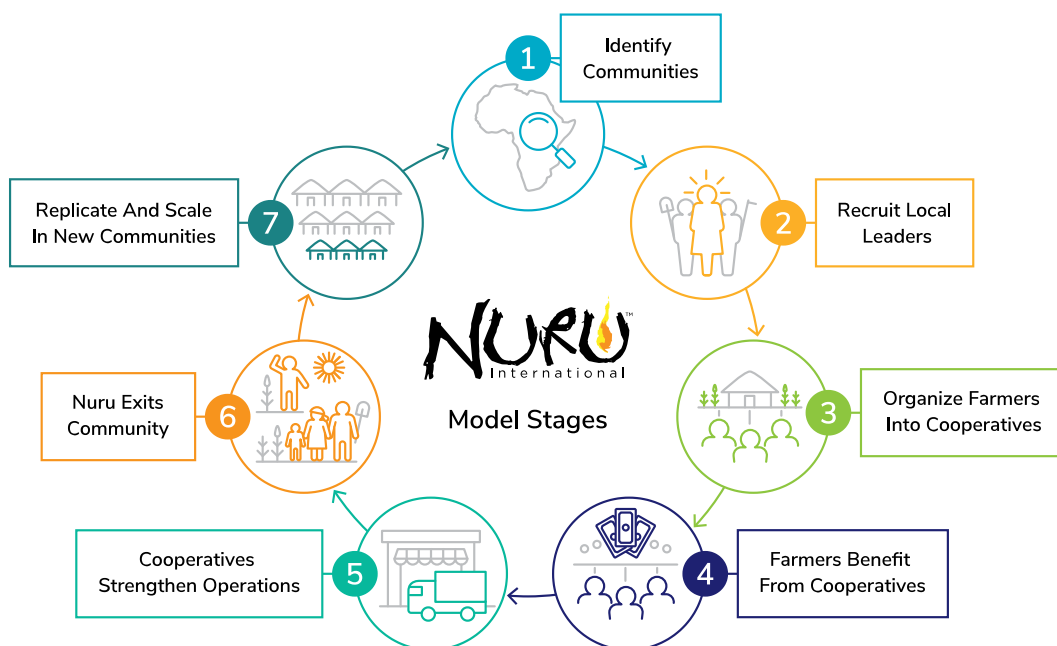


Over the last year, Nuru International partnered with Thankyou to improve the lives and livelihoods of farmers and their families in northeast Nigeria. Thankyou Company provided a grant of \$500,000 AUD to enable Nuru to grow its impact in communities of people living in the former caliphate of the violent extremist organizations Boko Haram and Islamic State West Africa Province. The period of this current grant ran from September 1, 2020 to August 31, 2021.

The Nuru Model

Nuru works to cultivate lasting meaningful choices in some of the most vulnerable and marginalized communities in the world. To accomplish this vision, Nuru helps farmers and their families to transition from subsistence farming to establish sustainable farmer-owned and -led agribusinesses. Nuru's focus is on helping communities chart a lasting path out of extreme poverty so they are better equipped to cope with shocks including climate change, growing extremist movements, and the COVID-19 pandemic.

Nuru uses a seven-stage process to accomplish its mission, with a long-term goal of exiting a community and creating an environment where local leaders can continue to adapt and scale approaches to help even more communities lift themselves out of extreme poverty. Nuru is presently serving farmers in southwestern Kenya, southern Ethiopia, and northeastern Nigeria.



last year's

OBJECTIVES & KEY RESULTS

In order to accomplish our mission, Nuru uses the Objectives and Key Results (OKR) framework (popularized by the book *Measure What Matters* by John Doerr) to clarify goals for our organization. These objectives and key results are meant to be both specific and somewhat aspirational for organizations and should be difficult to achieve. For the 2021 calendar year, Nuru set the following seven objectives.

- Scale operational excellence in Nigeria.
- Implement a business-to-business scale up in Kenya.
- Streamline the intervention through cooperatives and a cooperative union in Ethiopia.
- Complete organizational transition and be on track to be a "great place to work."
- Build strong systems for future scale and adapt to the COVID-19 environment.
- Raise funding for Nuru's strategy for 2021 and beyond.
- Enter the start-up phase for Burkina Faso operations (stretch goal).

Nuru has a total of 51 separate key results aligned to the above objectives.

In alignment with our OKRs, Nuru began its partnership with Thankyou to work toward the following five impact milestones or key results over the twelve months from September 1, 2020 to August 31, 2021. Below are both the impact milestones and the corresponding results achieved.

- On-track or Complete is indicated for quantitative impact at >75% of target performance and for qualitative targets that have been achieved or have a very high likelihood of soon being achieved;
- Monitor or Delayed is indicated for quantitative impact at 50-75% of target performance and for qualitative targets that are delayed but still likely to be achieved given more time and/or resources;
- Not Achieved is indicated for quantitative impact at <50% of target performance and for qualitative targets that have not been achieved and not likely to be achieved. In the case of yellow or red status, the OKR may be re-programmed in the case of needing more time or being contingent on resources, or it may be re-contemplated entirely if there are other contextual variables at play.

last year's

OBJECTIVES & KEY RESULTS

Impact Milestone	Status	Observations
Implement a complete sequence of integrated development activities that strengthen rural households' ability to cope with a variety of shocks by December 2021. Activities include crop production, animal husbandry, financial inclusion, entrepreneurship, and household nutrition	On-track	Nuru offered the full suite of livelihood activities including crop production of soybeans and groundnuts (1,134 crop packages on loan offered), ram animal husbandry (125 rams distributed on loan), digital financial inclusion (722 savers), entrepreneurship training, and vegetable gardens for household nutrition (995 permagardens established). The midpoint resilience evaluation conducted by Ray Marshall Center at the University of Texas at Austin found significant impact of Nuru's intervention on household shock preparedness and mitigation.
Expand enrollment from 500 to 2,500 total farmer households in northeast Nigeria by January 2021	Complete	Nuru's cumulative enrollment for 2021 was 1,908 households.
Organise farmers into two farmer-owned cooperatives by April 2021	Delayed to Q4 2021	Nuru anticipates the establishment of three farmer organizations in Q4 2021. This is a brand new activity for Nuru Nigeria and came with a learning curve on the legalities of the process of forming and registering a business in rural Nigeria. Another element of the delay was that Nuru sought to conduct this activity with the financial support of, and in partnership with, a Gesellschaft für Internationale Zusammenarbeit or GIZ (German Development Agency) funding opportunity. This funding opportunity came through in Q4 2021, and Nuru's legal representative is supporting on the legal side, so the earlier roadblocks are clear to achieving this milestone.
Distribute farming inputs (seed and fertilizer) and provide training in best agronomic practices to 2,500 farmers by May 2021 for the June to September 2021 farming season	Monitor	In 2021, Nuru distributed 1,134 crop packages and 125 ram packages, for overall performance at 50% of the target. Inflationary pressures and the economic havoc caused by the ongoing COVID-19 pandemic resulted in lower than expected uptake of crop loan packages. Nuru is taking steps to improve uptake and adoption for 2022.
Deliver digital financial services and digital literacy training to 2,500 households, and introduce mobile money and digital wallets comprising of secure, efficient, and innovative technology for remote rural areas by December 2021	On-track	Cellulant's Tingg service for digital financial inclusion has been mainstreamed across all Nuru participants. As a brand new service in Nigeria, and for the first time in this community, payments are being done cashless. While the service has provided for Nuru's needs, there have been hiccups along the way. As the digital marketplace expands Nuru continues to actively seek out the best service provider.

Nuru believes strongly in transparency and makes our audited financials, third-party impact reports, and more available on our website. To learn more about Nuru and our impact, please visit our financials and reporting page.

For further reading to learn more about the transformation you are helping create in northeast Nigeria together with Thankyou and Nuru visit these links:

- [Nuru Addresses Childhood Malnutrition In Northeast Nigeria In Partnership With Vitamin Angels](#)**
- [Nuru Grows Its Programming In Northeast Nigeria](#)**
- [Coming Together After Hard Times: A Message Of Healing And Hope In Northeast Nigeria](#)**