

# ***Make a Difference***



**50% Match  
for Gifts Made  
in November!**

**SELF**  **HELP**

**INTERNATIONAL**

**End of Year Appeal • November 2022**

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# A MESSAGE FROM

# THE EXECUTIVE DIRECTOR



## Dear Friends,

Warmest wishes to you and your loved ones as we enter the holiday season! It's been an eventful summer at Self-Help as we transitioned program management responsibilities based in the U.S. to our local offices in Ghana and Nicaragua, bidding farewell to colleagues in the U.S. and welcoming new colleagues overseas.

**Self-Help's impact has scaled up over the past 9 years, and we're now investing nearly 3x more in efforts to alleviate hunger in Ghana and Nicaragua. Thank you for joining us in making this possible!**

As we continue to adapt our program implementation to the changing circumstances faced by rural farmer families, we're partnering with university professors and professionals in the field with expertise in monitoring and evaluation to ensure we're aligning program activities with expected outcomes.

I couldn't be prouder of the in-country leadership and talent across our staff. In this issue, you'll read about how they are meeting people where they're at, and helping individuals and families achieve the goals they set for themselves, from growing healthy children to increasing household income to enhancing food security.

Join us in continuing to scale up our efforts and impact together by making a gift this holiday season to empower women, nourish children, and support farm families to improve quality of life with dignity.

**Nora Tobin, Executive Director**  
(she/her)

## STAFF

### IOWA

**Nora Tobin**  
Executive Director  
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**Edna Baloo** Upper West  
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Nutrition Program Officer  
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**Opoku**  
Nutrition Program Officer

**Justice Amoka Sam**  
Community Crop &  
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**Ignatius Tang**  
Training Center Manager  
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Training Center Caretaker  
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**Castro Acheampong**  
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# GIVING TUESDAY

## JOIN US IN HELPING MORE PEOPLE HELP THEMSELVES!

This holiday season, your gift is more crucial than ever. Year on year inflation rates in Ghana have skyrocketed to 37.2% as of September, and are continuing to rise. Inflation is hitting women entrepreneurs especially hard. Self-Help's micro-loan revolving fund is operating at maximum capacity, and while we're on track with the projected loans issued this year, the amount of the loan buys only a fraction of what it would have at the start of the year. Self-Help needs to increase the amount of funding available to entrepreneurs so that the loans issued have greater buying power to combat the impact of inflation on farmers and small business owners.

Farmers worldwide are facing high input costs, storage issues and weather adversity. Self-Help's partnerships make a difference to people weathering economic uncertainty by offering community leaders in Nicaragua and Ghana the resources and knowledge they need to make lasting and sustainable changes in their communities.

Support from YOU makes those partnerships possible. **As an incentive, the Self-Help Board of Directors and key partners are offering a 50% match to your gift to Self-Help in November, up to \$45,000\*.**

Please make a difference in lives of rural families and communities by supporting Self-Help International.

**Give by check:** Mail a check made out to Self-Help International to:  
207 20th Ave NW, Suite A, Waverly, IA 50677.

**Give online at:** [www.selfhelpinternational.org/givingtuesday](http://www.selfhelpinternational.org/givingtuesday)

**Give by credit card, PayPal or Venmo:** Call us at 319-352-4040

## THANK YOU FOR ANY SIZE GIFT

\*Gifts will be matched until 11:59 PM on 11/29/2022 or until the \$45,000 matching funds run out, whichever comes first. Mailed gifts must be postmarked by 11/29/2022 to qualify for the match. If you think your gift will arrive after 11/30/2022, please contact Susan Cornforth at 319-352-4040 or [susan@selfhelpinternational.org](mailto:susan@selfhelpinternational.org).





**\$300**  
**CAN BRING  
SANITATION  
AND  
HYGIENE  
EDUCATION  
TO KIDS**

**\$77** CAN PROVIDE ONE  
KINDERGARTENER AT AN  
ASHANTI REGION SCHOOL A  
DAILY BREAKFAST FOR A FULL  
ACADEMIC YEAR

**\$140** CAN OFFER MONTHLY  
NUTRITION AND HEALTH  
EDUCATION FOR NEW AND  
EXPECTANT MOTHERS

*Felicia is a resident of Bedaabour in the Ashanti region of Ghana. She used the Growing Healthy Food, Growing Healthy Children program to learn about better nutrition for her children and began farming and a soap making business using micro-credit loans from SHI. She also went on to coach other women.*



# Fighting Malnutrition With Education

*By Bernice Agyekwena, SHI  
Ghana Communications Manager*

Dr. Norman Borlaug once said, “You can’t build a peaceful world on empty stomach and human misery.” These inspiring words still ring true in 2022.

In order to reduce stunted growth among children in Ghana where 25 percent of children are stunted as a result of malnutrition, Self-Help International implements the Growing Healthy Food, Growing Healthy Children (GHFGHC) program in two Ghana communities, Beposo and Kukuboso.

Beposo, in particular, is the most challenged of all the villages under SHI and has the greatest percentage of children experiencing malnutrition in the entire country, which in turn poses a threat to the socio-economic development of that community.

Felicia was one of the women who saw positive changes in her children’s growth and appearance after participating in the GHFGHC program. At the time when the program started, her baby was two months old. Felicia had never been able to practice exclusive breastfeeding with her previous children. Following the training sessions on nutrition and health that she received from the program, she implemented what she had learned and was able to practice exclusive breastfeeding for the first time. As a result of the knowledge she had gained, she also went on to coach other women.

Prior to the intervention of the GHFGHC Program, the people of Beposo believed it was normal for children born in the village to be born thin and small. This was due to the long standing issue of child malnutrition in the community for many years, which led the inhabitants to believe that being born thin and small was the norm for children born in that village. This long held myth has now been broken among the inhabitants in the village since women under the program are giving birth to bigger and healthier babies.

Under the GHFGHC program, women undertake training activities that empower them with economic knowledge as well as knowledge on proper nutrition and how to source and process it and are also given access to micro-credit loans to undertake economic ventures to earn income.

The nutrition team counsels women on the need for exclusive breastfeeding during the first 1,000 days, trains them on weaning techniques and provides them with information on maternal and child health and nutrition.

Women are taught how to replace low quality weaning foods that cannot meet infant requirements for development with foods such as tom brown (a porridge that consists of Quality Protein Maize and peanuts roasted and milled together) which makes a big difference in the growth of the children. They learn to mash hard egg yolk into a fortified grain porridge that provides protein, good fats, and minerals such as iron and zinc.

The agricultural team provides training sessions on how best to cultivate plants suitable for weaning babies such as Orange Fleshed Sweet Potatoes (OFSP) and also supplies them with the vines to cultivate them on their own. This is in a bid to introduce high-quality beta carotene into the diets of both mothers and babies to prevent vitamin A deficiency. Cooking demonstrations are also carried out to teach the women how to prepare tasty meals that do not destroy food nutrients.

The micro-credit team also supports women with loans to start a business and also provides them with business training to enable them to transact their businesses effectively.

This represents a three-pronged holistic approach towards solving the problem of malnutrition by tackling it from an economic, agricultural, and nutritional angle.

# Meet Business Owner Teresa

*By Yolanda Fletes, SHI Women's Empowerment Program Officer*

Teresa Gonzales Jaenz is 26 years old and lives in Quinta Lidia, Río San Juan, Nicaragua. After many invitations to attend a Self-Help training session, she finally joined after four years. She received a micro-credit loan and started a small business selling Nicaraguan fast food such as enchiladas and tacos. She started going house by house to sell it. As time went by, Teresa realized that the business was not profitable because the neighbors did not purchase the products in cash. Instead, they wanted the products on credit and Teresa was not able to have enough money for the following day to get the supplies she needed. She tried to change the menu during the weekends but it didn't change anything. After another failure, Teresa decided to participate in the SHI pilot project using her own back yard to plant and harvest corn. She planted 4 pounds of quality protein maize (INTA Nutrader certified seed corn) using the double row technique, taught by the Agriculture SHI Program officer Rodolfo Hernandez. After harvest, she was able to make a profit and get a new business loan to sell beauty products. Currently, she is a woman who has overcome a lot and managed to save around \$416 in just 8 months. She was able to purchase a



*Teresa Gonzales Jaenz*

bed for her child so he could have a bed of his own. Teresa's persistence and determination to adapt to changing circumstances set a good example for other women small business owners to follow. She is proud of herself for participating in the women's empowerment program and really appreciates all the people from Self-Help International who make this program possible in Nicaragua.

# Meet Farmer Jairo from Nicaragua

*By Rodolfo Ricardo Hernandez Navas, SHI Agriculture Program Officer*



*Jairo Benjamin Flores*

into practice double row planting techniques as well as obtain Quality Protein Maize (QPM) which has a

Jairo Benjamin Flores is a small producer originally from a community located in the Pacific part of Nicaragua. He is part of a group of 14 farmers from the community who began to experiment and put

high percentage of protein, all promoted by Self-Help International.

Jairo began working with the Self-Help in 2019 and attended many training workshops. Through trial and error, he learned what it takes to succeed.

He said, "I feel very grateful to Self-Help International Organization for the support it gives us through the training and technical assistance to improve our planting methods and obtain better crop yields, as well as the introduction of new technologies, such as QPM and biofortified rice to rural families so we can improve our diet and our quality of life. I'm very grateful to be part of the family of this organization."

# LEAVE A LEGACY WITH A PLANNED GIFT TO SELF-HELP

Your generous ongoing support has allowed Self-Help International to support rural families as they weather challenges like inflation, the global pandemic, supply chain shortages, and high input prices. Together, we have worked to alleviate hunger by helping people help themselves.

By naming Self-Help International as a beneficiary in your will or estate plan, you can continue to provide the resources and training for rural communities

to alleviate hunger and break the cycle of poverty. Once you've provided for your loved ones, consider leaving a gift that will continue to foster a tradition of empowerment and education throughout all the seasons yet to come. Talk to your financial advisor or attorney to add Self-Help to your will or estate plan. Call Anne Denholm, Development Officer, at 319-352-4040, to make arrangements today. All requests for anonymity will be honored.

## ***Make a Difference in Nicaragua...***

**\$44**

Teaches one farm family about improved cultivation practices that can help increase yields and improve household income & food security.

**\$75**

Supports Self-Help International in the production and dissemination of biofortified crops, employing organic practices to help reduce the cost of agricultural inputs .

**\$89**

Provides one-on-one advising to women small business loan recipients.

**\$90**

Offers a mini-course related to nutrition, financial management, business skills, and leadership development to a group of women entrepreneurs.

## **WAYS TO GIVE:**

1. Make a financial gift or pledge!
2. Make Self-Help International your charity of choice when you shop on Amazon at [smile.amazon.com](https://smile.amazon.com)
3. Like us on social media and share our posts!
4. Spread the word to your church, club, or civic organization. Staff members will be available to be guest speakers anytime!
5. Join an upcoming fundraiser planning committee!

## **UPCOMING:**

- **GIVING TUESDAY - Nov. 29**

All donations will be matched now until Nov. 29 or until the matching funds run out.

- **EMPOWER WOMEN**

**LUNCHEON - Dec. 7 at the Hall of Laureates in Des Moines, Iowa and the HOLIDAY HAPPY HOUR!**

Learn more at [selfhelpinternational.org/EWL](https://selfhelpinternational.org/EWL)



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**Save the Date!**  
**Self-Help's Empower  
 Global Women  
 Luncheon**  
**December 7, 2022**  
 11:45am-1:15pm  
**AND THE SAME DAY...**  
**Holiday Happy Hour**  
 from 5-7 p.m.  
**The World Food Prize  
 Hall of Laureates**  
 100 Locust St.  
 Des Moines, IA 50309



Alleviating hunger by helping people help themselves since 1959.

**Self-Help International**

IN GHANA  
Cadbury Hall  
Kumasi, Ghana

IN NICARAGUA  
Quinta Lidia, frente al Km. 288 (Este)  
Carretera a Managua, San Carlos  
Río San Juan, Nicaragua

IN UNITED STATES  
207 20th St NW Suite A  
Waverly, IA 50677

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