



**2021**  
**Annual**  
**Report**  
*Friends*  
*of the*  
*Dogon*

**Between hope  
and fear**



**Dear FOD supporter,**

In 2021, two prominent themes dominated Malian life: COVID-19 and political instability. Unfortunately, these themes differed little from those in 2020. The first vaccines arrived in the country in March, but only around 5% of the population was vaccinated by the end of the year. A second coup took place in May, when the army, led by the vice president, toppled the president. In such an unstable environment, sustainable progress and wealth creation are hard to achieve. While the major upheavals in the country had relatively little influence on Doundiourou, the instability in the local area also continued, with attacks on nearby villages. We can only hope that the villagers remain safe from attacks, but we will continue our best efforts to support improvements in their daily lives.

**The FOD Team** (Audie, Craig, Henkka, Saakje, Serge)



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of the  
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Transporting goods.

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Doundiourou with Dogon huts.



## OUR PURPOSE, VISION, MISSION, AND OBJECTIVES

Our purpose is to create a prosperous and inclusive Doundiourou, where girls and boys growing up have an equal opportunity to prosper and live happy and fulfilling lives. Our vision is that in the future, children in Doundiourou can pursue education beyond the minimum and the villagers run projects that act as income generators and provide environmental protection. To enable this vision, our mission is to support Mere-odjou, our partner cooperative in the village of Doundiourou, to combat poverty, malnutrition and desertification. The funds we raise for Mere-odjou aim to achieve three main objectives:

1. Generate income-earning projects for the locals to reduce poverty and malnutrition and to stop rural exodus in search of work.
2. Improve the opportunities of local children to receive education, particularly girls.
3. Combat desertification by planting multi-purpose trees.



Getting ready for school lunch break, with separate bowls as per COVID regulations.



School canteen supply delivery.



Increase in the number of pupils vs. 2020: **+16 children (+7.4%)**

## ACHIEVEMENTS IN 2021

### School meals: The Backbone of Mere-odjou

With COVID relenting a bit, education restarted again in 2021 for the full year. Our donations do not fully reflect this, as the canteen donation for the first semester of 2021 was already paid in 2020, while the first semester of 2022 was not yet paid in December 2021.

The school canteen has more or less reached its upper limit at 232 pupils. Mere-odjou and the villagers were keen to extend the canteen, but, unfortunately, our fundraising does not allow us to support such extension, let alone pay for an increased number of meals. We are obviously thrilled about the success of the meals in allowing an improvement in education in the area, but without extra support we will not be able to let Doundiourou reach its full potential.

Lunch hour lineup.





The Great Green Wall screening in support of FOD, September 2021.

## Leysin green movie festival by FOD

As COVID finally relented and life returned to mostly normal in Switzerland, FOD participated in the Leysin Green Movie festival (<https://www.festivaldufilmvert.ch/fr/suisse-romande/villes/leysin-2021/24-09-2021-1930-the-great-green-wall>). The movie we chose, *The Great Green Wall*, is a documentary on the work to build a green wall of trees across the Sahel, and it perfectly fits our long-term ambition to plant such a wall to protect Doundiourou. In addition to the movie screening, we organized an information session on FOD, along with an opportunity to contribute through donations or purchase of handicrafts made in the village.

## Chicken coop up and running

In 2019, FOD financed a chicken coop and an outdoor run in Doundiourou to provide a constant source of protein to the villagers. The roughly 100 chicken pecking away in the coop are producing around 35 eggs per day. Considering the heat in the area, this can be considered very successful egg production.



Harvesting millet.

## **Sheep rearing project still on hold**

The unrest in the area does not allow trading sheep, and the market has effectively collapsed. Mere-odjou has the funds from the sheep sold waiting for the trade to restart, but, unfortunately, this does not seem likely in the near future.

## **FOD banking**

In March 2021 our bank, UBS, informed that they will no longer transfer money to Mali and required us to close our account, as they considered FOD a burden to their business. This left FOD in an unbanked situation until July, when we opened a new account in Banque Alternative Suisse. Unfortunately, BAS does not transfer money to Mali either, and our only remaining alternative is to use a money transfer service that charges roughly a 10% premium between the real exchange rate and their offered rate. This is an extremely costly way for FOD to transfer money, but our only means of getting help to Doundiourou. This led to an increase of our administrative costs to 8.2%, with a further rise expected in 2022 when all

transfers will be made using this service. However, our expenses still consist of only banking costs, and all work done for FOD is on voluntary basis.

## FOD regular sponsorship

Smart Cuts Ltd., our long-time corporate sponsor, continued supporting the work of FOD financially. We also gained another significant, private monthly sponsor to support Doundiourou. We look forward to another year of cooperation to the benefit of the villagers.



## ACTION PLAN FOR 2022

### Ongoing school meals

School meals still form the core of FOD support, as they have proven themselves an efficient way to move toward our vision of Doundiourou's future. If funding allows, we will extend the canteen to accommodate more children and allow education to more children.

### Political instability

Unfortunately, the situation in Mali shows few signs of positive development. In early 2022, the country saw Russian mercenaries filling the military vacuum left by the announced withdrawal of the French troops. This does not support our hopes of a return to a stable political life.

### Tree planting / green belt: Major funding sought

Planting a green shelter belt around the village to stop desertification, improve soils and retain water is our long-term goal. Part of this goal involves planting fruit trees and medicinal plants to bring much-needed cash to the village. While we have developed a detailed plan for this project, we continue looking for a grant or a funder to cover the costs of such a large-scale project. The villagers have been experimenting with raising a few seedlings to gain some experience with cultivating a variety of species.



Nime and jujubier seedlings.

# FOD IN FIGURES

**Total donations received in 2021: 6,107 CHF\* (2020: 11,429 CHF)**  
**Percentage of donations reaching Mere-odjou: 94% (2020: 97%)**  
**Donations and grants budgeted for 2022: 8,600 CHF**

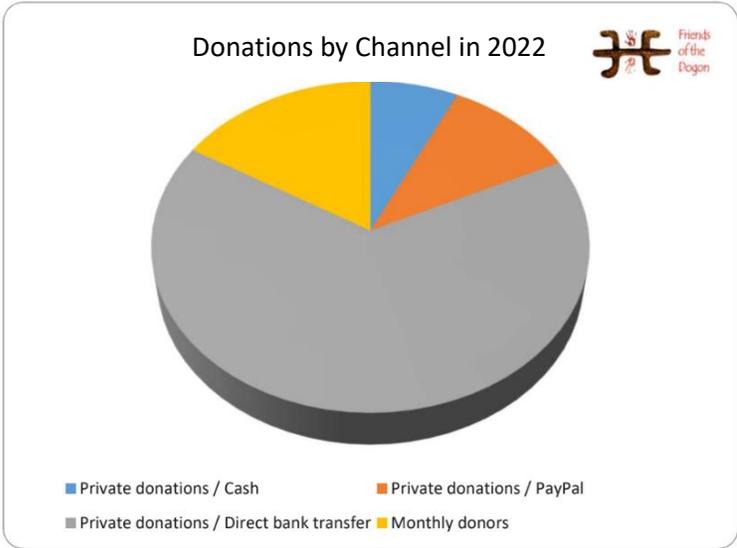
**We do not charge any administrative expenses, and all work done is on a volunteer basis.**

In 2021 FOD received 6,107 CHF in donations, a significant decline compared to 2020. This decline was due to both COVID diverting attention away from other charities, and the fact that 2020 was an exceptional year for FOD. For 2022, we aim at a modest growth that we believe is achievable through new fundraising initiatives.

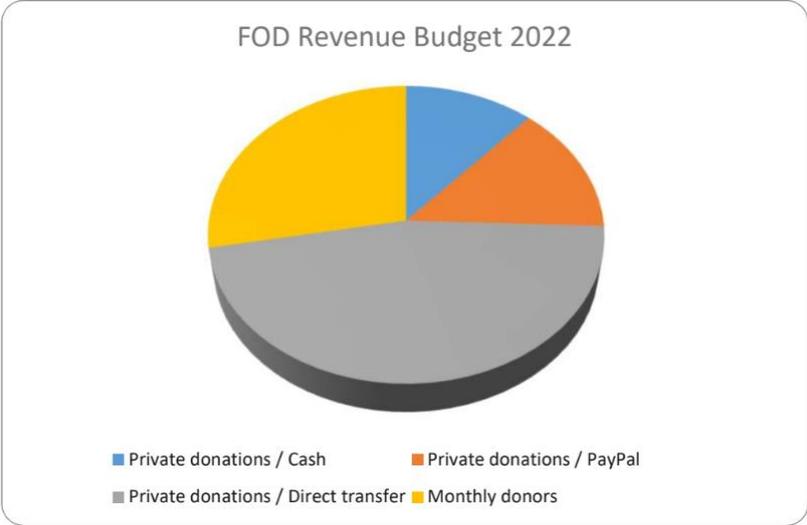
In 2021, 94% of donations were spent on projects in Mali. The remaining 6% consist of fees for receiving donations online through PayPal and banking charges in Switzerland and Mali for transferring money. Here, the change in our banking arrangements discussed earlier caused an unfortunate and permanent increase in banking expenses.

All figures are in Swiss Francs (CHF). We receive donations in five currencies (Swiss Franc, Euro, Pound Sterling, US and Canadian Dollars) from around the world. Online donations are continuously converted to the base currency (CHF) using the rates offered by PayPal, and cash donations based on the daily rates. We aim to keep foreign exchange conversion impact to a minimum.

Donations to FOD are tax-deductible in Switzerland.



\*1 CHF ≈ 1.09 USD



## FOD 2021 Income Statement (pre-audit)



All amounts in CHF

<b>Revenue</b>	<b>1.1.2021 - 31.12.2021</b>	
Private donations / Cash	CHF	437.00
Private donations / PayPal	CHF	657.23
Private donations / Direct bank transfer	CHF	4,013.56
Monthly donors	CHF	1,000.00
Grants	CHF	-
<b>Total revenue</b>	<b>CHF</b>	<b>6,107.79</b>
<b>Expenses</b>		
Charitable spending		
Donations for school meals	CHF	5,733.06
<b>Total charitable spending</b>	<b>CHF</b>	<b>5,733.06</b>
Banking expenses		
Banking fees CH	CHF	83.10
Banking fees Mali	CHF	388.89
PayPal fees	CHF	27.11
<b>Total banking expenses</b>	<b>CHF</b>	<b>499.10</b>
<b>Total expenses</b>	<b>CHF</b>	<b>6,232.16</b>
Financial gain	CHF	4.54
<b>Net result</b>	<b>CHF</b>	<b>-119.83</b>

## Balance Sheet (pre-audit)

<b>Assets</b>	<b>31.12.2021</b>	
Bank account balance 31.12.2021	CHF	1,052.11
Paypal account balance 31.12.2021	CHF	1.01
<b>Total Assets</b>	<b>CHF</b>	<b>1,053.12</b>
<b>Liabilities &amp; Capital</b>		
<b>Capital</b>		
Remaining funds to donate in 2022	CHF	1,053.12
<b>Total Liabilities &amp; Capital</b>	<b>CHF</b>	<b>1,053.12</b>

## WHO WE ARE



**Madame Atta Guindo**  
*President of Mere-odjou*

Madame Guindo was chosen by the women of Doundiourou for her seriousness and dedication and her ability to get along with everyone. Born in Toroli, a small Dogon village in the Seno plain, she married into Doundiourou where she farms millet, peanuts and beans and is the mother of 4 children. She never had the opportunity to go to school, but is dedicated to helping all children have access to education as well as to the socio-economic development of the village.

Born in Doundiourou Seno, Mamadou had to walk 8km for primary school, then attend secondary school 20km away. He tried to continue his education in Bandiagara but could not afford to finish his studies, returning to the village to work as a tourist guide to support the education of his brothers and sisters. When tourism collapsed, he gathered the women of the village to form an association to try to address the crisis. He has CEAP training (Champs École Agro-Pastoral) given by the FAO, after which he organized a group of 25 households to train them in agricultural and pastoral techniques and village saving and credit associations. Mamadou speaks 5 languages, including Dogon, Bambara, French, English and Peulh.



**Mamadou Guindo**  
*Field Coordinator of FOD and  
General Secretary  
of Mere-odjou*



**Serge Pfister**  
*President of FOD*

Serge worked on seven missions for Médecins sans Frontières (Doctors without Borders), as a logistician, administrator and project coordinator, in Sudan, Ethiopia, Congo and Myanmar. Presently teaching, he is active in several associations, with a focus on promotion of solar energy and support to refugees newly arrived in Switzerland (MSc Environmental sciences, UNIL, MEd Haute Ecole Pedagogique, Lausanne).



**Audie Hazenberg**  
*Vice-President of FOD*

Having lived in Tanzania for two years as a child, Audie has always been drawn to Africa. She studied lions for two years in the Serengeti before moving to humanitarian work for Doctors without Borders. She has worked as logistics coordinator for relief projects in the Republic of Congo and in Darfur, as well as in Myanmar. In between projects, she has guided bicycle and hiking trips around the world for Butterfield and Robinson, as well as pursuing personal bicycle adventures in central Asia. She currently lives in Switzerland where she teaches natural science at a post-secondary college. Audie is the Vice-president of Friends of the Dogon. (MSc Biodiversity Conservation, University of Leeds; BSc Zoology, University of Guelph; MEd Haute Ecole Pedagogique de Lausanne).

Henkka is an international educator and academic researcher who has been involved in sustainability and corporate social responsibility for the past 15 years. Prior to his academic career, he worked in multinational business finance which led him to become an entrepreneur in corporate social responsibility consulting. His key research and practical interest lies in transforming the often abstract concept of responsibility into practical projects that create significant impact to local livelihoods. He also has experience leading an international non-profit research organization. Henkka, a native Finn, is based in the Alps. He is the treasurer of Friends of the Dogon (PhD in Corporate Social Responsibility, Leeds Beckett University; MSc Economics, Helsinki School of Economics and Business Administration).



**Dr. Henkka Kuokkanen**  
*Treasurer of FOD*



**Saakje Hazenberg**  
*Secretary of FOD*

Saakje has worked in wildlife research for several conservation NGOs and now works in ecology monitoring in Jasper National Park in Canada. With her sister, Audie, she both lived in Tanzania as a child and worked guiding cycling trips for Butterfield and Robinson around the world. She has also travelled extensively on independent cycling epics, including a trip across Mali where she made friends with Mamadou and the villagers of Doundiourou. (MSc Forest and Nature Conservation, University of Wageningen; BSc Biology, University of British Columbia)

Craig is an entrepreneur from New Zealand, now based in Switzerland. His extensive world travels included a cycling trip across Mali with Saakje where they made friends with Mamadou and the villagers of Doundiourou. He is presently working on a new start-up company and is an advisor to Friends of the Dogon. (Bcomm Marketing, Auckland University).



**Craig Stoddart**  
Adviser to FOD

**Smart Cuts Ltd**

*Professional partner and donor to FOD*

<http://www.smartcuts.ch/>



FOD would like to thank Smart Cuts Ltd for their commitment in supporting FOD since the early days, and their valuable financial support to the people of Doundiourou.

Craig dancing in Doundiourou in 2002.



<http://friendsofdogon.org/donate.html>

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