



MISSION

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

SowHope

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Rockford, MI 49341

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Where there
is despair,
let me
sow hope.

– Francis of Assisi

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20 Year Report

CELEBRATING 20 YEARS 2006 – 2026

A Letter from the President

Dear Friends and Supporters,

For twenty years, I have had the privilege of being part of a journey that sows hope into the lives of despairing women—not just through our projects, but through the meaningful relationships we’ve built along the way. By spending time with women, listening to their stories, visiting their homes, and meeting their families, I’ve witnessed firsthand the resilience and strength that resides within our global community.

Throughout these years, I have learned that investing in women yields far more than physical or emotional healing, skills acquired, or income generated. It fosters dignity, confidence, and stability, all of which lead to lasting change. It empowers women to envision a future beyond today’s worries and to begin dreaming of a better

tomorrow for themselves, their children, and their communities.

If these years have taught me anything, it is that our greatest strength lies in our ability to **sow hope**—how fitting, as that is our name! Over the past 20 years, we’ve partnered with over 100 local leaders in 27 countries, funding more than 400 projects that have directly impacted over 150,000 women. This journey has deepened my conviction that empowering local leaders is the key to transforming women’s lives.

Please join me in celebrating twenty years of sowing hope together. Your support has been invaluable, and I look forward to what we can achieve in the years to come.

Immensely grateful for your collaboration,

Mary Dailey Brown,
President & CEO

VISION

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



20 Year Report

CELEBRATING 20 YEARS 2006 – 2026

27 countries 401 projects 151,806 women

2026 Twenty Years in Review

BOARD OF DIRECTORS

Michael McDonnell (Chair)
Jason Radmacher (Vice Chair)
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Michelle Bassett (Secretary)
Leecie Brown
Sue Anne Campbell
Mita Fitzjohn
Arnaldo Rodriguez
Kim Rowsome



WELLNESS



127 PROJECTS
59,457 WOMEN



EDUCATION



110 PROJECTS
30,462 WOMEN



ECONOMIC



164 PROJECTS
61,887 WOMEN

Impact Study

Where did the data come from:
Partners submitted reports for 29 projects between 2021-2026. The study covers the personal narratives of 85 of the 7,440 women impacted by these projects. Only narratives that include the before and after income are included in the study.

\$20.34

Average monthly income BEFORE project

\$61.69

Average monthly income AFTER project

203%

Average monthly income increase

\$53.43

Average cost per woman

What this means:

- Small investments are linked to significant income growth
- Projects efficiently reach thousands of women
- Outcomes show consistent improvements across regions and project types

Participant Profile

Typically married or widowed

Average age is **38** years old

Provides for an average of **4** children

Sixty percent of children under her care attend school

Start with *very low* or *no* income

Income sources

BEFORE:
Farming, hard labor, street vending, or no income

AFTER:
Expanded micro enterprise business, agriculture, animal husbandry, and/or other services

Individual Stories

Naomi FROM NIGERIA

\$20 ► \$100/month
(making and selling small wares)

"You have impacted my life greatly. You improved my potential. I don't want to just sit still anymore."



Rosa FROM BURKINA FASO

\$25 ► \$150/month
(from farming to breeding to diversify her sources of revenue)

"It is unbelievable how things have changed since I started my work. I have people visiting frequently and my son is back. With my savings, I have enough to cover our needs."



Sobia FROM PAKISTAN

\$0 ► \$90/month
(new income source as a tailor)

"I feel alive since the day I found the tailoring program."

Mary FROM SOUTH SUDAN

\$40 ► \$150/month
(started small business)

"My heart is bursting with the joy of being relieved from hunger and a stressful life (as an internally displaced person). SowHope has lifted me high to the standard an IDP woman could not reach."

Partner Hall of Fame

WELLNESS



Dr. Itengré from Burkina Faso

Opened a hospital to repair obstetric fistula and has successfully completed surgeries on 982 women with SowHope funding.

EDUCATION

Josephine from Kenya

Conducts transformational development conferences and has impacted 30,504 women through SowHope micro lending projects.



Dr. Kamala from India

Created multilingual literacy classes. SowHope provided funding for 6,979 women students.



ECONOMIC DEVELOPMENT



Nelson from Bangladesh

Provides indigenous and impoverished women with microfinance opportunities, impacting 8,108 women through SowHope projects.

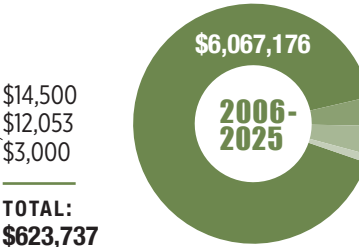
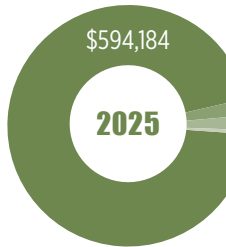


Leo from Guatemala

With a SowHope grant, started a 50 woman organic coffee growing collective.

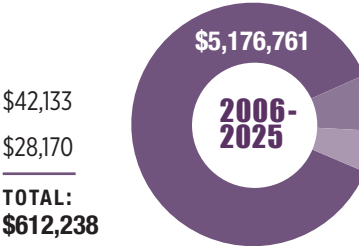
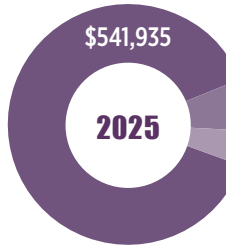
Revenue Sources

- Individual & Corporate Donations 95.3% | **91.7%**
- Nonprofit Alliance Contributions 2.3% | **3.9%**
- Foundation & Government Grants 1.9% | **3.8%**
- Interest Income 0.5% | **0.6%**



Operating Expenses

- Program 88.5% | **87.0%**
- Administration 6.9% | **7.5%**
- Fundraising 4.6% | **5.5%**



TOTAL NET ASSETS: \$662,116

What Income Makes Possible



- ✓ Have enough meals for the whole family
- ✓ Economic dignity and self-sufficiency
- ✓ Fewer crisis decisions
- ✓ Tools to reinvest
- ✓ Safer work options
- ✓ Household stability
- ✓ Relief of emotional stress

2025 Impact

WELLNESS	4 PROJECTS	524 WOMEN
EDUCATION	4 PROJECTS	121 WOMEN
ECONOMIC	25 PROJECTS	3,821 WOMEN
14 COUNTRIES	33 PROJECTS	4,466 WOMEN

127

volunteers

3,442

volunteer hours



THANK YOU!

charity
REDEFINED™

BEHIND THE SCENES

8 countries featured
23 international interviews
120 hours of footage curated
86-minute film produced

- ★ 2022 preproduction
- ★ 2023 editing begins
- ★ 2026 focus group screenings
- 🌟 2027 world premiere



January 6, SowHope is founded in the Browns' basement.

100 DONORS
GIVE \$52,337

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

500 DONORS

First part-time employee hired

\$1 million in cumulative revenue

"Let Me Sow Hope"
30-min documentary produced

100th project funded

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

SowHope office opens in Grand Rapids, MI

SowHope

New logo & website

10 YEARS
121 projects
15 countries
61,846 women

Move SowHope office to Sparks Dr in Grand Rapids, MI

Gave 1 millionth dollar in cumulative grants

2,000 DONORS

Mary logs her 300th overseas flight segment for SowHope

Inspire the 100,000th woman!

Covid-19 remote work & had the 1st virtual Annual Gala

\$3 million in cumulative revenues

15 YEARS
261 projects
23 countries
105,667 women

Helped build a hospital dedicated to obstetric fistula repair

Start Charity Redefined Documentary

First ever IWD March in Grand Rapids

Dr. Sarah Maigari, the first active SowHope partner to pass away.

30,000+ women trained by Josephine from Kenya

Charity Redefined Documentary finished

20 YEARS
401 projects
27 countries
151,806 women

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026