

A woman with dark hair in a braid, wearing a green and white striped shirt, stands next to a whiteboard. She is pointing at the board with her right hand. The whiteboard has Spanish text written on it, including "Pinozo" and "a y la de mi familia". The background shows a wooden door and some greenery.

# *Make a difference* **THIS YEAR.**

Give by  
**12/1**  
to double  
your impact!

SELF  HELP

INTERNATIONAL

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# #GIVING TUESDAY

This holiday season, your gift is more crucial than ever. The global pandemic has highlighted the importance of resilience for families and communities worldwide. Self-Help's partnerships help communities better weather economic uncertainty by offering community leaders in Nicaragua and Ghana the resources and knowledge they need to make lasting and sustainable changes in their families and their communities.

Support from families like yours makes those partnerships possible. That's why the Self-Help Board of Directors and key partners are once again offering to match your gift to Self-Help, up to \$60,000, the largest Giving Tuesday match to date. Give by December 1st\* and your gift will be matched 100% to double your impact for 2020.

In this issue of the Holiday Newsletter, learn about some of the lives your gift has touched and discover some of the ways you can continue to make a difference in lives of rural families and communities. You can give however or wherever you feel most passionately - including wherever it's most needed. If every household who receives this newsletter gives \$40, we would have sufficient funds to carry out program plans.

Please join us in helping more people help themselves.

Give online at: [selfhelpinternational.org/givingtuesday](https://selfhelpinternational.org/givingtuesday) or over the phone by calling 319-352-4040 or by mail to:  
207 20th Ave NW, Suite A, Waverly, IA 50677.

\*Gifts will be matched until 11:59 PM on 12/01/2020 or until the \$60,000 matching funds run out, whichever comes first. Mailed gifts must be postmarked by 12/01/2020 to qualify for the match. If you think your gift will arrive after 12/01/2020, please contact Susan Cornforth at 319-352-4040 or [susan@selfhelpinternational.org](mailto:susan@selfhelpinternational.org).







# AYISHETU PROMOTES GOOD NUTRITION

Self-Help International facilitates the Growing Healthy Food, Growing Healthy Children (GHFGHC) program, which is teaching mothers in rural Ghana the importance of good nutrition through nutrition education and food demonstrations. As part of Self-Help's sustainability approach to ensure community ownership, partnering mothers participate fully in all of the activities.

For example, mothers in GHFGHC are involved in the preparation of a food supplement called, "tom brown," a porridge that consists of Quality Protein Maize (QPM) and peanuts roasted and milled together. The tom brown is supposed to last mothers and infants an entire week, but many of the mothers end up using the tom brown for their whole family. This means the tom brown only ends up lasting a day or two. One of the mothers partnering with GHFGHC in Kukuboso, Ayishetu, experienced this challenge in her household.

Ayishetu confessed that her tom brown portion was not only feeding her infant in the program – it was also feeding his siblings. As a result, the 700g of tom brown lasted for a day in her house. She said her kids love the tom brown, and she decided to explore ways that she could have enough of the tom brown in her house. Ayishetu was already growing QPM, so she only needed to purchase some peanuts from the market. Because of the training Ayishetu received on preparing tom brown and the help of Self-Help's Promoting Good Nutrition team, Ayishetu had the knowledge and skills she needed to prepare the tom brown in her house to feed her family.

As a result of the COVID-19 pandemic in early 2020, Ayishetu started giving out the tom brown to other people in her community of Kukuboso because the mandated lockdown in Ghana meant that people didn't have enough at home to eat. Price increases at the market due to supply chain disruptions eventually took a toll on Ayishetu's family budget, and she later realized there was demand in her community for the tom brown.

"I now sell some of the tom brown to other people in Kukuboso whose families have developed a taste for it, and I'm able to generate an alternative income," Ayishetu said.







# FIGHT HUNGER

## MAKE A DIFFERENCE

\$1,200 CAN SPONSOR A TRAINING ON  
POULTRY PRODUCTION FOR AN ENTIRE  
VILLAGE

\$200 CAN PURCHASE INGREDIENTS  
FOR A DEMONSTRATION OF NUTRITIOUS  
WEANING RECIPES TO 160 MOTHERS

\$10 CAN PROVIDE A ONE-ON-ONE  
NUTRITIONAL CONSULTATION FOR ONE  
NEW MOM TO SUPPORT THE HEALTHY  
GROWTH OF HER CHILD



# SUPPORT FARMERS

A woman with dark hair, wearing a dark blue t-shirt, stands in a field of tall, green corn plants. She is smiling and looking towards the camera. The background shows a dense forest of green trees under a blue sky with some white clouds.

## MAKE A DIFFERENCE

\$2,500 CAN FINANCE THE REPRODUCTION OF QPM SEEDCORN TO KEEP UP WITH THE GROWING DEMAND FOR NUTRITIOUS MAIZE

\$300 CAN PROVIDE FINANCING FOR A FARMER TO ACCESS THE INPUTS THEY NEED TO ENGAGE IN COMMERCIAL PRODUCTION OF BIOFORTIFIED CROPS

\$15 CAN HELP TEACH A FARMER IMPROVED CULTIVATION PRACTICES TO IMPROVE YIELDS AND HOUSEHOLD FOOD SECURITY





# MILAGRO HAS A PASSION FOR AG

38-year-old Milagro lives in Quinta Lidia, Nicaragua and is a member of Self-Help International's Women's Empowerment Program. She works as a farmer, growing bananas and yuca and raising hens. She loves being in nature and loves animals.

One of Milagro's neighbors initially invited her to participate in a Women's Empowerment training. Milagro agreed to attend and although she was nervous, she was eager to learn how to start a successful business by learning skills like bookkeeping. She quickly became excited by the training and eagerly shared that her business consisted of selling of hens and roosters.

When she heard about Self-Help's Agriculture Program and farmers' increased yields of quality protein maize (QPM), she returned home motivated to share what she'd learned at the training with her husband. She wanted to begin cultivating INTA-Nutrader QPM using Self-Help's double-row planting method.

Milagro's husband, Bladimir, was very happy to see the change in her after this training but had doubts about the value of this type of maize. He visited the Self-Help office to speak with Nicaragua Country Director, Jorge Campos, about his doubts. Bladimir couldn't believe one could sow rows of corn so closely together because he'd never planted in that way.

Jorge explained the process to him and provided technical assistance, encouraging the couple to plant half a manzana (~0.9 acres) as an experiment. Milagro received a \$300 USD loan to purchase supplies for the experiment and hoped to get a yield of 60 to 70 quintales (~6,000-7,000 lbs). She was tasked with selecting seed from her yields to guarantee planting for the next cycle. She visited her plot each day with great joy and was so happy when she saw that the maize didn't have any pests.

Milagro puts the knowledge acquired from Self-Help's training into action. She keeps accounting records of all the expenses they've incurred since they planted their experimental plot. Milagro is the first woman to work with Self-Help in growing corn using the double-row method. She hopes to encourage more women to get involved.

Part of Milagro's harvest will be sold as commercial corn, another part will be used to feed her hens, and the rest will be marketed for sale as seed corn. At one training, Milagro met Adelaida, the owner of a small restaurant in the community of Laurel Galán. Adelaida agreed to purchase Milagro's corn. Milagro also planted an experimental plot of beans to have beans for consumption and to gain experience in bean production. She also produces oranges, tamarind, lemons, and sour oranges, for which she hopes to eventually find buyers.



# GUILLERMO ADVOCATES FOR CLEAN WATER

64-year-old Guillermo serves as the Water and Sanitation Committee (CAPS) maintenance technician for his community, Cruz Verde, Nicaragua. Guillermito (“Little Guillermo,” as he’s known throughout the community) has eight children with his wife, Alejandra. Guillermito and Alejandra have lived in Cruz Verde for more than 20 years, and their entire family drinks and uses the water that comes from a gravity aqueduct that the non-profit Water, Sanitation, and Community Organization Programme (PASOC) built in 1999.

Guillermito served seven years directing and organizing Cruz Verde’s CAPS. The committee mainly consisted of women, including his wife Alejandra, who elected him to serve as the committee coordinator responsible for representing the CAPS and community to the project engineers who were installing the aqueduct. He always accompanied the engineers and technicians carrying out the aqueduct project.

“I worked with a group of mostly women from the community because the women worried the most about having water access in their homes,” Guillermito said. “Women bear most of the burden of limited water access because they are the ones who have to travel long distances to bring water to the house or to wash clothes in a creek or river.”

For the first seven years after the aqueduct’s installation, the CAPS didn’t need to formally charge the community water fees. If a problem arose or maintenance needed to be done, the CAPS would go around the community and ask for voluntary contributions. However, in 2006, the CAPS eventually needed to find another natural source of water to attach to the pipe to the water tank, and this was when they began charging each household in the community a fee for the water. As of May 2020, water service costs C\$30 cordobas (\$1 USD) per month for each house.

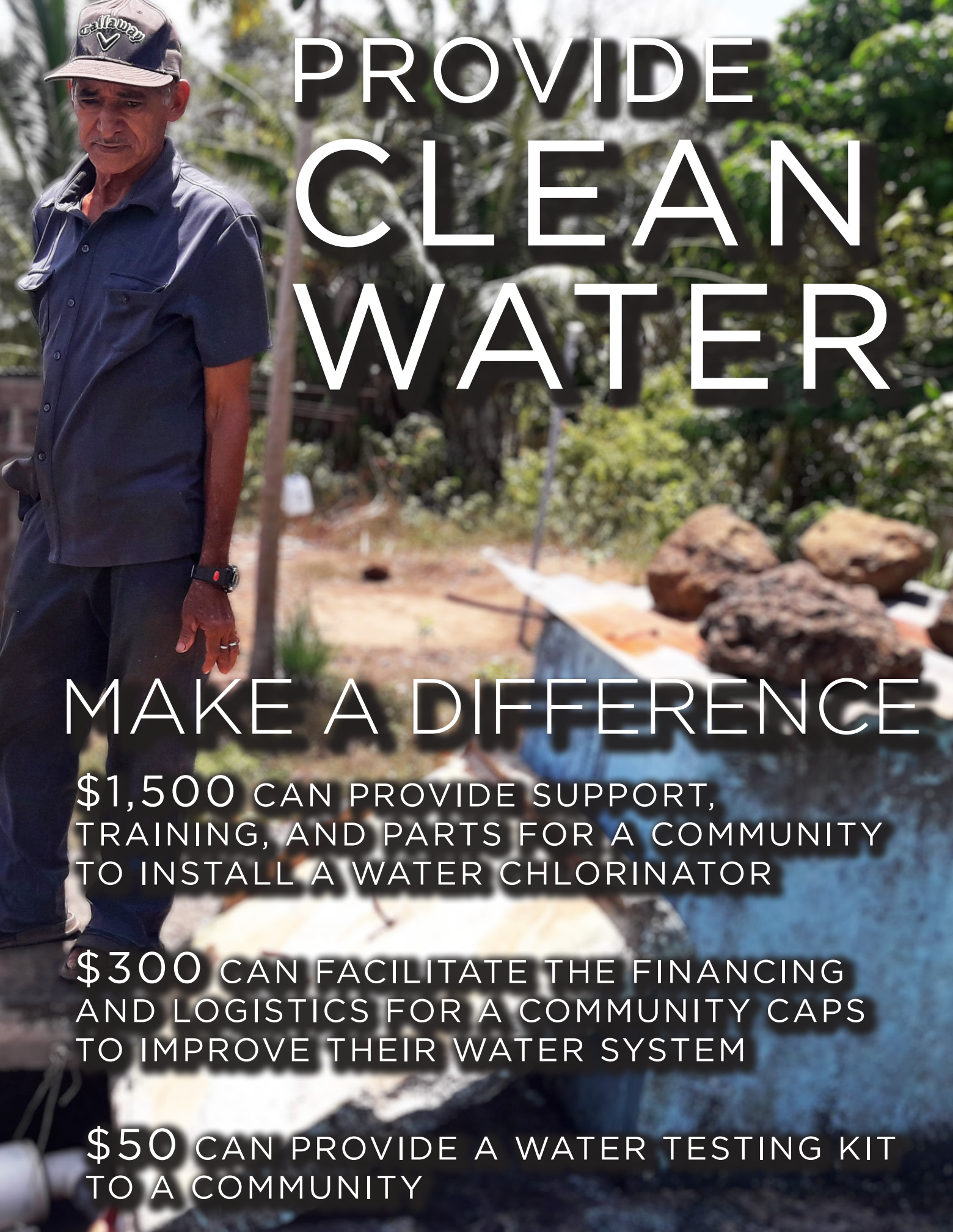
In 2011, Cruz Verde began partnering with Self-Help’s Clean Water Program and installed a CTI-8 water chlorinator. Guillermito is no longer a CAPS manager, but he still helps with the plumbing and maintenance of the water system.

“The people and the members of the CAPS leadership look for me when any problems arise in the water system. I never refuse, because I am committed to helping to keep the water available in this community,” he said. “Every time a pipeline failure happens, I repair it. If water isn’t reaching people’s houses, I check the chlorinator, the chlorine tablets, the catchment, and the water source. I almost always participate in all CAPS activities and the trainings provided by Orlando, Self-Help’s Water Program Officer.”

“I am always at the service of the community so that we all have water.”







# PROVIDE CLEAN WATER

## MAKE A DIFFERENCE

\$1,500 CAN PROVIDE SUPPORT,  
TRAINING, AND PARTS FOR A COMMUNITY  
TO INSTALL A WATER CHLORINATOR

\$300 CAN FACILITATE THE FINANCING  
AND LOGISTICS FOR A COMMUNITY CAPS  
TO IMPROVE THEIR WATER SYSTEM

\$50 CAN PROVIDE A WATER TESTING KIT  
TO A COMMUNITY





INVEST IN  
WOMEN



# MAKE A DIFFERENCE

\$1,000 CAN SPONSOR A SPECIALIZED  
HEALTH OR SKILL BUILDING WORKSHOP  
FOR AN ENTIRE VILLAGE

\$240 CAN PROVIDE A FULL YEAR OF  
TRAINING AND A START UP LOAN

\$50 CAN PROVIDE A START UP LOAN FOR  
A WOMAN TO PURSUE HER BUSINESS IDEA

## FELICIA EMBODIES ENTREPRENEURSHIP

63-year-old Felicia is a resident of Bedaabour in the Ashanti region of Ghana. She is a mother of five and a farmer. Felicia has been with the Self-Help International Micro-Credit Program since 2010. Felicia invested her first loan into her farming. This investment enabled her to access more farming land, which helped her increase her crop yields. She was able to use her increased income for her family, and three of Felicia's children were able to enroll in the senior high school two years after she joined the micro-credit program.

"Thanks to the loan I was receiving on a regular basis, my husband and I were able to support our children through their education," Felicia said. "They all want to be police officers; one has already gained admission into the Police Academy. The remaining two are also hopeful."

In 2015, Self-Help trained the women in Bedaabour in soap making as a part of enterprise development. Felicia began a soap business, and it became so successful that people from neighboring communities came to buy from her on a wholesale and retail basis.

"In 2016, business was doing really well and more people were purchasing my soap. My husband and I decided to acquire a plot of land in Sepaase, a suburb of Abuakwa near the city of Kumasi. We want to move the family from Bedaabour to the city in the future, so we bought land closer to the city.

"We have been able to put up an eight-bedroom house. Even though only three of the rooms are totally complete for living, it has been roofed entirely. Hopefully, by the end of 2020, the entire building will be ready for our family," Felicia said.

Now, Felicia takes loans of 3,000 GHS (approx. \$550 USD), which she reinvests in her soap making and farming businesses. She has also introduced the micro-credit program to other people, including her two sisters and their three daughters in a different community where Self-Help Ghana operates.



# EMPOWER TEEN GIRLS





# ADWOA TAKES CHARGE OF HER LESSONS

Adwoa is the only daughter of her parents' eight children. Her family migrated from the Ivory Coast to the small village of Yawmensah in the Ashanti Region of Ghana.

Since Adwoa was born in the Ivory Coast, her mother tongue was French. Classes in Ghana are taught in either English or Twi (one of the major languages in Ghana) and studying in school became difficult for Adwoa. She had difficulty communicating with her teachers and her peers, which made being in school very uncomfortable for her. Adwoa's situation continued to worsen, and she was asked to repeat a grade in school. This impacted Adwoa's social life and isolated her from her peers.

In 2016, Adwoa learned about Self-Help's Teen Girls Club in the neighboring community of Timeabu. Knowing that her struggles were rooted in not being able to communicate at school, Adwoa immediately joined the club and took its reading and writing classes seriously. Adwoa said that, although the club was helping immensely, Self-Help's Empowering Women and Girls Coordinator, Victoria, was the one who saw her challenges and provided additional assistance and support.

After a year, Adwoa – who previously could hardly write, speak, or understand English and Twi – was learning at an accelerated rate, and her learning reflected in all the subjects she was studying at school. Adwoa was promoted to the next grade level where she is now the second best student in her class.

Additionally, her unbeatable performance in school qualified her for the 2019 inter-schools quiz in the district, a highly sought after and respected accomplishment in the district. Her teachers and the headmaster are all impressed by her performance.

## MAKE A DIFFERENCE

**\$880 CAN FUND CLUB-LED COMMUNITY SERVICE PROJECTS SO GIRLS CAN LEARN LEADERSHIP SKILLS**

**\$250 CAN PURCHASE SUPPLIES FOR GIRLS TO DEVELOP A MARKETABLE SO THEY CAN EARN AN INCOME**

**\$15 CAN SPONSOR ONE GIRL ATTENDING A GIRLS' HEALTH LESSON**





# *You're invited!*

TO THE  
SELF-HELP INTERNATIONAL

## **VIRTUAL HAPPY HOUR TO EMPOWER WOMEN**

5:15 PM CT - 6:15 PM CT  
THURSDAY, DECEMBER 10

Register here:

<https://bit.ly/shi-virtual-happy-hour>

Join the Self-Help community for a one-hour celebration of empowering women and girls in Ghana and Nicaragua, and learn more about how you are making an impact by supporting female leadership in rural communities.



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# DID YOU KNOW?

SELF-HELP ACCEPTS GIFTS OF STOCK

If you would like to learn more about how to give a gift of stock this holiday season, please contact Susan Cornforth by calling 319-352-4040, or emailing her at [susan@selfhelpinternational.org](mailto:susan@selfhelpinternational.org)





**We're on social media!**



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