

IMPACT

CUSO
International

YOUR GIFTS IN ACTION
FALL 2018

Radio for the people:

Marie Thérèse's voice is
changing lives thanks to you P2



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CAMEROON:

Radio for the people

You helped Marie Thérèse make change happen



When Marie Thérèse Manzoeur started her radio show, it wasn't just a first for her, it was a first for thousands of people in Cameroon – it was the first time they'd heard their own language on the airwaves. Marie Thérèse is Bagyeli, an Indigenous people living in the extreme south of Cameroon and



Because of you, the Bagyeli people are gaining access to life-changing information

among the poorest and most marginalized people in the world. The majority of Bagyeli still live on hunting, fishing and gathering but they are in danger of losing their land and way of life. Marie Thérèse's show is helping to change that. "People used to mostly be French or Bantu on the radio," explains Marie Thérèse. "But now this radio is their radio."

Her programs have made an impact. Since Marie Thérèse started talking about social issues and cultural observations on the radio, children's school attendance has increased and people are more mindful of their health. "I'm changing lives for the better," says Marie Thérèse. "It gives me joy."

Marie Thérèse received training in broadcast skills because of you. Your generosity helped Canadian volunteer Emile Anet share communications skills with partners like Radio Communautaire Nkuli Makeli (a community radio station whose name means "tam tam who carries the voices"). Emile trained Marie Thérèse in everything from interviewing skills and covering breaking news to technical know-how.

Now, Marie Thérèse is using her platform and voice to change lives. "I want children to go to school, I want people to know agriculture is important, I want them to know health is important. I want all the children and women to get the health services they need," she says.



BOLIVIA:

Sowing the seeds of change Your support helps women thrive in Bolivia



Rural Indigenous women are among the poorest people in Bolivia, often living on less than \$2/day. Your generosity is sending Cuso International volunteers to the APAMA co-operative to make a difference. APAMA was formed as a way for remote and struggling women to band together to create profitable businesses and earn a stable income.

APAMA members use their ancestral knowledge of local plants to make products such as ointments for joint pain and healing creams. The women also provide raw material to a local pharmaceutical company.



Cuso International has launched its new Innovation Fund

INNOVATION FUND



You made it possible for volunteer Nelly to share the mobile app with female farmers

Cuso International is pleased to announce the creation of its new Innovation Fund. Under the pioneering program, three Cuso International program offices received grants of up to \$100,000 for an innovative project they've designed to transform lives and communities.

In Cameroon, the Innovation Fund is helping female farmers become more resilient in the face of unrelenting climate change. Here, women are responsible for the majority of farming. When they aren't kept up to date

on the drastic changes in weather conditions, it causes a ripple effect to their communities and families.

Thankfully with the help of a new mobile phone app, the women of Cameroon are now able to receive weather forecast information for their area, connect with agricultural experts for guidance, as well as access training to improve farming outcomes. This technology narrows the gap for these women, whose success then moves their families and communities towards a better future.

TO LEARN MORE ABOUT THE INNOVATION FUND,
VISIT CUSOINTERNATIONAL.ORG/PROJECTS/INNOVATION-FUND



You are helping rural Indigenous women create a better future for their children

“The women look forward to meeting once a month and getting away from the stress of their days for half a day,” says volunteer Chelsey Berendse. “They laugh, chat and harvest the plants together. The women all say that the association has been a great source of skill-learning and leadership building over the years.”

By supporting Cuso International you give these hardworking women a hand up to lift themselves out of poverty and create a better future for their children. APAMA has requested additional volunteers to continue the cycle of positive change. Give today and your donation will be leveraged to have 10 times the impact!

PHILIPPINES:

Harvesting Hope

Your support helps farmers rebuild after loss



The flood waters rose rapidly as Alan Orais gathered his family and rushed to the roof. As Typhoon Haiyan – one of the strongest cyclones ever recorded in history – made landfall in the Philippines, Alan made a deal with God: spare my family and I will dedicate my life to helping others.



You helped Alan grow his business

Alan lost everything that day. But his family survived. True to his word, Alan is transforming his family's peanut butter company into a business model helping small farmers regain their livelihoods.

Alan works with local farmers to grow peanuts, guaranteeing a fair price for their product. Your support helped send Cuso International volunteers Marshall Bell and Tiffany Tong to the Philippines to help Alan and other micro-entrepreneurs grow their businesses.

"Alan is a real go-getter, driven to do the best for his community," explains Tiffany. "We helped him rebrand his business and plan for growth."

Thanks to the marketing and business support he received from Cuso International volunteers, Alan has secured new contacts to sell his rebranded "Farmer's Harvest" and the future looks bright. Best of all, success for Alan means better lives for others also affected by Typhoon Haiyan.

HOW YOU CHANGE LIVES



Alan supplies local farmers with seeds and support. He agrees to buy their peanut crops at a fair price



You send volunteers to help Alan market his business more effectively



Sales of Alan's field-to-jar peanut butter grow



Alan employs more farmers and they share in his success



Lives are transformed!

We'd love to hear from you



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