

GOAT HOPE 2009/10 OUTCOMES

Rehema Naritoi Isampin Women's Group (RNWG) located in Kenya's Transmara District became the first beneficiary group of Medical Relief Alliance's (MRA) revamped Goat Hope 2009/10 program. Retooling Goat Hope, enabled MRA to effectively identify rural based program beneficiaries who are infected with HIV and would quantifiably improve their health through regular consumption of milk while advancing their household income by 80% annually through sales of surplus milk from the dairy goats MRA gifts to their community.

In partnership with corporate, foundation and individual support in NYC, MRA teamed-up with RNWG to gift a total of 14 Toggenburg goats to six widow-led households that have a family member infected with HIV/AIDS.



In this edition:

Goat Hope 2009/10 Outcomes

MRA Organizational Updates

How Goat Hope Works

Fundraising Junction

Getting Involved

Through the 2009/10 Goat Hope project, almost 40 masai children, women and men in Transmara district benefited quantifiably from the goats they received. Each family ended up with two *she-goats* and a *he-goat* that was rotated amongst the beneficiary households to enhance reproduction and subsequently increasing their dairy goat herds.

As was recounted in the last *MRA Correspondent* edition, retooling Goat Hope for 2009/10 programming emphasized three critical issues that would ensure self-sustaining and impactful program outcomes.

- **Improving Needs Assessment** – MRA introduced the Goat Hope RFP process that accurately evaluated community needs across rural Kenya where HIV/AIDS is rampant. The goal was to identify communities with the greatest need that would benefit most from Goat Hope programming that emphasizes microenterprise activities which redress both economic and health impact of HIV/AIDS. During the 2009/10 operationalization of this goal, MRA received encouraging results. Almost 20 communities across rural Kenya subscribed to Goat Hope's RFP thus enabling MRA draw from a larger sample than was previously anticipated. This enhanced our ability to assess the need of Goat Hope programming on a larger scale. Subsequently, MRA was able to prescreen an initial group of 10 prospective Goat Hope program beneficiaries based on their community needs and our adaptive programming.

(continued on page 2)

GOAT HOPE 2009/10 OUTCOMES (CONT'D...)

MRA aims to implement these 10 projects in the next five-years. The 10 projects represent almost 400 children, women and men affected with HIV/AIDS across rural Kenya. In our 2009/10 programming, RNWG emerged as the first group we supported and the project outcomes are extremely encouraging as outlined below.

- **Improving Project Outcomes** – Since the inception of Goat Hope in 2004, MRA has gifted over 100 goats to rural communities affected with HIV/AIDS across rural Kenya. However, the challenge was the inability to accurately assess the impact our program was making in redressing the economic and health impact of HIV/AIDS. Goat Hope retooling in 2009/10 piloted the concept of MRA officials working through local non-governmental organizations (NGOs) that are entrenched in rural Kenyan communities where we work. The idea was to provide these NGOs with effective capacity building particularly program management skills that would translate to effective program implementation, development, evaluation and outcomes. Because MRA is not only interested in quantitative outcomes, we provided training to our NGO network in Kenya on the value of identifying, harnessing and promoting the program beneficiaries qualitative progress. While the quantitative outcomes such as increased income or reduced hospital visits through integration of goat milk into household diet were often easier to track, the qualitative outcomes presented a challenge to assess, document and support. For this reason, MRA and the local Kenyan NGOs developed indicators for qualitative progress of our program beneficiaries such as civil involvement, level of social integration and general assessment on improved quality of life standards. As a result of the above, in the just concluded Goat Hope 2009/10 project cycle, MRA is very optimistic that our programming is more comprehensive and holds greater promise beyond the economic and health impacts we originally focused on. In fact, our program beneficiaries are increasingly identifying with their new found social standing and using this to impact broader socioeconomic factors that will eventually result in better quality of life for people living with HIV/AIDS in rural areas.

- **Promoting Community Project Ownership** – The unintended, yet positive, outcome of the qualitative retooling of Goat Hope has increased the chances of our program surviving independently after MRA withdraws financial support after the end of a given project cycle. This has been possible because the qualitative elements of our programming saliently advocate for an approach that promotes personal

responsibility of each project beneficiary and demands greater citizenry.

In the 2009/10 Goat Hope project, each household has managed to increase their goat herds by 60% after the original she-goats gifted give birth to at least one goat kid. With the increase in goat herds, our program beneficiaries are identifying other community members who would benefit from the program. The current program beneficiaries then gift a goat per household to the new identified families and train them on how to tend and grow their goat herds. The potential this has in terms of community development is exponential, one that MRA will evaluate and report to our supporters in years to come.

In summary, Goat Hope identified and worked with six households that each received two she-goats and had access to a he-goat in the last 18 months. In a few months, each of the beneficiary households will now have at least four dairy goats! The initial program beneficiaries, in exercising citizenry, are now identifying a new household that will benefit from a gift of a goat from the birthed goats. Eventually, the second set of 'community sponsored' beneficiaries will also have an opportunity to improve their nutrition and household income through consumption and sale of surplus goat milk.

All this would not have been possible without the support of MRA's donor network in NYC, RNWG, Meru Goat Breeders Association, MRA Field Contacts (Mr. SM Mugo, Mrs. B. Wainaina, Ms. A. Ntaiya among others) Kenya government officials including the chief of Transmara district and the veterinary officers as well as the resilience of the 2009 Goat Hope program beneficiaries.



Above is a picture of a family still awaiting support in 2011

MRA is in the process of placing 24 goats with six-new families from the proceeds of our April 2010 fundraiser in NYC and the generosity of Stanley and Marion Family Charitable Trust. In 2011, MRA aims to work with a total of 12 households that represent a total of over 70 children, women and men affected with HIV/AIDS.

MEDICAL RELIEF ALLIANCE, INC. ANNOUNCES NEW BOARD CHAIR

Eight years ago a group of friends, Sarah Walters, Beatrice Adiedo and Nahashon Ogotu were so moved by the devastating effects of HIV/AIDS in rural villages across Kenya. It was clear that someone had to do something. Not only was HIV/AIDS claiming the lives of those infected, it also claimed the lives of those who remained uninfected through poverty and destruction of family ties. After coining several theoretical concepts at NYU's Tisch Library steps (because that was the only space available for meetings) on how the trio could do something, they settled for a pragmatic solution. That was, contact hospitals in NYC metro area, ask where they discard unused or gently used and reusable equipment and supplies so that these could be shipped to Kenya. In a short while, the trio began strengthening the capacity of rural Kenyan hospitals and dispensaries to provide quality healthcare to HIV/AIDS patients. This marked the birth of Medical Relief Alliance.

In 2002 with a \$500 donation, the trio registered Medical Relief Alliance, Inc. (MRA) as a 501 (c) 3. Eight years latter under the leadership of their board and the founder's hard work, MRA has collected, freighted and installed medical equipment and supplies worth \$500,000 from the US to rural Kenya, gifted almost 100 goats and conducted biannual voluntary counseling and HIV testing in rural Kenya.

Thanks to the leadership of Nahashon Ogotu, our outgoing board chair, MRA has been able to foster substantial partnerships with hospitals across New Jersey all that have significantly resulted in expansion of our programming in Kenya. This fall, Tracey Masella, MSW takes over as the board chair with a vision of streamlining MRA programs, expanding our organizational visibility and professionalizing our human capital. Tracey brings with her tons of experience as an educator, social worker and philanthropist.

Join us in ushering a new era for Medical Relief Alliance, Inc. and we look forward to your continued support.

HOW IT WORKS IN PICTURES...



MRA Officials (Tracey Masella at the far left and Beatrice Adiedo at the near right), receive a check to buy a goat on behalf of Saint Aloysius Diocesan Elementary School in New Haven, Connecticut



MRA identifies a family with a member infected with HIV/AIDS in rural Kenya that can benefit from Goat Hope



MRA gifts dairy goats that produce enough milk to support the nutrition of the family as well as increase their income through sale of surplus milk. MRA works with local experts including veterinary officers to ensure that the project is successful

Our donors receive a tax deductible receipt for their generosity and participate in redressing HIV/AIDS in Africa. Our beneficiaries get a second chance in life!

FUNDRAISING JUNCTION



Spring 2010 marked one of Medical Relief Alliance's most exciting fundraiser yet! Over 40 New Yorkers from all corners of the City, Corporate America, UN, NYC media houses, hospitals, non-profiters and individual well-wishers and supporters joined MRA's efforts of bringing Goat Hope programming to 6 families that represent almost 40 children, women and men affected with HIV/AIDS in Kenya. Together, we raised over \$8,000!!! The funds are already being used to launch Goat Hope 2010/11 programs.

Wonderful prizes were also won including the show stopper Title Deed to a Florida Timeshare Resort and a trip for Two to Kenya's amazing Maasai Mara Game Reserve!!!

In addition to the Goat Hope 2010 gala participants, MRA board and founders would like to express our heartfelt gratitude to Stanley and Marion Family Charitable Trust and GO Fund for their continued support that has made Goat Hope programming possible.



GETTING INVOLVED

You can support MRA by making a tax deductible donation online or mailing a check to us:

- \$125 buys a dairy goat for a family of 6 affected with HIV/AIDS
- Repeat monthly donations of \$25 provide training and ongoing support to Goat Hope program beneficiaries

Volunteers Needed: Social Media Gurus, Fundraisers, Medical & Paramedics for Medical Safaris, Videographers and Book Illustrators

MRA is a fully volunteer ran 501 (c) 3 nonprofit organization. 90 cents of every dollar goes directly to our programs!

CONTACT US

Medical Relief Alliance, Inc.
244 5th Avenue, Suite B293
New York, NY 10001
E-mail: mra@mra-africa.org
Tel: 212-252-2102 / 201-779-1847
Web: www.mra-africa.org

