



PHOTO BY: ANNE KENDRA

STRATEGY
PARTNERING WITH
LOCAL LEADERS SOLVING
LOCAL PROBLEMS USING
LOCAL SOLUTIONS



A Letter from the President

Why Women?

It is hard to believe that we took the plunge and started SowHope 15 years ago! We knew that by helping women, we could impact not only their lives, but the lives of their children and their communities as well. The reality of that statement has far exceeded our expectations. Women are the natural nurturers of the world, beginning with their ultimate privilege of bringing forth all human life. Why women are not esteemed in most cultures is completely beyond comprehension. The sad truth is, that in many parts of the world, women are abused, exploited, disregarded, and treated as second-class citizens.

Our target population is women living in absolute poverty who are living on less than \$1.90 per day and impoverished women who are living on less than \$3.20 per day. This represents nearly 1.5 billion women who reside primarily in the developing world. They constitute the poorest, most oppressed, least healthy, and most uneducated group in the world but certainly not by choice. They are mothers doing the vast majority of the hard labor while also being responsible for childrearing and household duties. Many are women cast out of their homes and shunned by their communities due to medical conditions such as obstetric fistula and HIV/AIDS. Most are illiterate. Some have endured slavery and human trafficking.

At SowHope, our mission is to inspire women around the world by promoting wellness, education, and economic opportunities. We started with the belief that women would take the opportunities we fund, and our partners provide, and capitalize on them for themselves and those around them. Now, we know that to be true.

Why Local Leaders?

At SowHope, we have always believed that in every group of people and in every place, there are great leaders. They are the ones that love their people, and the people respect them. They know what the pressing needs are, and they know how to address them in culturally relevant ways. They speak the local language, and they know the local prices. When a local leader has an idea that they

want to turn into a reality, they do everything in their power to make that happen. Sometimes, all they lack are the resources to make their dreams a reality. Outsiders can never have the relevant, sustainable, efficient, or economic impact that a local person can. That is why all our projects originate from people we have identified as that great local leader.

When we meet them, they are already helping women and it is our desire to help them not only do more than they already are, but more efficiently with the appropriate funds and tools. First, we ask what their dreams are. Then, we fund measurable, time-limited, and outcome-based projects to help them achieve their dreams of helping women.

On the next few pages, you will see a sampling of the results of 15 years of inspiring women with opportunities provided by local leaders. If you have supported this work – thank you! If you are reading about SowHope for the first time, please join in this life-changing work by giving generously. Your investment will be thoughtfully used to support these beautiful women and their families. You will change the world and the future.



Mary Dailey Brown

Mary Dailey Brown,
President & CEO

Does SowHope Make a Difference?

15 YEARS

During our first 15 years, SowHope funded **261 projects** in **23 countries**, directly impacting **105,667 impoverished women**. We have witnessed dramatic changes not only in the lives of the women, but also for their children and their communities. The women are happier, healthier, wealthier, and more educated. Their children now attend school because their empowered mothers can pay school fees. And their communities begin developing as the local economy grows, resulting from the women's microfinance groups.

The impact from helping women is significantly greater than any other type of development because it affects those who have the most at stake to see their work succeed. No one cares more about their children than mothers do, and children are the future. If you want to make the world a better place, and you want a better future, choose to offer the currency of hope that inspires and empowers women.



WELLNESS
81 PROJECTS
43,780 WOMEN



EDUCATION
74 PROJECTS
25,066 WOMEN



ECONOMIC
106 PROJECTS
36,821 WOMEN



PHOTO BY: ANNE KENDRA



January 30, 2006
SowHope is
founded in the
Browns' basement.

Fund projects in
first 3 countries

Bangladesh
India
Egypt

10,000 women beneficiaries

3 more countries added

Fund project in 10th country

5 YEARS
23 projects
10 countries
23,000 women

First part-time
employee hired

"Let Me Sow Hope"
30-min documentary
produced & released

\$1 million in cumulative revenue

100 DONORS GIVE \$52,337

500 DONORS

2006

2007

2008

2009

2010

2011

2012

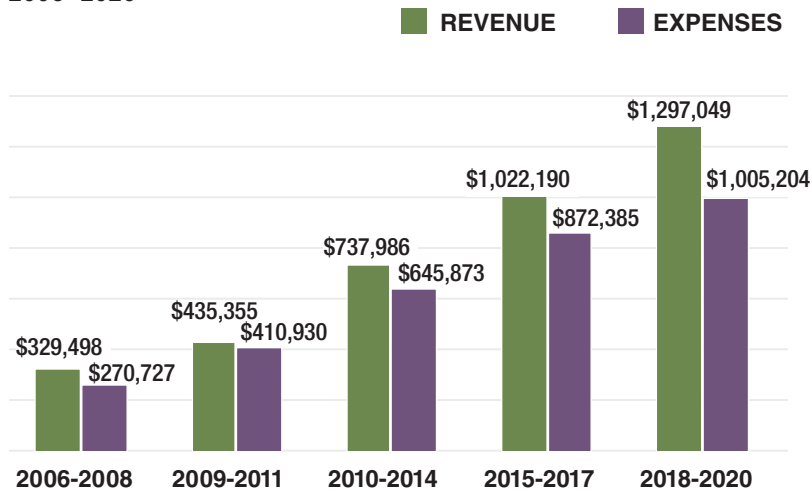
2013

MISSION

TO INSPIRE WOMEN AROUND THE WORLD BY PROMOTING WELLNESS, EDUCATION, AND ECONOMIC OPPORTUNITIES

Revenue / Expenses

2006–2020

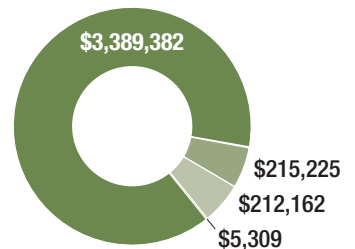


Revenue Sources

2006–2020

- Individual & Corporate Donations
- Nonprofit Alliance Contributions
- Foundation & Government Grants
- Interest Income

Total Revenue
\$3,822,078

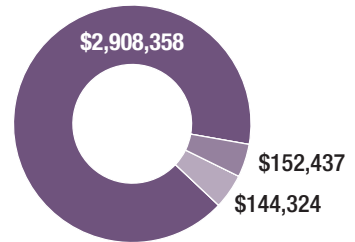


Operating Expenses

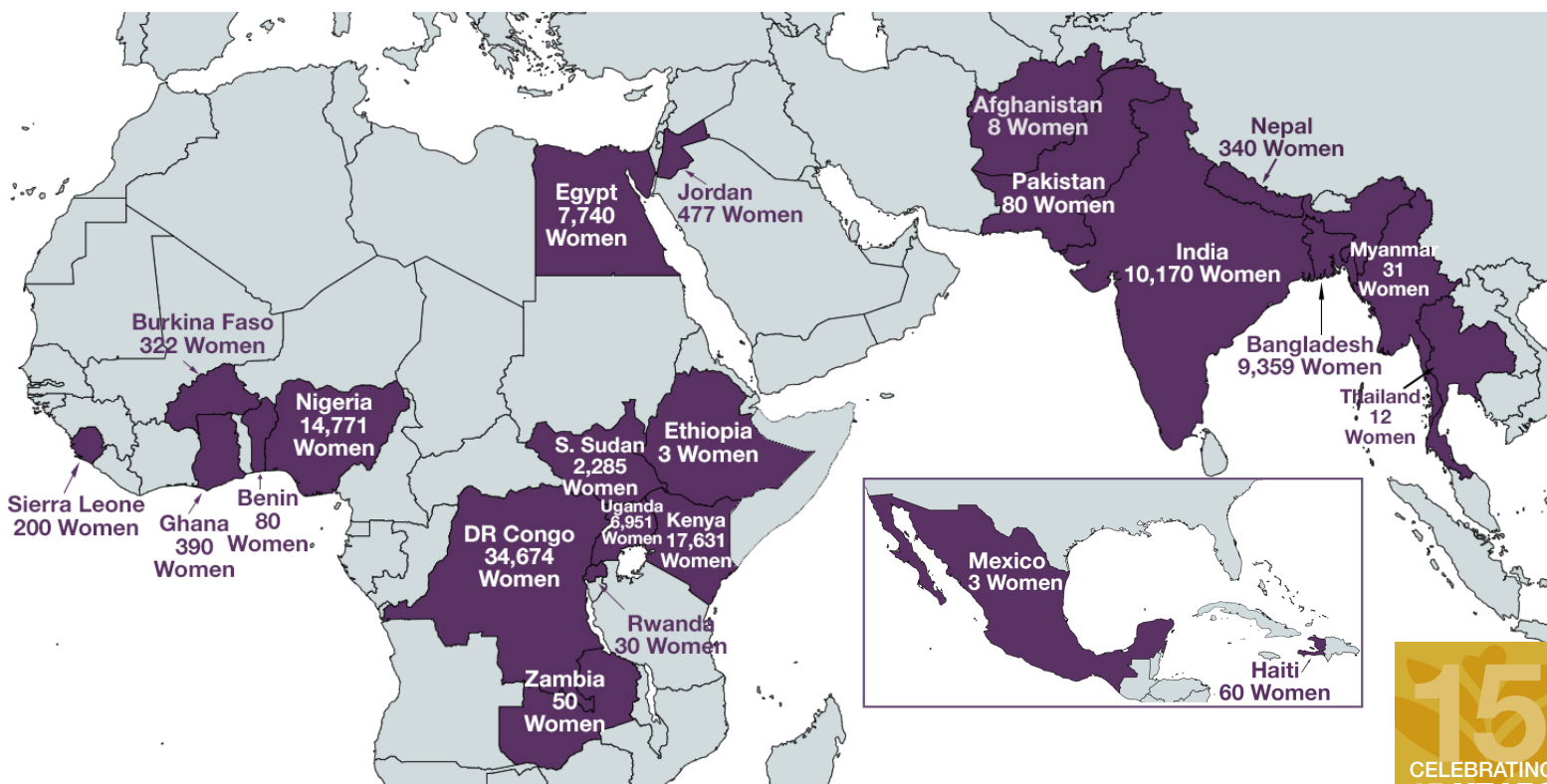
2006–2020

- Program – 91%
- Fundraising – 5%
- Administration – 4%

Total Expenses
\$3,205,119



Map of SowHope's Programming



15
CELEBRATING
15 YEARS

Inspire the
100,000th
woman!

261
projects

23
countries

105,667
women

SowHope office
opens in Grand
Rapids, MI

100th project
funded

"Fun Fridays
with Darci"
(the dog) debuts
on Facebook

SowHope
New logo/website

10 YEARS
121 projects
15 countries
61,846 women

\$2 million in cumulative revenues

Move SowHope office to
Sparks Dr in Grand Rapids, MI

The amazing Aaron
Hoxworth is hired as
Administrative Director

2,000 DONORS

Mary logs her 300th
overseas flight segment
for SowHope

\$3 million in cumulative revenues

Due to Covid-19,
began remote work
& had the 1st virtual
Annual Gala

2014

2015

2016

2017

2018

2019

2020

2021



VISION

A WORLD WHERE WOMEN ARE FREE TO ACCESS
OPPORTUNITIES WHICH ALLOW THEM TO BE INSPIRED,
PURSUE THEIR DREAMS, AND ACHIEVE THEIR POTENTIAL

SowHope

P.O. Box 234
Rockford, MI 49341

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PAID

GRAND RAPIDS, MI
PERMIT NO. 382



Where there
is despair,
let me sow hope.

— Francis of Assisi



15 Year Report

2021

The First Fifteen Years in Review

BOARD OF DIRECTORS

Katie Joseph – Chairperson
Lizbeth Leeson – Vice Chairperson
Ndeye R. Ndao – Secretary
Benjamin Borisch – Treasurer
Dr. Danny Balfour
Dr. Robert Cunningham
Mita Fitzjohn
Fridah Kanini
Alfred Longtin
Doreen Mangrum
Kathleen Muedder
Lauren Spangler



PHONE: 616-433-1575 • EMAIL: Info@sowhope.org • WEBSITE: SowHope.org