



## THE CASE FOR SUPPORT

JULY 1, 2010–JUNE 30, 2011



# IDEX

International Development Exchange



## Executive Summary

While IDEX is considered one of the most important, credible and long-standing organizations when it comes to social justice philanthropy, we still have a lot of work to do.

Since taking on the role of Executive Director of IDEX, I have never been more sure that investing in the work of credible community-based organizations in the Global South is an act of courage, still pale compared to the fearlessness that our grassroots partners demonstrate in these times.

For even as political repression in our partners' countries rises; as economic opportunities for people diminish; as climate change poses new threats; and as traditional development aid is bottlenecked and unlikely to reach those in real need – IDEX partners continue to inspire us with cost effective, high impact solutions.

Traditional philanthropic organizations are unable to grant to grassroots organizations. They lack long-term relationships and find it too costly to make small, direct grants at the grassroots where there is the greatest potential for fundamental change at the individual and community levels.

IDEX's niche, on the other hand, is exactly that: fostering problem-solving and leadership at the local level. This well-tested infrastructure will allow for our planned growth.

This year, as we embark on our 25th year, we are more committed than ever to partnerships with the global grassroots, dedicated alliances with civil society organizations, and meaningful connections with people like you, who make IDEX feel like a growing but still close knit family.

The people of the Global South – courageous farmers, weavers, homemakers, community builders, organizers, health workers, researchers and social changemakers who make up our partner organizations – remind us that the power of an exchange rooted in respect is essential to making lasting change.

At IDEX, *how* we do grantmaking is as important to us as the actual resources we provide. We attempt to embody humility, respect and continual learning in how we work.

As we grow, we never want to lose this value or the appropriate way of contributing. We want to remain an accessible, reachable IDEX that you can call your own. Together we are making change a reality. Onwards.

*Rajivini Bhansali*

*IDEX promotes sustainable solutions to poverty by providing long-term grants and access to resources to locally-run organizations in Africa, Asia, and Latin America.*



## *IDEX's Unique Approach*

### **IDEX connects you to grassroots projects around the world.**

Our job is to identify uniquely effective and well-established grassroots organizations. We look for transparency and effectiveness of accounting and banking systems, leadership and management strategies, sustainability, organizational planning and activities, and community involvement.

**We do the legwork so that you can trust your money is used effectively.**

### **Locally-led organizations achieve powerful change with IDEX grants.**

Our grants often support critical areas of work that are either overlooked or neglected by other funders.

**At the grassroots level,** our funding is used to bolster existing projects: great solutions by indigenous people who have the trust of their neighbors and the knowledge of what is most needed in their own communities. Simply put, it's a smart use of funds.

### **Your Role**

### **YOU are a crucial link in the chain.**

Grants come from the funds we raise each year from foundations and individuals like you. Gifts from individual donors make a world of difference when put in the hands of local groups. Our donors find this kind of funding a wise investment.



## Grantee Spotlight: Biowatch in South Africa



One of our newest partners is Biowatch, a small organization in South Africa that for the last decade has been advocating for local control of food through community training programs in sustainable, organic food production.

### **Why is this work so critical?**

In recent decades, throughout South Africa, big agribusiness and the government have been foisting industrial farming methods, including the use of genetically modified (GM) seeds, on poor family farmers.

Currently South Africa is the only country in Africa allowing GM seeds and they're now fast replacing traditional varieties. In addition to the many negative environmental and health consequences, GM seeds are diminishing food security for those communities already facing ongoing food crises.

Biowatch's belief is that local communities, not agribusiness, should determine whether GM crops are a part of their farming practices.

As a cost effective, high impact solution, Biowatch offers education and training programs for rural communities in KwaZulu-Natal to take back control on how to best use their local resources to meet their food needs. Practical, low-cost cultivation methods to help communities both conserve biodiversity *and* ensure their food security.

### **Biowatch is also engaging in critical work on a national level in South Africa, advocating industry change on how GMOs are promoted and used.**

In June 2009, Biowatch won a landmark legal victory — a nine-year battle against the South African government and the agro-giant Monsanto for access to information about GM crops planted in South Africa. Biowatch's time and expense

### How do we choose grantees?

Our thorough selection process allows us to support grassroots groups that are both poised to grow and are leaders in their respective fields.

IDEX grants long-term funding to partners. These grants allow for under-resourced organizations to grow and plan for the future.

Just as IDEX counts on our diverse network of philanthropic supporters, our partners, too, need consistent funding. Our philosophy: long-term change requires long-term partnerships.

### How is IDEX different?

Fundamental to our work is that we seek out great ideas and organizations like Biowatch that are already in motion.

We look for these brilliant initiatives that are based on the realities and local knowledge of politics, culture, ecology and economy, and we work to move resources to support them.

This may seem like a simple concept, yet much of the large-scale international aid doesn't work this way. This is how IDEX is different.

during this time nearly sunk the small organization. But Biowatch persevered.

Since winning their case, Biowatch is now leveraging their victory into public awareness campaigns about the dangers of GMOs and corporate control of agricultural systems that greatly affect food security and safety.

At the grassroots level, Biowatch is working to inform farming communities of their right to information as well as the impacts of GMOs on their livelihoods.

### What does Biowatch accomplish with IDEX funds?

This year, Biowatch will be able to continue its policy and advocacy work, farmer-to-farmer exchanges (where farmers from different communities can exchange information and techniques) and training with small-scale and household food gardeners.

One example is found in the rural community of KwaHhohho where a group of 21 women have pooled their resources to start a community garden.

Like the other women, Mrs. Mncube was dependent on her household garden for much of their subsistence and she was continually seeking other ways to generate income to keep the household afloat.

With Biowatch's seed savings program, the garden group members have been able to share and preserve indigenous seed varieties that are well suited to land. This is a viable alternative to GM seeds and the costly fertilizers and pesticides required to use them.

Since the community garden is now generating more produce than the group's families can use, they are able to sell their surplus. Mrs. Mncube was elected treasurer of the group, and she is responsible for keeping track of the group's income.

Mrs. Mncube says she has a newfound appreciation for traditional agriculture methods, such as composting. These methods have improved the soil on her land.

When her children come home from school, they assist her in tending to the household garden. Since Mrs. Mncube wants to pass down her knowledge to her children, each child has a small plot to tend to alongside her own. She says she is seeding the next generation of farmers.

Today, after participating in training with Biowatch, the community garden now serves as a way to generate income to support all of the families in the group.

More and more communities are looking to Biowatch for training. They see communities who have already switched to inexpensive, organic farming and are looking to emulate their successes.

*Many of our neighbors use artificial fertilizers and chemical pesticides, but we see the negative impacts of chemicals on the soil and we now have the skills to be able to produce naturally and successfully.*

—Mrs. Mncube,  
Treasurer of the KwaHhohho Community Garden



# Organizational Priorities For The Year Ahead

## Support for 30 Grassroots Organizations in 6 Countries

Building on IDEX’s growth in FY10, IDEX will continue to expand its grantmaking in FY11. Our goal is to make grants to 30 organizations, each receiving \$5,000 to \$50,000 for activities that empower women, build local livelihoods and care for the environment.



## Donor Opportunities and New Media Strategies

**Partner Media:** We will be bringing you on-the-ground reports from our partners, to inform our supporters and the public about inspiring and empowering action at the grassroots level. Many of our partners committed to sharing video stories and guest blogging for IDEX throughout the year.

**Young Professionals Group:** To connect to a younger generation of socially conscious people, we are launching IDEX’s “Young Professionals Group” to promote IDEX and engage Gen X and Gen Y supporters. Through social media, donor trips, and informal networking events, the group will help grow our presence with these demographics and offer a deeper understanding of alternatives to large-scale aid at a time when many young people are looking for just such models.

**White Papers:** To highlight our approach so that IDEX becomes a leading “go to” organization for international community-based grantmaking, we are also developing a series of white papers about our unique approach to women’s development, building local livelihoods and environmental justice.

## Growth Plan Launch

This year marks the launch of a new 3-year growth plan. This plan will guide IDEX in expanding its programming and outreach so that our tested model reaches additional community-based partners, a greater number of donors and funders are able to grant their funds internationally, and IDEX annual revenue increases by nearly 50 percent.

With the first phase now complete, the next step is designing a complementary implementation plan that will include action steps, a detailed timeline, necessary resources, and specific indicators of success. Following the implementation plan, the next step is to share the plan and bring in the initial investment needed to underwrite this critical phase of IDEX’s development.



# The Value of Your Investment

*If you believe that charity only goes so far...*

*If you believe that for change to be real and lasting it must be driven by the people who need it...*

*If you believe that grassroots communities have potential that can be leveraged for durable social and economic impact...*

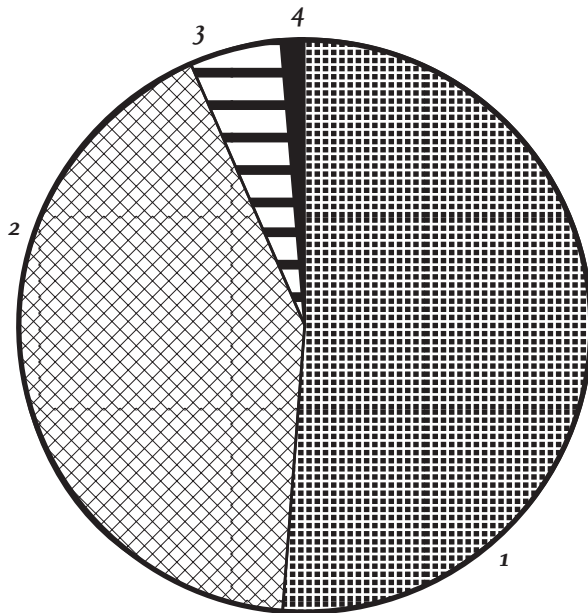
*...Then IDEX can add value to your philanthropic goals.*





IDEX invites you to invest in this movement. A movement of like-minded supporters and allies around the world who want to create a more just and equitable world.

At IDEX we are your link to local, effective problem solving and leadership. Your individual gift provides critical resources to communities with the vision, resolve, and ingenuity to create lasting change.

## Financial Resources for Programs

IDEX's annual operating budget is unusually modest for an organization with so many accomplishments. IDEX operates effectively and efficiently with a staff of seven, a 13-member Board, and a dozen highly skilled volunteers each year. Projected revenue for FY11 (July 1, 2010 – June 30, 2011) is from the following sources:



	1. Foundations	\$565,460
	2. Individuals	\$474,530
	3. Events	\$56,500
	4. Corporations/Groups	\$91,150
<b>Total Projected Revenue</b>		<b>\$ 1,108,390</b>

Gifts of cash, securities and planned gifts, including charitable trusts and bequests, are greatly accepted. IDEX is a 501 (c)(3) non-profit organization with tax ID number 77-0071852.

All gifts are tax-deductible to the extent allowed by law. For more information about making your investment in IDEX, please contact Vini Bhansali, Executive Director or Anne Mawdsley, Development Director at 415.824.8384.

*I have seen the limitations of large-scale, "old school development" projects and they continue to draw attention to the profound need to support community-driven development initiatives that are genuinely responsive to local needs.*

*The impact of alternative mechanisms like IDEX, that directly support community leaders, highlight the way forward.*

—Jennifer Lentfer, San Francisco  
Development Professional and Editor, [how-matters.org](http://how-matters.org)

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This year marks IDEX's 25th Anniversary Year!

We are in the midst of planning an amazing celebration of our work and that of our partners. If you have been involved with IDEX at any point in our past 25 years and would like to share your story, we would love to hear from you.

Email us at [IDEXis25@idex.org](mailto:IDEXis25@idex.org)