



Creating a Climate of Hope

The Case for Investing in
CREATE!'s Model, Mission and
Team to Mitigate the Impact of
Climate Change in West Africa

CREATE-ing Hope and Resilience



From cookstoves to graduation, the *CREATE!* approach is rooted in self-reliance and participation. It provides training and support in the four development sectors of **renewable energy, water, agriculture, and income generation**. As a result, women in Senegalese partner communities have been able to chart a course for themselves, putting their communities into a cycle of development. They gain access to solar energy that pumps clean water year-round from renovated wells for irrigated food production that yields income from excess produce sold in local markets. The income derived from the excess food production can be used for enhancing the quality of life for participants, such as better educational opportunities and improved medical care. Additionally, extensive tree-planting programs and training for self-made improved cookstoves round out the *CREATE!* model. Villages are rejuvenated as beneficiaries find new hope for their future and that of their children.

West Africa- particularly Senegal- bears the brunt of global climate change. Desert encroachment and decreasing rainfall result in shorter growing seasons. Deforestation compounds these changes as communities continue collecting wood for cooking and building homes. In this moment, the world is facing unprecedented threats. Yet, there is still hope.

Here's Why *CREATE!* is Different

At *CREATE!*, we have been at the forefront of combating climate change in rural West Africa for more than a decade. Since our founding, *CREATE!* has engaged, mobilized and supported trusted leaders in the villages we have partnered with to come up with solutions that bring the assets of their communities to address climate change while transforming the lives and livelihoods of local residents. *CREATE!* helps partner communities improve their livelihoods for generations to come using renewable technologies while simultaneously empowering women. These programs developed by *CREATE!* require a high level of commitment and investment from communities participating in them. After four years they “graduate” to self-sufficiency, able to maintain the projects on their own and empower others using the training and skills they have gained. We know we cannot do this without the leadership of local people and a community of donors ready to support sustainable change. We will equip the next generation of leaders to develop their communities and provide hope.



CREATE!'s First Decade: Accomplishments

From 2010 through 2020, CREATE! has achieved the following:



Partnered with 18 communities in rural Senegal to introduce appropriate technology development methods.



Rehabilitated 18 community wells and installed 18 solar powered pumps and irrigation systems for year round water access



Cleared and prepared one or two-acres of land for 18 community gardens



Planted thousands of trees in partner communities, including cashew species



Trained 15 communities to raise and sell poultry and 16 communities to set up Voluntary Savings and Lending Associations



Impacted health, nutrition, lives and livelihoods of an estimated 18,000 beneficiaries (1000 direct and 17000 indirect)



Graduated 8 communities to self-reliance and sustainable change

CREATE!'s Next Decade: Goals for 2021-2023

Over the next two years, 2021-2023, CREATE! plans to support existing communities, while also accomplishing the following:



Partner with four (4) new communities



Reach 200 more direct and 2,000 more indirect beneficiaries, for a total of 20,000



Install 4 more drip irrigation systems in the 4 new communities and retrofit the gravity-fed systems of 15 earlier communities with the more efficient drip irrigation systems



Support launching 6 new poultry raising projects



Launch 6 additional VSLAs



Individual Leadership Spotlight: Omar Ndiaye Seck

“The best part about finding inspiration is that it’s always there when we need it. Almost everyone faces difficult situations; but when we can tap into our own inspiration during difficult times, we can also use our vision to become an inspiring leader.

—Omar Ndiaye Seck,
CREATE! Senegal Country Director



As Country Director for CREATE!’s Senegal program, Seck spearheads CREATE!’s climate smart programs, leading his Senegal team to serve as inspirations for a community’s path towards a sustainable and empowered future.

Continuously inspired by the dedication shown by the women in each of CREATE!’s partner communities while they work to better their future, Seck recalls a particular incident with the women’s group in Santhie, a community situated in the Northern part of Senegal. “What impressed me the most with the Santhie group, was the willpower of the women who only lacked the necessary tools to work. We found an old well abandoned for 30 years that we rehabilitated; and to show us their determination, the women provided physical labor themselves during the rehabilitation process. Afterwards, we set up a vegetable garden giving these brave women the opportunity to work throughout the year. These days the Santhie site has become an oasis.

Seck and his team works with many such groups and have proudly supported the “graduation” to sustainability of eight communities over the last decade. “My words will never be enough to praise CREATE!’s accomplishments!” says Seck.

Community Leadership Spotlight: Khady Kebe



“When we plant trees, we plant the seeds of peace and hope. We also secure the future for our children.

—Dr. Wangari Mathai, Founder of Greenbelt Movement,
Kenya and Nobel Prize Winner

Since graduating from CREATE!’s program in 2016, Khady Kebe, president of the cooperative in Fass Koffe, has made sure that her community keeps up the momentum that they gained from working closely with CREATE!

Khady and her cooperative group took it a step further in exemplifying the level of self-reliance that CREATE! strives to instill in its partner communities, by taking the initiative to improve the watering system for their community garden. While they had more than enough water to meet their needs through the well and solar pump, they weren’t getting enough water pressure to pipe it all the way to the farthest blocks of crops in their garden. “We know that without water, we can’t do anything,” said Khady, “so we decided to elevate the platform to see if it would improve the water pressure problem.”

Under Khady’s leadership, the group were successful in doing that by pooling their finances saved up from the sale of their own vegetables and poultry. It turned out, they had enough to fund the project all on their own and were proud to do so without assistance from CREATE! “Since the elevation of the platform, we have noticed an improvement of the water at the site,” said Khady, describing the increased water pressure that now enables them to more quickly and thoroughly irrigate all their crops. The project was a success, thanks to the leadership of Khady and the teamwork of the community cooperative.

“The cooperative garden has decreased rural migration because we have an activity in our own village so we don’t need to leave our family.

—Awa Diop, Gagnick Mack
Women’s Group President

Our Next Steps

Stepping into its second decade, *CREATE!* will continue to partner with West African communities for sustainable development, poverty alleviation, and climate solutions, with women as the drivers of change. Some will be communities working toward “graduation” to self-reliance; others will be communities newly selected as partners in the *CREATE!* program leading to self-reliance. We will implement the following interventions with our leadership team.



Water Resource Development

CREATE! will continue to assure communities have year-round access to vital clean water for consumption and to irrigate their vegetable gardens by partnering with community members to:



Rehabilitate wells and solar-powered pumps



Construct Drip Irrigation Systems



Develop Rainwater Harvesting System



Income Generation and Microfinance

CREATE! will empower women in its partner communities to earn more income and amass capital to lift their families out of poverty:



Women will sell their surplus harvests to weekly markets and regional buyers



Train women in financial literacy to empower them to more effectively manage their enterprises



Women's groups will create savings and credit associations to lend money to start and expand micro-businesses



Agriculture, Food Security and Nutrition

CREATE! will mobilize communities and make strategic investments to improve the food security and nutrition of small-scale farmers through:



The creation and management of organic community gardens



Crop diversity leading to dietary diversity and improved food security



Market and value chain development



Poultry raising and marketing



Reforestation and natural resource management activities and campaigns



Engaging youth through school vegetable gardens and reforestation activities



Emergency food distribution during lean, hunger periods and supplemental feeding of pregnant women and children under five will be piloted as necessary in our communities.



Communications

CREATE! Will:



Empower women to effectively tell their stories through the production and diffusion of films and through social media applications like Facebook, YouTube and Instagram



Introduce and use enhanced communications technology to transmit data electronically to our monitoring and evaluation experts to improve the measurement of our impact



Advocate for *CREATE!*s partners through speaking and writing about *CREATE!*s work in Africa, the U.S. and Europe.



Renewable Energy and Appropriate Technology

CREATE! will continue to employ its considerable expertise in appropriate technology to improve renewable energy infrastructure while empowering community members to take sustainable climate action through use of:



Renewable solar energy to power pumps in renovated wells to irrigate community gardens



Improved cookstoves that use sixty-seventy percent less fuelwood and protect West Africa's depleted forests and savannah



Human Resource Development

CREATE! will:



Ensure its organization structure is aligned with its objectives in Senegal and West Africa so that it can promote and support its offices



Recruit, train and maintain skilled and passionate staff and board members dedicated to achieving *CREATE!*s vision of empowering resilient rural communities



Provide training, capacity building, technical exchange and speaking engagement opportunities for its staff

Now Is The Moment To Invest In Hope

CREATE! is at a pivotal moment as it begins its second decade. At this moment, we are being called to support our community leaders and save our planet. We are addressing this by deepening our commitment to provide resources to our team of leaders and project participants in Senegal, not just as passive beneficiaries, but as active agents of change in their local communities. The women's group leaders we partner with are our best hope to create lasting social change across the continent. Empowering them to be active agents of change will propel them to have impact on protecting their environment while producing organic vegetables and catalyzing income generation activities that will improve the quality of life in their villages and for their families.

To go above and beyond what it has already accomplished, *CREATE!* needs a catalytic investment of \$750,000 over the next two-year period. We need funders passionate about *CREATE!*'s mission and donors who desire to see a healthy future for us all. Your help will be critical.

During our 2021-23 Strategic Plan period we will support **4** new women's groups to rehabilitate **4** new wells, start **4** new community gardens, **4** irrigation systems, **6** poultry sheds and **6** village level savings and credit associations (VSLAs). This will enable *CREATE!* to achieve and consolidate the following impact from our inception in 2010 through the end of 2023:

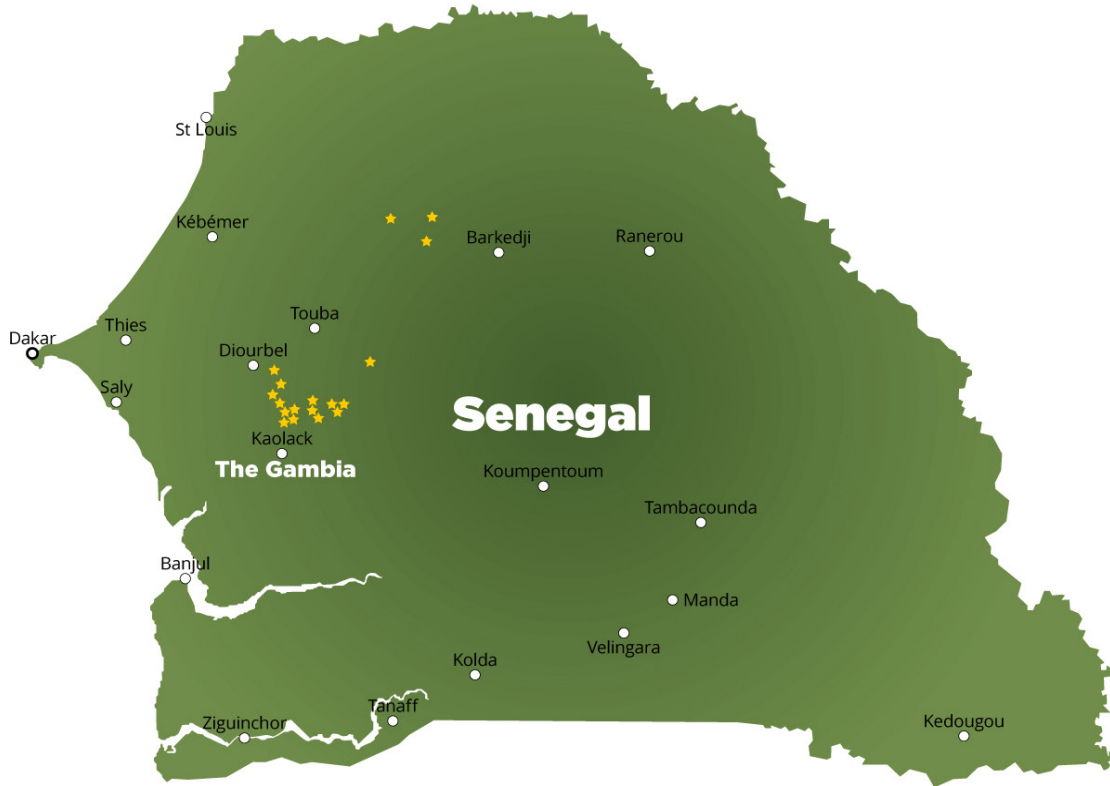
- Support **23** women's groups to build more resilient communities;
- Improve the lives of **20,000** community members through access to clean water, nutritious vegetables and income generating activities;
- Construct and maintain **23** solar-powered water and irrigation systems;
- Establish and maintain **23** community gardens, poultry sheds and savings and credit funds;
- Improve the nutritional diversity of **20,000** community members;
- Reclaim at least **60** acres of barren land from desertification for cultivation.
- Plant an average of **20,000** trees annually. Almost **200,000** trees have been planted since 2010.

Our team in West Africa is ready. All they need are the resources to get the job done.

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Join Us in Taking *CREATE!* to the Next Level



 **CREATE! Partner Communities**

We invite you to step into our community of philanthropists supporting West African climate leaders at this time in history. Together, we are raising \$750,000 for *CREATE!*'s future vision and mission by fulfilling the below giving levels by the end of 2022.



We are grateful to each and every supporter who helps us realize our potential as an organization and a team by stepping in at this critical moment. For more information, and to give, contact:



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