



2020 Annual Report

Friends of the Dogon

Pandemic Life



Dear Reader,

2020 was first and foremost the year of COVID-19. According to the official statistics, the disease did not wreak its worst havoc in Mali, though the reality is hard to estimate. Life was, nevertheless, severely disrupted. Similar to nearly every other country in the world, the school was closed until the autumn. At the same time, ethnic violence continued and prompted more people to displace internally and the country was headed for a military coup in August 2020. Bright spots were hard to find, but the resilient people of Doundiourou managed to continue life and even bring back education late in the year with appropriate sanitary precautions. Political situation in the country remains unstable, and with the lack of centralized support, the village is in ever greater need of help.

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



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

Facebook: [@FriendsofDogon](#)



Farming in Doundiourou

TABLE OF CONTENTS

- 1. Our Mission and Objectives..... 4
- 2. Achievements in 2020..... 5
- 3. Action Plan for 2021..... 8
- 4. FOD in Figures 10
- 5. Who We Are 12

Food delivery for refugees.



OUR MISSION AND OBJECTIVES

Our mission is to support Mere-odjou, our partner cooperative in the village of Doundiourou, to combat poverty, malnutrition and desertification. To achieve this, we raise funds for the projects of Mere-odjou. These 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.





Mere-odjou at work.

Increase in the number of pupils vs. 2019: **+14 children (+7%)**

ACHIEVEMENTS IN 2020

School meals: A strive for local education in the midst of a global pandemic

Due to COVID-19 2020 was a hard year for education. With online education a unimaginable dream, the school remained closed for the third trimester that usually starts in April. When the school restarted in November, enrollment grew again, albeit modestly from 202 to 216 pupils.

As of December, one trimester of school meals costs nearly 2900 CHF. The annual total donation remained lower than 2019 due to the missed semester, but the constant upwards

trend in student enrollment poses a challenge to funding. While at FOD we are thrilled about this success the meals create in school enrollment and betterment of education in the area, we need your help for increased fundraising to cover this significantly higher expense.

Lunch hour for pupils of Doundiourou.





Refugee aid in July.

The refugee crisis

The refugee crises escalated once the first wave of COVID, fairly unnoticeable in Doundiourou, had passed. This brought another wave of refugees to the village. Subsequently, FOD supported feeding these internally displaced people with 3800 CHF in July.

Sheep rearing: Full stop

Unfortunately, 2020 was no better for sheep rearing than 2019, and this initiative remained at a standstill, with the money still waiting for a new start of sheep trading.

COVID support

In November, it was finally the time to reopen the school. With 870 CHF, FOD financed the purchase of masks, hand sanitizer, soap, and utensils for the canteen to facilitate more hygienic eating. This allowed the pupils to restart their studies.

FOD corporate sponsorship

Smart Cuts Ltd., our long-time corporate sponsor, continued supporting the work of FOD financially. We also took steps to start releasing FOD media content to enhance fundraising Smart Cuts expertise. We look forward to another year of cooperation to the benefit of the villagers.



ACTION PLAN FOR 2021

Ongoing school meals

Guaranteeing the continuity of the school meals is the priority for us in 2021. This requires funding of 8700 CHF annually, and we also aim at projects that nudge the canteen toward self-sustainability. There is also (positive) pressure to extend the canteen to accommodate a significant number of new pupils, but the current level of donations to FOD will not allow this. Therefore, a new corporate sponsor could have the opportunity to extend the canteen.

COVID-19 and political instability

While COVID-19 still ravages the country that has little hope of quick vaccination of its peoples, continued political instability also threatens human livelihoods. Unfortunately, the situation in Mali shows few signs of positive development.

Tree planting / green belt: Major funding sought after

Building 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.



FOD IN FIGURES

Total donations received in 2020: 11,429 CHF* (2019: 10,135 CHF)
 Percentage of donations reaching Mere-odjou: 97% (2018: 95%)
 Donations and grants budgeted for 2021: 8,300 CHF

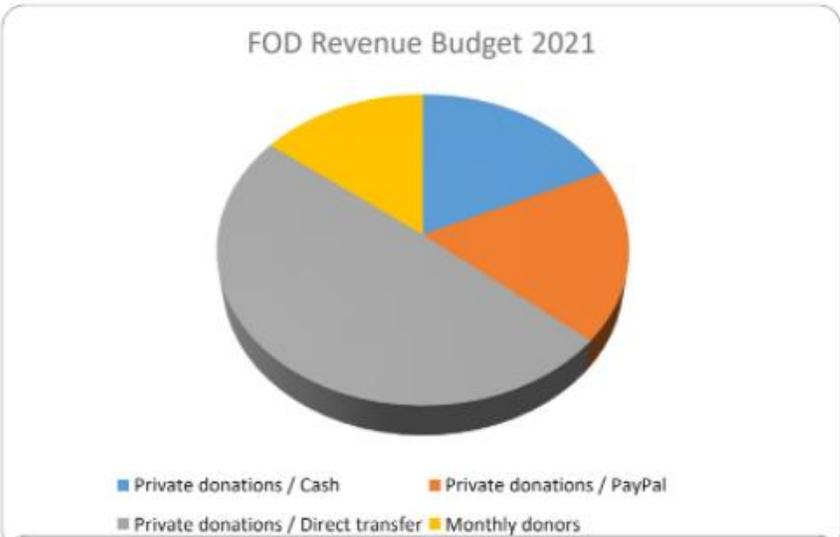
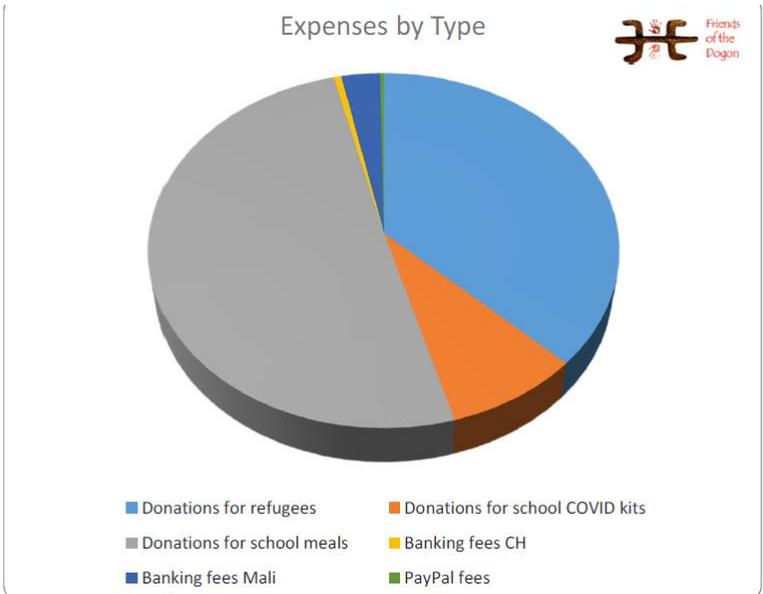
In 2020 FOD received 11,429 CHF in donations. This was 13% more than in 2019. 2019 was already an exceptional year in the history of FOD, and we were relieved to see that fundraising in 2020 still exceeded the previous year. COVID permitting, new fundraising and FOD awareness activities are planned for 2021.

We do not charge any administrative expenses, and all work is on a volunteer basis. In 2020, 97% of donations were spent on projects in Mali. The remaining 3% consist of fees for receiving donations online through PayPal and banking charges in Switzerland and Mali for transferring money.

All figures are in Swiss Francs (CHF). We received 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 ≈ 1.11 USD



FOD 2020 Income Statement (pre-audit)



All amounts in CHF

Revenue	1.1.2020 - 31.12.2020	
Private donations / Cash	CHF	3,824.00
Private donations / PayPal	CHF	655.46
Private donations / Direct bank transfer	CHF	5,750.00
Monthly donors	CHF	1,200.00
Grants	CHF	-
Total revenue	CHF	11,429.46
Expenses		
Charitable spending		
Donations for refugees	CHF	3,805.24
Donations for school COVID kits	CHF	873.15
Donations for school meals	CHF	5,192.41
Total charitable spending	CHF	9,870.80
Banking expenses		
Banking fees CH	CHF	58.00
Banking fees Mali	CHF	299.20
PayPal fees	CHF	31.63
Total banking expenses	CHF	388.83
Total expenses	CHF	10,259.63
Financial gains	CHF	-
Net result	CHF	1,169.84

Balance Sheet (pre-audit)

Assets	31.12.2020	
Bank account balance 31.12.2020	CHF	608.27
Paypal account balance 31.12.2020	CHF	564.68
Total Assets	CHF	1,172.95
Liabilities & Capital		
31.12.2020		
Capital		
Remaining funds to donate in 2020	CHF	1,172.95
Total Liabilities & Capital	CHF	1,172.95

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. He is also a member of the city council of Leysin, Switzerland. (MSc Environmental sciences, UNIL, MEd Haute Ecole Pédagogique, 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.



Friends
of the
Dogon

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

Facebook: [@FriendsofDogon](https://www.facebook.com/FriendsofDogon)