



Impact Story

Bridging the Funding Gap in Ethiopia: Connecting Local Partners to International Donors

Country: Ethiopia

Program: Volunteer Cooperation Program 2020-2028

Partner: Emmanuel Development Association (EDA)

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Key Themes: Community Economic Development, Education, Gender Equality
Healthcare Management, Sustainability, Women's Economic Empowerment

Context

The last several years in Ethiopia have brought difficult challenges for women, children, and vulnerable populations regarding their well-being and future prospects, the most notable being the recent Tigray conflict. The evolving situation has increased their vulnerability, forcing them into displacement, limiting their access to basic services and resources, and disproportionately jeopardizing their rights and opportunities. However, amidst these trying circumstances, local development organizations, such as the **Emmanuel Development Association (EDA)**, have continued to tirelessly support people in need through targeted efforts in healthcare, education, livelihood support, and community empowerment. They have played an instrumental role in mitigating the adverse effects of the current geopolitical situation and paving the way for a more secure and prosperous future for all Ethiopians.



The Emmanuel Development Association, one of Catalyste+'s partners in Ethiopia, stands as a steadfast beacon of hope and support for women, children, and vulnerable groups around the country. Through its unwavering dedication, the organization has forged a twenty-five-year legacy of empowerment, education, and sustainable development, significantly impacting the lives of 200 million people in need within its target communities. EDA's resilience shines brightly against the historical challenges faced by the nation. Its commitment to aiding the most marginalized even during times of uncertainty, underscores their profound determination to uplift and

transform communities, fostering the self-reliance of those it has supported and contributing to the overall stability of Ethiopia.

Over the years, Catalyste+ has built a fruitful relationship with EDA to support its mission of empowering vulnerable communities in Ethiopia. Under our flagship Accelerating Women's Empowerment (AWE) program, funded by Global Affairs Canada (GAC), we have helped EDA reorganize its financial and communication strategies, positioning them to continue offering important and impactful services for the country's most vulnerable populations.

Collaborating with Catalyste+

In 2020, Catalyste+ Advisor (CA), Margaret Vokes, started supporting EDA with one of its longest-running initiatives, the medium clinic. EDA's medium clinic's primary mission is to service the medical needs of the extreme poor and most vulnerable in Ethiopia. It has provided them with essential services, including primary care, consultations with general practitioners, minor surgeries, vaccinations, and antenatal and prenatal care. The medium clinic has made it possible for the residents of Akaki Kality sub-city in the outskirts of the nation's capital, Addis Ababa, to seek medical care at a very low cost and without needing to travel long distances to a larger hospital. The clinic has also been instrumental in the region's battle with long-standing medical problems, such as HIV/AIDS, malnutrition, and pregnancy complications.

A **medium clinic** refers to a healthcare facility that falls between a small clinic or health center and a larger hospital in terms of size, capacity, and the range of medical services provided. Medium clinics are designed to offer a moderate level of medical care, diagnostics, treatment, and outpatient services to a local community.

Because of its mission to serve the extremely vulnerable, the medium clinic was struggling to stay afloat in 2021 and was facing budgetary constraints and staffing issues, including the fact that the majority of the clinic's employees worked on a volunteer basis. As such, EDA sought Catalyste+'s assistance in conducting a feasibility study of the clinic to assess the viability of its operations and develop a business plan, which included income-generating activities that would allow them to support their programs financially while serving them as a roadmap for continuing operations.

The feasibility study included a breakdown of the clinic's facilities, equipment, and services; an analysis of the clinic's income and expenditures; considerations for the market environment in which the clinic found itself; a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis; and long-term strategic objectives. It provided EDA and Catalyste+ with a more holistic view of the clinic's everyday operations along with key areas to focus on.

Following the study, CA Margaret also collaborated with them to create a business plan that included several provisions aimed at finding opportunities for growth for the medium clinic while avoiding situations that can lead to losses in capital, such as equipment breaking down or lack of payment from

A **feasibility study** is a preliminary exploration of a proposed project or undertaking to determine its merits and viability. A feasibility study aims to provide an independent assessment that examines all aspects of a proposed project, including technical, economic, financial, legal, and environmental considerations.

wealthier patients. These provisions included a two-tiered system of service costs, which requires patients with higher financial security to pay more for services, as well as cost-saving initiatives like proactive equipment upkeep and better facility organization. These operational changes yielded positive results, with the medium clinic experiencing a 20% increase in its client base. Having a dedicated business plan with their key financial and operational information on paper also made it possible for them to improve their search for donor support for the clinic. While the clinic is still facing many challenges in securing a

consistent source of funding, the support provided by Catalyste+ has made its everyday operations more efficient and sustainable.

Throughout 2021 and 2022, CA Margaret continued to support EDA in strengthening their fundraising and external communications strategies, particularly in identifying, contacting, and securing donors. She focused much of her efforts on helping EDA reinforce the organization's outreach to international donors and overcoming prevailing cultural and language barriers in the external funding application process, such as subtle differences between East African and Western writing styles and tones. While EDA developed and drafted the majority of their funding applications over this period of time, CA Margaret provided advice and suggestions to make the documents more amenable to western international donors, and align them with their strategic objectives and areas of interest.

She also identified Health Partners International of Canada (HPIC) as a potential donor and introduced the



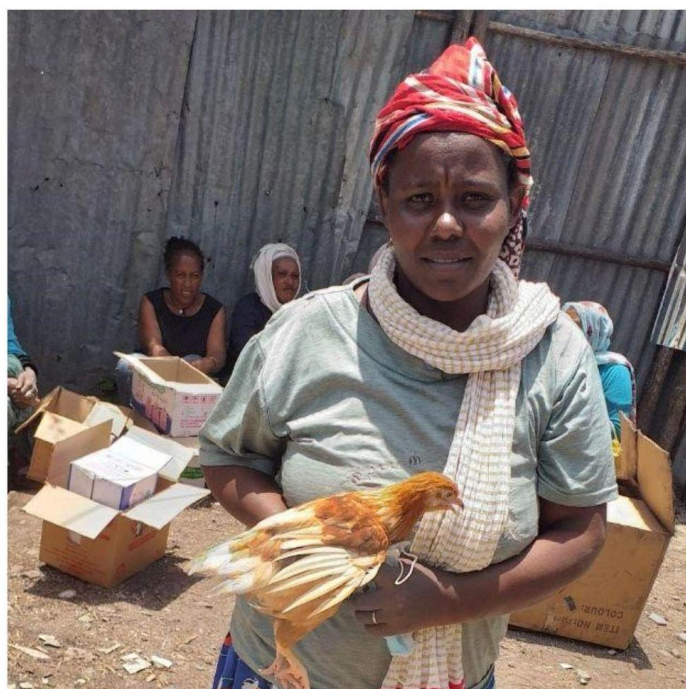
organization to EDA. As a result of these efforts, EDA was able to secure CAD \$30,000 in funding from HPIC for a project aimed at reducing harmful traditional practices, such as female genital mutilation. This funding gave EDA the opportunity to challenge the acceptance of harmful traditional practices in local communities through various means, including education and awareness workshops, advocacy to local governments, and support to victims of these practices through legal representation, medical services, counseling, and shelter.

The collaboration with CA Margaret was also instrumental in helping EDA secure 1.3 million Ethiopian Birr (over CAD \$30,000) in funding from Ethiopiaid UK, making it possible for EDA to implement its Seed for Sustainable Change Project. The primary objective of the project was to improve the livelihoods of 100 socially or economically vulnerable women by introducing them to poultry farming to generate a sustainable income for themselves and their families. The project also aimed to provide the target beneficiaries with funding, skills, and training to move beyond homesteading and to encourage women to develop, grow, and expand their local businesses.

Through this project, EDA purchased and distributed 1,000 pullets among the beneficiaries, gifted them with coops to house their chickens, and provided them with a total of 210 kg of chicken feed over the first three months of the project. Along with the animals and the supplies, EDA also facilitated training sessions for the participants in agricultural business practices and business growth strategies, and provided continued support. EDA also set up ongoing partnerships with the Urban Agriculture Office of Addis Ababa as well as local credit associations for further technical support and loan provisions. These partnerships were established by EDA to ensure the sustainability of the project and to make sure that the participants are properly supported past the implementation of the program.

Impact on Women's Economic Empowerment

The Seed for Sustainable Change Project was a great success for EDA and had a significant impact on the participants' lives in terms of food security, economic development, and women's empowerment. The participants of the project reported a monthly income increase of 50% from their baseline; improvement in their life skills and personal hygiene; and the ability for their children to focus on their education rather than on financially contributing to their household.



Female participants receiving their pullets, chicken feed and coops as part of the Seed for Sustainable Change Project

The testimonials of two of the project's participants, Ms. Nigate Degefa and Ms. Abaynesh Demissew, serve as examples of the positive changes experienced by the women and their families.

As the sole breadwinner of her family, Ms. Degefa used to face multiple economic challenges, including the lack of stability in her day job and her husband's disability, which prevented him from financially contributing to their household. These challenges also forced her to constantly seek informal jobs cleaning houses or washing neighbour's clothes to make ends meet, contributing to her already stressful situation. Nevertheless, after participating in the project and receiving the pullets, equipment, and training, she was able to collect and sell over 140 eggs per week, earning approximately 1,400 Ethiopian Birr (CAD \$35). The extra income that she was able to generate on top of her other jobs, gave her and her family an added

layer of financial stability, while also giving her hope and confidence to expand her business over time. About the opportunity that the project offered her, Ms. Degefa stated the following:

“ I started this poultry business recently and it has made my hope grow and my spirit renewed. I hope that it will continue to bring good results in the future. What I want to advise fellow women like me is that if we properly use the opportunity we get, change is possible. ”

- Nigate Degefa,
Woman entrepreneur



Ms. Nigate Degefa working on her business

Ms. Demissew echoed these sentiments with her own testimony. Having a living space suitable for raising a larger number of chickens, she received 20 chickens at the beginning of the project. Within the first six months, Ms. Demissew was able to grow her operations and eventually own over 100 chickens by herself. During this time, her poultry business earned her and her family 41,000 Ethiopian Birr (CAD \$1,000), while also fulfilling most of their nutritional needs. Ms. Degefa and Ms. Demissew represent the stories of women this project trained, and serve as powerful examples of the real change that EDA has been able to achieve for the people they support with the assistance of Catalyste+.



Ms. Abaynesh Demissew with her pullets

Be it through our work with the medium clinic or their other initiatives, the main contribution of Catalyste+ has been to serve as a bridge between EDA and external organizations, ensuring that the association delivers impactful projects that they might not otherwise have had the resources to implement. Catalyste+ helped bring experts to the table with EDA and collaborated with them to develop a more efficient communications strategy that has helped the organization increase its visibility and credibility within the broader philanthropic landscape. The skills and knowledge that EDA acquired through its assignments with Catalyste+ continue to open doors for them, supporting the organization in fulfilling its mission. In the coming months, EDA is scheduled to continue reinforcing its fundraising strategies and organizational capacities with Catalyste+ and hopes to replicate its Seed for Sustainable Change Project with another 200 female beneficiaries in other woredas or districts.



Acknowledgements

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