



agriculture: the pathway to prosperity

**SIGNATURE FUNDING
OPPORTUNITIES**



Let us pray that the Lord gives us the grace to envisage a world in which no one must ever again die of hunger.

POPE FRANCIS

OPPOSITE PAGE
In Malawi, the 5-year WALA project is reducing hunger for 215,000 families in 273 communities by improving the health and nutrition of mothers and children, and by increasing the earning potential of small-scale farmers.

Photo by Megan Collins for CRS



ENVISIONING A WORLD *without hunger*

When drought hits rural Malawi and the corn runs out, most mothers face a difficult decision: Which meal will their children have to skip?

Hunger is the number one risk to health worldwide. And the leading cause of hunger is poverty.

Nearly all the people suffering from hunger are small-scale farmers in the developing world. Season after season, these family farmers struggle with drought, floods, degraded soil and poor seeds because they have no other source of employment. So they farm—and their children go hungry.

But Catholic Relief Services knows how to help. With your support, we can make a difference between lives of endless hardship and a promising future.

Over the next 4 years, the focus of our agriculture programming will be on providing a pathway to prosperity for 2 million households, or 12 million people, around the world. In 2013, we helped 3.65 million farmers in 45 countries achieve greater self-sufficiency through improved agriculture skills and training. With your help, we can do even more.

Hunger has long-term consequences on a person's health, development and ability to earn a living. But vulnerable—and isolated—farmers rely on outdated ways of farming and have few opportunities to improve their skills.

Our goal is to lift 12 million people—farmers and their families—out of poverty over the next 4 years.

We envision a world without hunger—and we know that investment in agriculture programs is the surest way to get there.

CRS has the technical capacity, field experience and a broad network of partners committed to supporting farm families on their journey from poverty to stability.

Ending hunger is an investment in greater productivity, peace and stability. It lays the foundation for progress. But public funding for this kind of programming is declining.

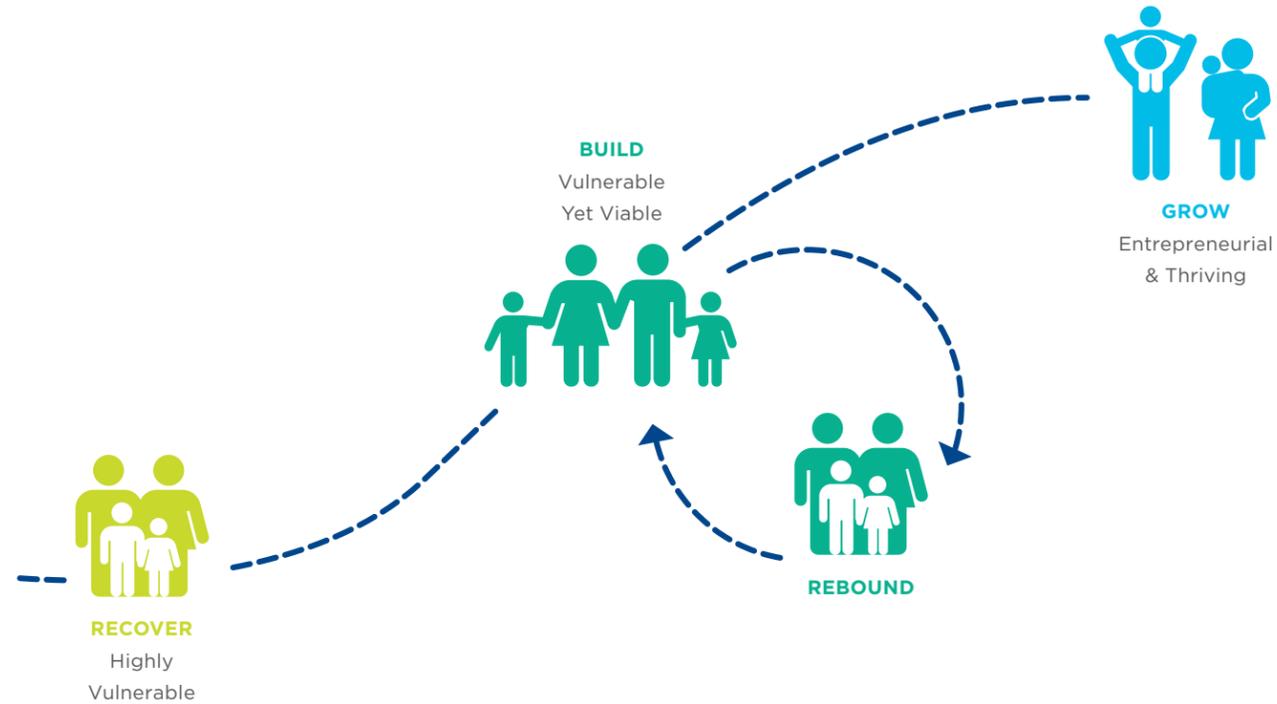
That's why your support is more critical than ever. **You can help us meet our goal of raising \$20 million** in private resources over the next 4 years and help us leverage funding from other sources.

OUR STRATEGY

from recovery to resilience, poverty to prosperity

CRS' Pathway to Prosperity defines three areas where our work will have the greatest impact. Our approach seeks to reduce risk and help farmers upgrade to more effective farming methods that lead to long-term resilience and the ability to rebound when disaster strikes.

THE PATHWAY TO PROSPERITY



RECOVER PHASE 1

CRS has extensive experience in helping small-scale farmers protect their assets, and use market-oriented methods to improve their livelihoods and recover from disaster. We support communities through seed and livestock fairs, help them improve infrastructure, and provide training in effective farming practices and natural resources conservation. We also distribute staple foods during the leanest seasons so farm communities can focus on rebuilding their lives and incomes.

BUILD PHASE 2

The next phase of CRS' agricultural strategy helps farmers build the core skills they need to bring their goods to market. Skills like managing finances and natural resources, and marketing make it possible for farmers to increase their production and incomes through crop and livestock sales.

To support this approach, we developed a suite of information and communications technology applications called Farmbook, which helps farmers plan their businesses, and evaluate their productivity and profitability.

GROW PHASE 3

The third phase of Pathway to Prosperity focuses on farmers who have already brought their goods to market but want to increase their sales. This group benefits most from investments in infrastructure, like farm-to-market roads, and from stronger links to business services like technology and finance. CRS connects these farmers with specialized private-sector businesses, such as fast food and grocery chains that are committed to sourcing goods like vegetables, fruit and coffee from sustainable sources. Working in CRS-trained groups, farmers are able to meet these customers' demands for quality and quantity.



In Guatemala, Vilma Ramirez Castillo helps her mother, Domitila, cut and clean cabbages for their family's dinner. The Ramirez family grows corn, beans, vegetables and coffee with technical support from CRS, which is helping family farmers diversify their sources of nutrition and their incomes.

Photo by Silverlight for CRS

Small-scale coffee farmers in Kenya have new agricultural and financial management skills, thanks to a partnership between CRS and Keurig Green Mountain Inc.

Photo by Sara A. Fajardo/CRS



WAYS of giving

None of the work we do would be possible without your support. Your gifts enable us to respond to changing needs, pilot innovative research and approaches, and respond quickly to emergencies.

To deepen the impact of private support in helping to end hunger, CRS has created the Signature Funding Opportunity program.

These named, expendable funds can be created at various levels over a multiyear period, each having a greater impact on CRS' most important work.

LEVELS OF SUPPORT & CHARITABLE INVESTMENTS

\$1,000,000+

Inspirational

\$500,000+

Visionary

\$250,000+

Guardian

\$100,000+

Leadership

\$50,000+

Humanitarian

NAMING opportunities

As a way to recognize our valued donors and because the Signature Funding areas are so critical in helping CRS deliver vital assistance to those in greatest need, each of the five Signature Fund levels can be named according to the donor's wishes.

We offer this opportunity not because our donors seek recognition for themselves, but because it allows CRS to acknowledge a donor's generosity—whether the fund is established in your name or in the name of a person you wish to honor. Creating a named fund also encourages other donors to support these vital program areas by establishing their own Signature Fund.

INSTRUMENTS OF GIVING

Signature Funds can be created using one or a combination of the following:

Pledge Payments

Gifts of cash directed toward fulfillment of a multiyear commitment to CRS.

Outright Gifts

Contributions of cash that are not attached to a pledge but create a named Signature Fund that can be used immediately by CRS.

Gifts of Securities

Often bring significant tax benefits to the donor, are contributions of appreciated securities that can be transferred to CRS as outright gifts, pledge payments or planned gifts.

Planned Gifts, Including Bequests

Unitrusts, annuities, insurance policies and retirement assets, any and all of which could create a named Signature Fund.

Matching Gifts

Also known as matching funds, are grants made by an employer to maximize employees' charitable contributions. Most participating companies will match gifts dollar for dollar, but some will double or even triple match employee donations.

STEWARDING *the signature funds*

At Catholic Relief Services, responsible stewardship of charitable gifts includes regular communication on the status of your Signature Fund, timely expressions of our gratitude and, when appropriate and approved by the donor, public recognition.

While the greatest benefit of creating a named Signature Fund will undoubtedly be the satisfaction of knowing that you are making a significant difference in the lives of the most vulnerable people in our world, Signature Fund donors can also expect the following stewardship of their gifts:

CRS REPORTS

The goal of all CRS reports is to inform and educate our valued donors on the impact of their support. Each year, we publish general reports on the key Signature Funding areas—agriculture, emergencies and health. More detailed reports will also be provided for gifts at the Visionary and Inspirational levels.

REGIONAL EVENTS

There is so much to share about CRS' work around the world. There is also much to be gained by interacting with each other. From time to time, Signature Fund donors will have the opportunity to attend events held around the country to update and recognize them for what their support is helping CRS accomplish.

SYMBOLS OF APPRECIATION

Based on the level of support, donors will be presented with a meaningful remembrance.

PUBLIC RECOGNITION

With donor approval, all Signature Funds will be recognized through a unique and informative Map of Donor Recognition, showing the type and general location of each fund among all the countries where CRS works.



Biranesh Getu's father leads the farmer field school in Fogi Village, Ethiopia, owned and operated by an 18-member savings and lending group.

Photo by Ric Francis for CRS

SUCCESS *story*

The ACORDAR project benefited 7,711 Nicaraguan families through a 5-year, \$53 million public-private sector agriculture value chain initiative that included 107 cooperatives in 50 localities.

5 years

\$53 million agriculture value chain

7,711 families benefit

The project led to an agreement with Walmart Mexico/Central America to link small-scale farmers to the market as a sustainable and scalable approach to ease poverty. **Similar efforts are underway with Ben & Jerry's and Fairtrade International to increase small-scale farmers' participation in global markets by providing key commodities like sugar, cocoa, coffee, vanilla and bananas.**

HELPING SMALL-SCALE FARMERS BECOME MAJOR PLAYERS

Worldwide, small-scale farmers struggle to sell what they are able to grow, not necessarily what the market demands. For the past 10 years, CRS has been working with vulnerable rural communities to produce demand-driven goods and sell them directly to profitable markets.

Small-scale farmers are often dependent on a single crop that can neither feed their families nor earn an income year-round, so we promoted the use of high-quality seed to increase harvest yields, quality and variety.

To conserve water and help increase year-round farm production, we helped farmers invest in water storage tanks, reservoirs, wells and irrigation systems.

We also trained the farmers in post-harvest production and storage. CRS and our local partners have been critical to the formation, strengthening and growth of small-scale farmer enterprises in Nicaragua. These organizations increase farmers' access to financial services and strengthen their marketing offerings and bargaining power.

Increasingly, we engage with private national and multinational companies to develop partnerships that lead to equitable, profitable and sustainable outcomes. And because of our history of building successful relationships in the public and private sectors, we were able to attract significant public investment in this project.

We worked with municipal governments throughout Nicaragua to make the region's farms more competitive through direct investments in training and infrastructure improvements such as roads, bridges and irrigation systems.

Farmers nearly doubled their incomes over the life of the project.

After 5 years, farmers in this CRS project had sold \$128 million in agriculture products, leading to an average increase in their incomes of 97 percent. **The U.S. Agency for International Development, which provided major funding for ACORDAR, views the project as one of its greatest successes in agroenterprise.**

David Wambugu learned the benefits of interspersing banana trees with his coffee plants through a CRS project that is working to help 1,500 small-scale farmers in Kenya diversify their crops and diets.

Photo by Sara A. Fajardo/CRS



faith. action. results.

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COVER PHOTO:

Euprecina Jiame transplants seedlings using tools she received at an agricultural fair in the Philippines that was part of CRS' Typhoon Haiyan recovery efforts.

Photo by Jennifer Hardy/CRS

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AGRICULTURAL
LIVELIHOODS