

SPECIAL: ANNUAL  
REPORT INSIDE

# WORLD HOPE

*Live!*

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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."



## 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](http://www.worldhope.org/pineapples).



## 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.



# Pineapples change everything

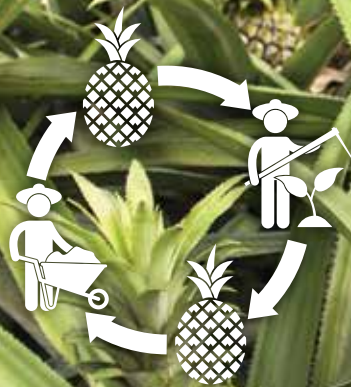
**B**ecause of pineapples' year-round harvest and high market prices, large-scale pineapple farming is attractive to nearly all Sierra Leonean farmers. The poorest farming families, however, lack the capital to invest in the resources required for planting. WHI bridges this gap between opportunity and 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?



### The thirsty

WHI's clean water wells and hygiene education revitalize hundreds of thousands of people in need.



### The enslaved

WHI rescues and restores survivors of human trafficking through emergency aftercare centers and community-based awareness education.



### The hungry

Farming families in rural areas see increased food security through WHI's agricultural assistance, supply chain development and savings management.



### The sick

WHI empowers local health officials and clinics to provide support for vulnerable families, people living with HIV/AIDS and malnourished children.



### The uneducated

Students and teachers are better educated and resourced through WHI's support of school construction, teacher training, student tuition, classroom resource expansion and more.

## 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.



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.



117,754

Sierra Leonean children under 5 screened for malnutrition.



641,507

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



\$340,000

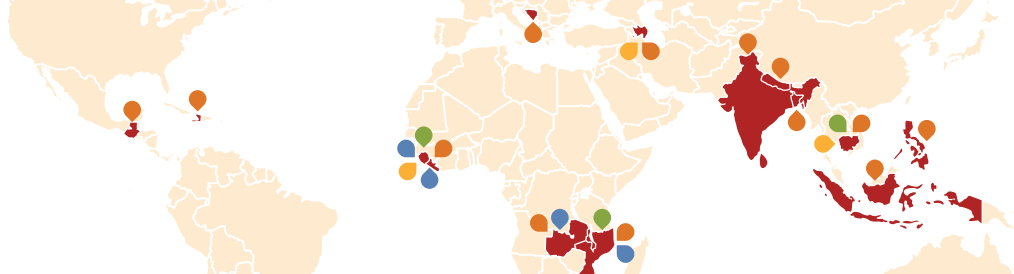
worth of offspring have been passed on to form new cattle groups as part of the Cattle Development Project in Mozambique—with a total of 393 families receiving cows to date.





# 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.
- **45 families** in Cambodia have been trained in sustainable farming techniques and are now growing mushrooms through Adelphé. 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.

### Education

- **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.
- **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.
- Over **50,000 children** under the age of 5 were screened for malnutrition in the Bombali District of Sierra Leone as a result of WHI and UNICEF's Nutrition Project.
- Approximately **550 orphans and vulnerable children** in Sierra Leone received nutritional support as part of WHI and Global Fund's partnership to provide quality home-based care and support for people living with HIV/AIDS and orphans and vulnerable children.

### 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.
- **58 Village Parent Groups** in Sierra Leone served as anti-trafficking community watch-groups, educating and training their villages to combat and prevent trafficking.

### 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.
- 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**.
- 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.
- 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](http://www.worldhope.org/finances).

### REVENUE AND SUPPORT

	TOTAL (USD)
Contributions	\$5,342,011
Federal & international grants	834,744
Program income	349,074
Other income	98,922
<b>TOTAL</b>	<b>\$6,624,751</b>

### EXPENSES

Program Operations	\$5,613,733
General and Administrative	785,027
Fundraising	508,945
<b>TOTAL</b>	<b>6,907,705</b>

Net non-operating activity 244,314

Change in net assets (38,640)

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



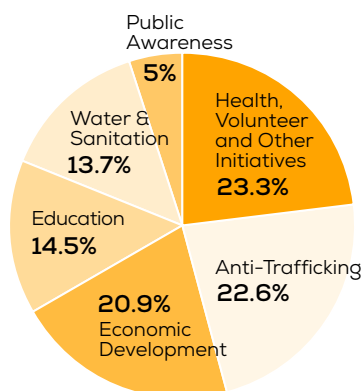
### ACCOUNTABILITY: Evangelical Council for Financial Accountability

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

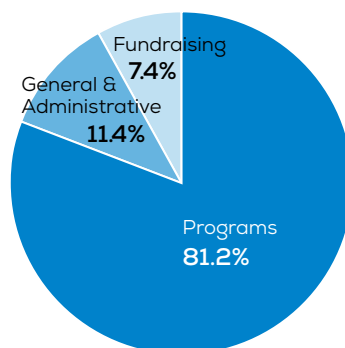
In order to maintain WHI's high standards of excellence in our program operations, we demand the best in every area of our work – from the staff we hire to the technology we invest in to the fundraising we use to educate and inspire to action. Investing in expenses outside of programs serves to hold 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.

### PROGRAM EXPENSES:



### ALLOCATION OF EXPENSES:



## 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 ...

**ADDY CARROLL** by Steven Dodd  
**ALEXA FRIEDICH** by Patricia Forbes  
**ANGELA DICOSTANZO** by Joe Dicostanzo

**ANOKA WESLEYAN CHURCH FAMILY** by Pastor Doug & Suzi Swarhout  
**ART GIESTER** by Coleman Wesleyan Church

**BENJAMIN BOWER** by Jenna Ernout  
**BEVERLY KELSVEN** by Cheryl Edwards  
**CAMDAN MEAD** by Samara Mead  
**CAROLYN MUELLER** by Eric Mueller  
**CHAD R. COPELAND** by Randy Copeland

**CHARLES & JOYCE KINNEY** by Shirley McLain

**CHERYL EDWARDS** by Marion Kelsven  
**CHILDREN EVERYWHERE** by Victoria Martinez

**CHRIS COOK** by Wendy Post  
**CHRISTOPHER HEINO** by William Heino  
**CIRORO SQUADRIO** by Deborah Jutzeler

**CLIFF & ELLEN DAVIS** by Charles & Dolores Miller

**CLIFF & ZOREL EDWARDS** by Cheryl Edwards

**CORALYN ABELL** by Mark & Susan Abell  
**DARWIN & DOROTHY HOOKER** by Karen & David Hooker

**DAVID CARDEN & REBECCA RILEY** by Christine & Jason Kennedy

**DEBORAH SHEA** by David & Heidi Huizenga

**DON & NAOMI MUELLER** by Charles & Janice Drake

**DR. & MRS. DAVID THOMAS** by Wilbur & Jane Zike

**DR. & MRS. RICHARD BERRY** by Jeffrey & Linda Groce

**DR. CHRIS WILSON & BRENDA LITTLE-WILSON** by Martha & Blaine Kohpay

**ECK & ELAINE EVANS** by Gene Myers

**ELIZABETH SHEPARD** by Margrith Troutman

**GLEN & NANCY ELWOOD** by Jim & Lois Watkins

**HUBERT HAYES** by Suzanne Jackson Ladd and Scott Forbes

**IRIS B. MITCHELL** by Lloyd Mitchell

**JANET ANDERSON & FAMILY** by William Buhrow

**JIM STRITE** by Jacqueline Croft

**JO ANNE LYON** by Priscilla Hammond

**JODI & GARTH MOOK** by Liane Falk

**JOHN & KATY LYON** by Mark Watrous

**KATHRYN HENDERSON DEYOUNG** by Penny DeYoung

**LARRY & CINDY MARSHALL** by Ezra Long

**LELA MARIE QUINT** by Scott & Penny Richardson

**LEO & MARIETTA RECORD** by Kernersville Wesleyan Church

**LEON HARRIS** by Sylvia & Charles Hutchinson

**LIBBY SLIWAS** by Kelly Pitkin

**LILY** by Claire Werthan

**LYLE & LOIS KRUEGER** by John & Marla Beineke

**LYNNE SUTTON** by Soccer Shots Buffalo

**MARIE EVATT** by Thomas & Elizabeth Traxler

**MARION KELSVEN** by Cheryl Edwards

**MARTHA MOON** by Carolyn Moon

**MIKE, KRISTA & KATIE ZARZAR** by Myrtle Radford

**MOUNTAIN GRANNIES** by Jadie Case

**MR. & MRS. JACK MARTINEZ** by Wilbur & Jane Zike

**MR. & MRS. JACK WILKINSON** by Robert Ankney

**MR. & MRS. MICHAEL POLLOCK** by Wilbur & Jane Zike

**MR. & MRS. STEVEN ZIKE** by Wilbur & Jane Zike

**MR. ARVID SIME & MRS. SHIRLEY SIME** by Paul & Joy Palmer

**MY MOTHER** by Kenneth C. Evans

**NAOMI MUELLER** by Charles & Janice Drake

**NATHAN ENGLE** by Mark & Retha Engle

**OUR DAUGHTER** by Harvey Mills

**PAUL & MARY WHITE** by Dave & Judy Brusslan

**PHYLLIS METZ, NORMAN JOHNSON & MARIE JOHNSON** by Linda Metz

**REV. TOM & SARAH ARTHUR & MICAH** by Dave & Judy Brusslan

**ROBERT & LOUISE LYTLE** by Kerry & Jule Kind

**ROBERT STRUM** by Clara Rash

**ROGER & DONNA SKELLY** by John & Tricia Asp

**ROGER SKELLY** by John & Tricia Asp

**ROGER STRAIN** by Lara Strain

**ROWENE BEALS** by Marion Kelsven

**SCOTT & LAURA LUST** by Linda Lust

**STEVEN & SHERRY BROWN** by Joanie McDaniel

**STUART SHEEHAN** by James Carter

**THOR AND NORA BRITTON** by Amy Britton

**TOM & LORRAINE GETMAN** by Judith Porter

**TOM & SUE NOMIS** by Cody Hedge

**TOM AND SUSAN SCHLARB** by Julie Geving

**TOM CROFT** by Cindy Armstrong

**TRAVERSE CITY JOURNEY CHURCH** by Chris Hinterman

**WIL & JANE ZIKE** by Kristen Pollock

**BILL KIDD** by James & Rachelle Denny

**BONNIE MACBETH** by James Wheeler

**CAROL ROOTE** by Katie Roote

**CHARLES WILSON** by Mary Buckman

**DARRYL SMITH** by Shirley Groves

**DAVID E. CARTER** by Tammy Drake

**DEAN SCHROEDER** by Gretchen & Larry Ritter

**DELORES DOLL** by James Doll

**DR. FRED HILL** by James & Rachelle Denny

**ETHEL COLLINS** by Lorna Griffin

**HELEN ROBERTS** by Thomas & Nancy Smalldon

**HEYMAN C. DUECKER** by Begonia Ho

**HUBERT HUGHES** by Richard E. Sprowl, James Fuller, Thomas Cayce, Ronald Campbell, James Arrendale, Phil Harts, Bill Beckman, Gary A. Odle, Carole Matchette, Dorothea Nelson, Tom Briggs, Michelle L. Hughes, Donald R. Sprowl, and VIA Credit Union

**JAMES H. JOHNSON** by Sue & Claude Rickman

**JUDY LITTLE** by Dr. Chris Wilson & Brenda Little-Wilson, Leeann Little, Robert Totino & Julie Totino, and Warren Little

**KATHLEEN PRICE** by Paul & Joy Palmer

**KEN & PHYLLIS LUNDBURG** by Reid & Joy Hettich

**LARRY MARSHALL** by Munch Rocks LLC

**LUVERNE PETERSON** by Steven & Lavonne Schaeffer

**MARI DIMUZIO** by Barbara Kilbry

**MARY FOWLER** by James Denny

**MICHAEL HUNT** by Reid & Joy Hettich

**NANCY EVELYN BRYANT PAYNE** by Panola United Methodist Church, Pleasant View Wesleyan Church, Sue Poole, and William Burnett

**PAUL & MARY WHITE** by Dave & Judy Brusslan

**PAULINE HINES** by Forrest & Pat Imel

**R. MAX & LORETTA GREENWALT** by R. Aaron Greenwalt

**REV. FLOYD MILLER** by James & Rachelle Denny

**REV. MARVIN HUGHES** by Roberta Hughes

**REV. MELVIN GENTRY** and Vera Storey by James Denny

**REV. PETER OGUNWUMI** by Scott & Penney Forbes, Kerry Kind and Randy Copeland

**ROBERT COSART** by Kari Cope

**RONALD W. TERRY** by James Denny

**RUBY BLANKENSHIP** by Frances Cook

**RUSSELL MILLS** by Just Give, and Shirley Groves

**SUSAN HARDIN PALMER** by Paul Palmer

**TROY CRAMER** by Reid & Joy Hettich

### In Memory of ...

**ANNE VON SCHRILTZ** by Edwin Vargas  
**BARBARA CRAIL** by David Crail, & Rebecca Garris



“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

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*Opportunity. Dignity. Hope.*

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