Planting Pineapples, Harvesting Hope
A fruitful future for Sierra Leone

The traditional fruit of hospitality is bringing welcome relief to many farming families in Sierra Leone. Historically grown in small quantities and contained to household backyards, pineapples in Sierra Leone have provided limited food and income for farming families. Now, thanks to World Hope International, pineapples are rapidly multiplying across Sierra Leone’s countryside, preventing poverty along the way.

Before pineapples, there were mangos...

WHI’s pineapples initiative expands on the success of the Mango Outgrowers Project, a supply-chain supporting enterprise started in Sierra Leone in 2009 to help farmers capitalize on the country’s abundance of wild mangos – mangos that had been rotting due to a lack of demand – and connect those farmers with an international juice processing company. Within the first three mango seasons, which span the months of May and June, the 157 mango cooperatives collected 3.1 million pounds of mangos, resulting in over $68,000 of generated income.

Why pineapples?

With a large number of farming families in Sierra Leone living on less than $1 a day, the income generated from the sale of mangos substantially increases livelihoods. The short two-month harvest, however, leaves many farmers vulnerable for the remaining ten months. Responding to the cries for a crop with a longer growing season, as well as the high demand for pineapples on the international juice market, WHI introduced the crop on a commercial scale to the country in September 2012.

How it works

WHI supports pineapple cooperatives in Sierra Leone, providing smallholder farmers with extensive agriculture training to ensure the project is self-sustaining. Farmers then prepare the land, plant the pineapples and attend to them until harvest, a process typically lasting 15 months.

Cultivating cash

Once pineapples are harvested, WHI organizes centrally-located pick-up points, where farmers are paid for their produce. The high market demand combined with low supply means farming cooperatives see substantial gross revenue generated from the pineapples – up to $52,000 per harvest.

No more hungry months

During the months in between planting, Sierra Leonean farming families can typically only afford to eat one meal a day – if they’re fortunate. Pineapples, however, can be grown and harvested year round, providing a consistent stream of income for farmers and eliminating Sierra Leone’s “hungry months.”

The Impact of Agriculture

Nearly 70% of Sierra Leoneans are engaged in some form of agriculture, which also makes up nearly 50% of the country’s GDP.

Room to grow

WHI’s pineapples initiative is just taking off – with plenty of room to grow. To learn more or to support the reemergence of pineapples in Sierra Leone, visit www.worldhope.org/pineapples.
Because of pineapples’ year-round harvest and high market prices, large-scale pineapple farming is attractive to nearly all Sierra Leonean farmers. The poorest farming families, however, lack the capital to invest in the resources required for planting. WHI bridges this gap between opportunity and capacity by providing the initial hand-up necessary to get farmers started, covering the cost of all training, agricultural inputs, irrigation and machinery.

The key: A hand-up, not a hand-out

Over the course of multiple successful harvest seasons, farmers will gain the means to invest back into the project. Just as they were provided with an initial hand-up, farmers’ reinvested resources help provide future farming cooperatives with the hand-up they need to begin planting. WHI requires the reinvestment in order to create a sustainable cycle of farmers supporting other farmers.

The impact of pineapples doesn’t end with farmers, however. Additional program revenue generated from pineapples can be used towards other WHI programs working to alleviate poverty, including global health, clean water, anti-trafficking and education. In the end, farmers see substantially increased incomes and food security, and thousands of others in need are able to be served.

Who will see the positive effects of pineapples?
Serving from the Bottom-Up

We all know the phrase, “get your head out of the clouds.” Come back down to reality. Put your feet on the ground. Wake up to what’s around you. When it comes to development, heads in the clouds are all too common. Billions of dollars in international aid are wasted every year due to a lack of knowledge and understanding of the reality on the ground.

At WHI, our heads – and our hands and feet – are on the ground. We pride ourselves in tackling poverty’s multidimensional roots from the grassroots-level, working with – not simply for – individuals and communities. We serve and we hire from within – over 90 percent of our field staff are nationals of the countries they are working in – individuals who understand the intricacies of the realities on the ground better than we ever can. Above all, we’re committed to meaningful investment, accountability and a strong understanding of the needs and wishes of those at the bottom.

Our development model ensures your resources are carefully managed and stewarded to make maximum impact on the ground, where they were always intended to be. In this report you’ll see a snapshot of the impact you’ve made since the inception of WHI in 1996, as well as the overwhelming impact made in just 1 year—2012. Your generosity has empowered us to continue the work we started 17 years ago – serving and loving “the least of these.”

Thank you for your continued support.

John Lyon
CEO & President

IMPACT TO DATE

A snapshot of our impact from our founding in 1996 to today

7,989
children in 14 countries supported in education through tuition, book fees, uniform costs and more.

3.1 million
pounds of mangos collected by Sierra Leonean farmers and sold for fair wages to an international juice processing plant.

117,754
Sierra Leonean children under 5 screened for malnutrition.

7,543
Azerbaijani people educated on human trafficking and trained to recognize and report signs of slavery.

1,147
survivors of human trafficking in Cambodia and Sierra Leone rescued and restored.

641,507
people in Mozambique, Sierra Leone, Liberia, Zambia and Malawi provided with clean water.

$340,000
worth of offspring have been passed on to form new cattle groups as part of the Cattle Development Project in Mozambique—with a total of 393 families receiving cows to date.
2012 IMPACT
A Snapshot

Economic Development

- The Outgrowers Project helped 158 villages sell 1.8 million pounds of mangos to Africa Felix Juice, creating jobs and livelihoods for hundreds of Sierra Leonean farmers in need.
- The Cattle Development Project in Mozambique expanded to now include 73 active cattle groups and more than 1,200 cattle. By owning and selling cattle, hundreds of farming families now have the rare opportunity to earn a sizable lump sum of cash.
- 162 Cambodian women were empowered through economic development and health training through adelphé.
- Over 80 goats were supplied to villages in Sierra Leone participating in the Village Partnership program, marking the beginning of the Animal Husbandry Project. Goat procurement and production is important to improving food security in rural communities.
- 48 students, including Internally Displaced Persons from Chechnya, Afghanistan and Iran, passed courses in computer operations and maintenance, and an additional 220 students passed intensive English Language training classes offered by WHI Azerbaijan.
- 45 families in Cambodia have been trained in sustainable farming techniques and are now growing mushrooms through Adéphé. These mushrooms are sold at harvest as income generation, money that can be used to improve community health, education and food security, effectively minimizing the devastating effects of poverty.
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- 18 students with special needs received quality education through participation in WHI Bosnia’s Learning to Learn program.
- 2,141 children received school fees, books and supplies, uniforms, nutritional support and medical care as necessary through Hope for Children.
- 58 Village Parent Groups in Sierra Leone served as anti-trafficking community watch-groups, educating and training their villages to combat and prevent trafficking.

Education

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Anti-Trafficking

- The Trafficking in Persons (TIP) Prevention program educated and trained 38,000 people in Azerbaijan and Sierra Leone on the risks associated with TIP and methods to prevent trafficking.
- 117 girls were admitted for care into the Assessment Centers in Phnom Penh and Siem Reap, Cambodia. 104 of these girls were placed into continued care facilities or safely reintegrated into their communities.
- WHI launched Sierra Leone’s first Trafficking in Persons Recovery Center to accommodate survivors of any form of trafficking or sexual assault resulting in trauma. 22 survivors, between ages 2 and 20, were admitted during the year and provided immediate safe shelter and evaluation. Six clients were reintegrated into normal living, while the remaining continued to receive aftercare into 2013.
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Water/Sanitation

- 86 wells were successfully constructed in Liberia, Mozambique, Sierra Leone and Zambia, bringing 72,457 people access to a clean water source.
- In Sierra Leone and Zambia, 72 latrines were built using local materials, providing 1,080 people access to safe sanitation facilities.
- On-the-ground surveys of WHI’s Water and Sanitation impact since 2005 found 94% of surveyed wells in Liberia, 92% of surveyed wells in Mozambique and 89% of surveyed wells in Sierra Leone are still producing clean drinking water, revitalizing hundreds of communities.
- Sierra Leone’s August 2012 cholera outbreak was the worst the country had seen in 15 years, killing nearly 300 people. In villages where WHI’s Water & Sanitations programs operate, however, there were zero cholera-related deaths.
- At the request of the Sierra Leonean government’s District Health Management Team, the WHI well crew chlorinated a total of 265 wells in the Bombali and Tonkolili districts. Chlorination was accompanied by cholera prevention and hygiene training in schools and communities.
2012 CONSOLIDATED FINANCIAL SUMMARY

For the Year Ended December 31, 2012

World Hope International is a 501(c)3 charitable organization committed to maintaining the highest standards of fiscal responsibility, accountability and transparency. The complete audited financial statements are available at www.worldhope.org/finances.

REVENUE AND SUPPORT

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<tr>
<th>Source</th>
<th>Total (USD)</th>
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<tr>
<td>Contributions</td>
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<tr>
<td>Federal &amp; international grants</td>
<td>834,744</td>
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<tr>
<td>Program income</td>
<td>349,074</td>
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<tr>
<td>Other income</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$6,824,751</strong></td>
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EXPENSES

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<td>Program Operations</td>
<td>$5,613,733</td>
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<tr>
<td>General and Administrative</td>
<td>$785,027</td>
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<tr>
<td>Fundraising</td>
<td>508,945</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$6,907,705</strong></td>
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Net non-operating activity: $244,314

Change in net assets: $36,440

Total year-end net assets: $3,494,723

ACCOUNTABILITY: Evangelical Council for Financial Accountability

WHI is a member of ECFA, meeting its strict standards for fiscal integrity and sound financial practices.

In order to maintain WHI’s high standards of excellence in our program operations, we demand the best in every area of our work – from the staff we hire to the technology we invest in to the fundraising we use to educate and inspire action. Investing in expenses outside of programs serves to hold our programs and global staff accountable, blaze the path towards better development, and funnel as many resources as possible into our work on the ground.

Unlike some philosophies on development, WHI avoids investing in programs simply based on overhead cost. Our priority is highly effective, sustainable and sensible community-based programs. We ensure every dollar is used to bring maximum impact and opportunity to those we serve.

2012-2013 Gifts & Memorials

World Hope International is proud to serve the poor, vulnerable and exploited in honor or memory of your loved ones. The following names reflect gifts and memorials made from Jan. 2012 until August 2013.

In Honor of ...

ADRIY CARROLL by Steven Dodd
ALEXIS FREIDICH by Patricia Forbes
ANGELA DICOSTANZO by Joe Dicostanzo
ANDREA WESTLUND CHURCH FAMILY by Pastor Doug & Suzi Swartout
ART GESTER by Coleman Wesleyan Church
BENJAMIN BOWES by Jenna Emhout
BEVERLY KESSEL by Cheryl Edwards
CAPRAH MEAD by Samara Mead
CAROLYN MUELLER by Eric Mueller
CHARLIE R. COWBEL by Randy Copeland
CHARLES & JOYCE KINNEY by Shirley McLain
CHERYL EDWARDS by Marion Kelven
CHILDREN EVERYWHERE by Victoria Martinez
CHRIS COOK by Wendy Past
CHRISTOPHER HEINO by William Heino
CORYO SQUADRON by Deborah Jutzieter
CLIFF & ELLEN DAVIS by Charles & Dolores Miller
CLIFF & ZOEL EDDIES by Cheryl Edwards
COREY ABELL by Mark & Susan Abell
DARWIN & DOROTHY HOOKER by Karen & David Hooker
DAVID CARSON & REBECCA RILEY by Christine & Jason Kennedy
DEBORAH SHEA by David & Heidi Huesgen
DON & NAOMI MUELLER by Charles & Janice Drake
DR. & MRS. DAVID THOMAS by Wilbur & Jane Zieke
DR. & MRS. RICHARD BERRY by Jeffrey & Linda Grove
DR. CHRIS WILSON & BRENDAS LITTLE-WILSON by Martha & Blaine Kehoe
EO & BLAINE EVANS by Gene & Elizabeth Shepherd Marynthia Trumman
ERIN & NANCY ELWOOD by Jim & Lois Watkins
HUBERT HAYS by Suzanne Jackson
JACOB & SCOTT FORBES by Iris B. Mitchell & Lloyd Mitchell
JANET ANDERSON & FAMILY by William Buhrow
JIM STEVENS by Jacqueline Hammond
JO ANNE LYON by Frissell Harrer
JOH & GARITH MOORE by Liane Folk
JOHN & KATHY LYON by Mani Wattrous
KATHRYN HENDRICKSON DE'YOUNG by Penny De'Young
LARRY & CINDY MARSHALL by Eraz Long
LELA & MARIE QUINT by Scott & Penny Richardson
LEO & MARJITA RECORD by Kermansville Wesleyan Church
LEON HARRIS by Sylvia & Charles Hutchinson
LIBBY SINWAS by Kelly Pitkin
LINDA & BILL ROSE by John & Maria Benete
LYNNE SUTTON by Soccer Shots Buffalo
MAE EVATT by Thomas & Elizabeth Trasker
MARION KESSEL by Cheryl Edwards
MARTHA MOON by Carolyn Moon
MIKE, KRISTA & KATIE ZARZAR by Myrtle Radford
MOUNTAIN GRANNIES by Jodie Case
MR. & MRS. JAMES HAMILTON by Wilbur & Jane Zieke
MR. & MRS. JACK WILKINSON by Robert Ankney
MR. & MRS. MICHAEL POLLOCK by Wilbur & Jane Zieke
MR. & MRS. STEVEN ZIEKE by Wilbur & Jane Zieke
MR. ARVID SHEPHERD & MRS. SHIRLEY SHEPHERD by Paul & Joy Palmer
MY MOTHER by Kenneth C. Evans
NAOMI MUELLER by Charles & Janice Drake
NATHAN EGGLESTON by Mark & Reatha Eggleston
OUR DAUGHTERS by Harvey Mills
PAUL & MARY WHITE by Dave & Judy Bruslan
PHULIS METZ, NORMAN JOHNSON & MARIE JOHNSON by Linda Metz
REV. & MRS. SARAH ARTHUR & MECAN by Dave & Judy Bruslan
ROBERT & LOIS EGGLESTON by John & Tricia Asp
ROGER & DONNA SKELLY by John & Tricia Asp
ROGER STRAYTON by Lara Strain
ROWENE BEALS by Marion Keslosk
SCOTT & LAURA LUST by Linda Lust
STEVEN & BROWNIE JOANNE by Joanie Daniel
STUFEEDER by James Carter
TOD & NORA BRITTAN by Amy Britton
TOM & LORRAINE GETHAMAN by Judith Porter
TOM & SUE STERLING by Cody Hedge
TOM & SUSAN SCHLAR by Julie Georg
TOM CROFT by Cindy Armstrong
TRIPPLE CITY JOURNEY CHURCH by Chris Hinterman
WIL & JANE ZIEKE by Kristen Pollock

In Memory of ...

ANNE VAN SCHENCK by Edwin Vargas
BARBARA CRAY by David Cray & Rebecca Garris
BILL KOD by James & Rachelle Denney
BONNIE MACBETH by James Wheeler
CAROL ROUTE by Katie Roote
CHARLES WILSON by Mary Buckingham
DARRYL SMITH by Shirley Groves
DAVID E. CARTER by Tammy Drake
DEAN SCHROEDER by Gretchen & Larry Ritter
DELORES DOLL by James Doll
DR. FRED MILL by James & Rachelle Denney
ETHEL COLLINS by Lorra Griffin
HELEN ROBERTS by Thomas & Nancy Smalley
HEYMANN C. DECKER by Begonia Ho
HUBERT HUGHES by Richard E. Sprowl, James Fuller, Thomas Caley, Ronald Campbell, Arran Arndale, Phil Harts, Bill Beakman, Gary A. Odle, Carole Matchette, Darothoe Nelson, Tom Briggs, Michelle L. Donald, R. Sprowl, and VIA Credit Union
JAMES H. JOHNSON by Sue & Claude Ricketts
JUDY LITTLE by Dr. Chris Wilson & Brenda Little-Wilson, Leann Little, Robert Teton & Julie Toton, and Warren Little
KATHLEEN PRICE by Paul & Joy Palmer
KEN & PHYLLIS LONGO by Red & Joy Hettrich
LARRY MARSHALL by Munchyocks LLC
LUISE NICKERSON by Steven & Laverne Schaefer
MARI MUMUZA by Barbara Kirby
MARY FOWLER by James Denny
MICHAEL HUNT by Red & Joy Hettrich
NANCY EVELYN BRYANT PAYNE by Panama United Methodist Church, Pleasant View Wesleyan Church, Susan and William Burnett
PAUL & MARY WHITE by Dave & Judy Bruslan
PAULINE HINES by Forrest & Pat Imel
R. MAX & LORIETTA GREENFIELD by R. Aaron Greenwalt
REV. FLOYD MILLER by James & Rachelle Denney
REV. MARVIN HUGHES by Roberta Hughes
REV. MELVIN GENTRY & VERA STORIE by James Denny
REV. PETER OGUWUMIKE by Scott & Penney Forbes, Kerry Kind and Randy Copeland
ROBERT COSART by Kari Cape
RONALD W. TERRY by James Denny
RUBY BLANKENSHIP by Frances Cook
RUSSELL MILLS by Just Give, and
R. PAUL & LORIETTA GREENFIELD by R. Aaron Greenwalt
SUSAN MARILET PALMER by Paul Palmer
TROY CRAMER by Red & Joy Hettrich
“Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.”

—Matthew 25:40