



**2006** ***Annual Report***



# “Challenge Minds, End Poverty.”

People ask us all the time, “What does 10/10 do?” Simply, we challenge people, individuals, youth groups, elementary schools, college campuses, whoever we may meet to consider the issue of extreme poverty in our world and embark on a revolution that states – “it does not have to be this way.”

Together, a movement is growing and people are realizing, maybe for the first time in history, that poverty can and should be eliminated. Governments, organizations and individuals are standing up together and addressing the issues as never before, and 10/10 is proud to stand along side.

Transformation “there” does not happen without transformation “here.” This is why 10/10 works so hard to educate people not only on the realities of poverty, but the causes and solutions to poverty as well. 10/10’s work in Africa is only part of the story. Across America, college campuses are engaged in dialogue, writing and learning about the issues of poverty and injustice. Our monthly publication, *Transparent*, is giving college students the chance to add their voice – and this is leading to change.

The news from Africa seems bad, but we have witnessed the cycle of poverty being broken. Businesses are started, a market is created, families have income and communities begin to see the seeds of change. We see it everyday, as people come together and say collectively, “enough.” The heroes in this story are our African friends, who work tirelessly to transform their world.

This all happens when one person adds their voice and resources to the countless others who have already decided that poverty can and will be history.

One plus one plus one....

Andrew Paquin  
Executive Director



Andrew Paquin meeting with Nehemiah Ndeti, the Director of Kwa Watoto School, a partner and friend of The 10/10 Project



A group of Kenyan students enjoying class at Kwa Watoto School, one of the schools that 10/10 supports

## Vision Statement

The cycle of poverty broken for every family in every impoverished community around the world.

## Mission Statement

The 10/10 Project builds relationships and partnerships with creative and innovative people throughout the world, learning and working together to break the cycle of poverty for life.

# **A Perspective From the Field**

## **Pastor Fred Afwai, Kenya Country Director for 10/10**

Kenya is rated among the poorest countries in the world. Up to 70% of Kenyans are unemployed, with women and youth being the most affected population. For some young people to survive, they find themselves engaging in criminal activities such as stealing. Faced with no employment opportunities, it has been documented that the most notorious thugs in Nairobi are disenfranchised young men below 25 years of age. Young women are forced to the streets where they find that prostitution is the only income-generating option available. This, of course, has contributed to the spread of HIV/AIDS throughout East Africa.

It is difficult for even the most qualified to gain employment in Kenya. Because of its historic tribal culture, those born from wealth or with money to bribe for employment are able to get the few jobs available. Without luck or good fortune, the only prospect for the majority poor to gain employment is for them to start some kind of business. Most of these people would be willing to start a business but they are hindered due to the lack of seed capital, which in many cases could only be around Ksh 5000 (less than \$100 USD).

The 10/10 Project's vision and mission is to break the cycle of poverty for every family in every impoverished community in the world. When Andrew (10/10's Executive Director) first came to Kenya and shared this vision and mission with me, I saw not only hope but a potential remedy for most of our economically disadvantaged people of Kenya.

Since 10/10 has partnered with some of our people in Kenya, I have seen this vision materialize as we have managed to give them seed capital to start small businesses. I have seen some people who have struggled to get a day's meal manage to cater for their families as a

result of a successful business that was started with a loan from some of our micro-credit partners.

Many of 10/10's partners are HIV positive, and life has for them been very difficult as they have not had money to pay for antiretroviral drugs. They also had a problem getting enough food. Many of them were dying much too soon. When 10/10 entered into partnership with groups like Tumaini Pamoja and MOCASO, I have seen these people's health improve drastically. Stress is also reduced because these people are busy working with their hands and thinking less about what to eat and how to pay their house rents.



*Fred Afwai, his wife, Alice, and two children, John and Karina*

I was very happy when I learned of a man that had abandoned his elderly mother. He came back to the family after

10/10 helped to construct a house for the mother. Andrew and I, along with one of our partners, went together to visit the rural house which was close to collapse. 10/10 sent some funding to our partner in the area and the house was completely rebuilt. The son of this HIV widow has now returned to the home area and has built his house on the home estate. This is another element of 10/10's effectiveness – uniting separated families indirectly.

Even though I am not spear-heading these changes, I am grateful for the opportunity 10/10 has given me to be their in-country representative here in Kenya, directing them to some of the partners where we have realized these changes. I have seen job opportunities created for the jobless, health improved for the ailing, and children happily learning in the schools that we partner with due to the support received from 10/10.

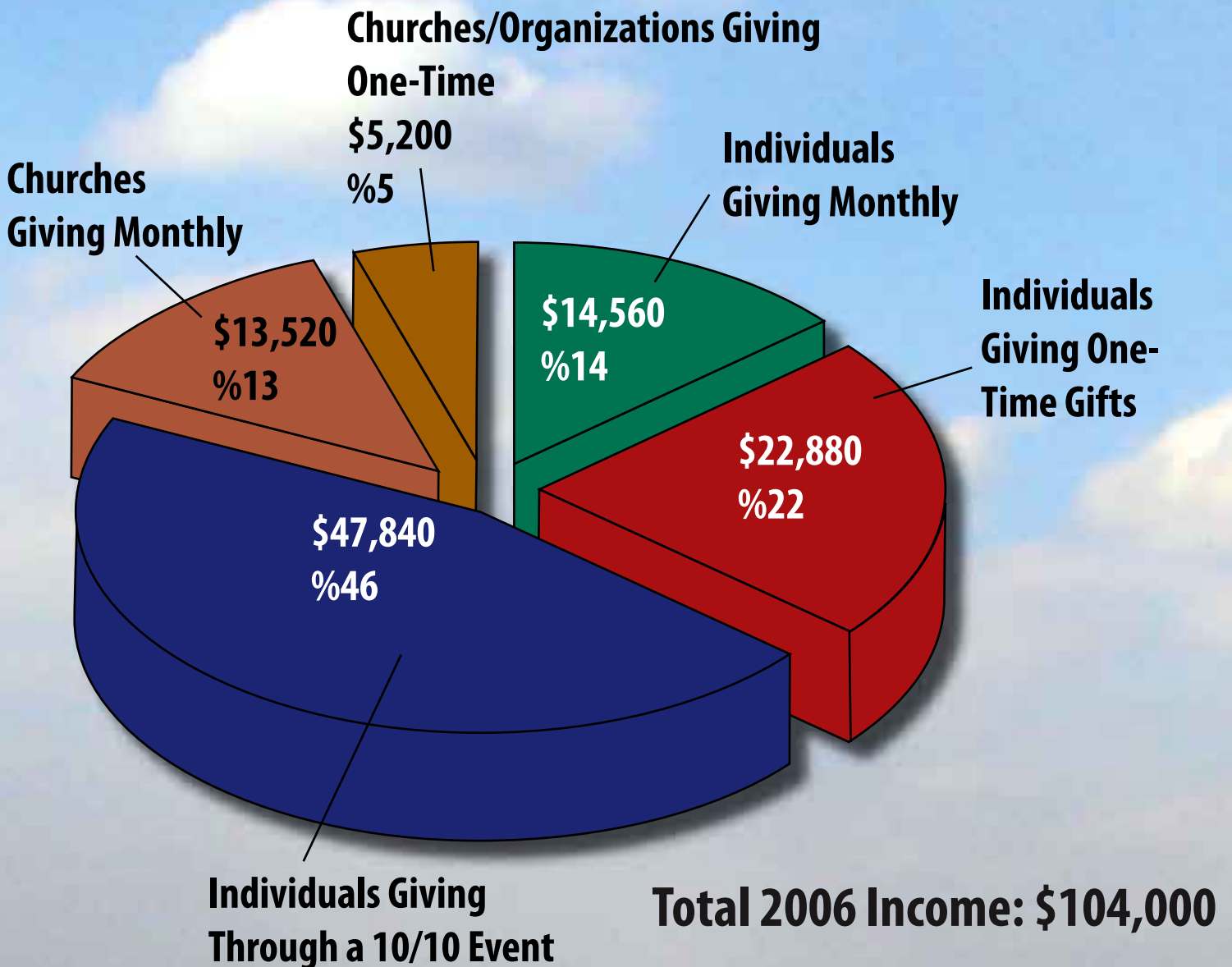
Much thanks to all who support 10/10 in its vision and mission that has enabled us to do what has been achieved in Kenya over the last 4 years. It is my prayer that God will bless each of you in all you do.

## Caitlin Connolly, 10/10 Intern

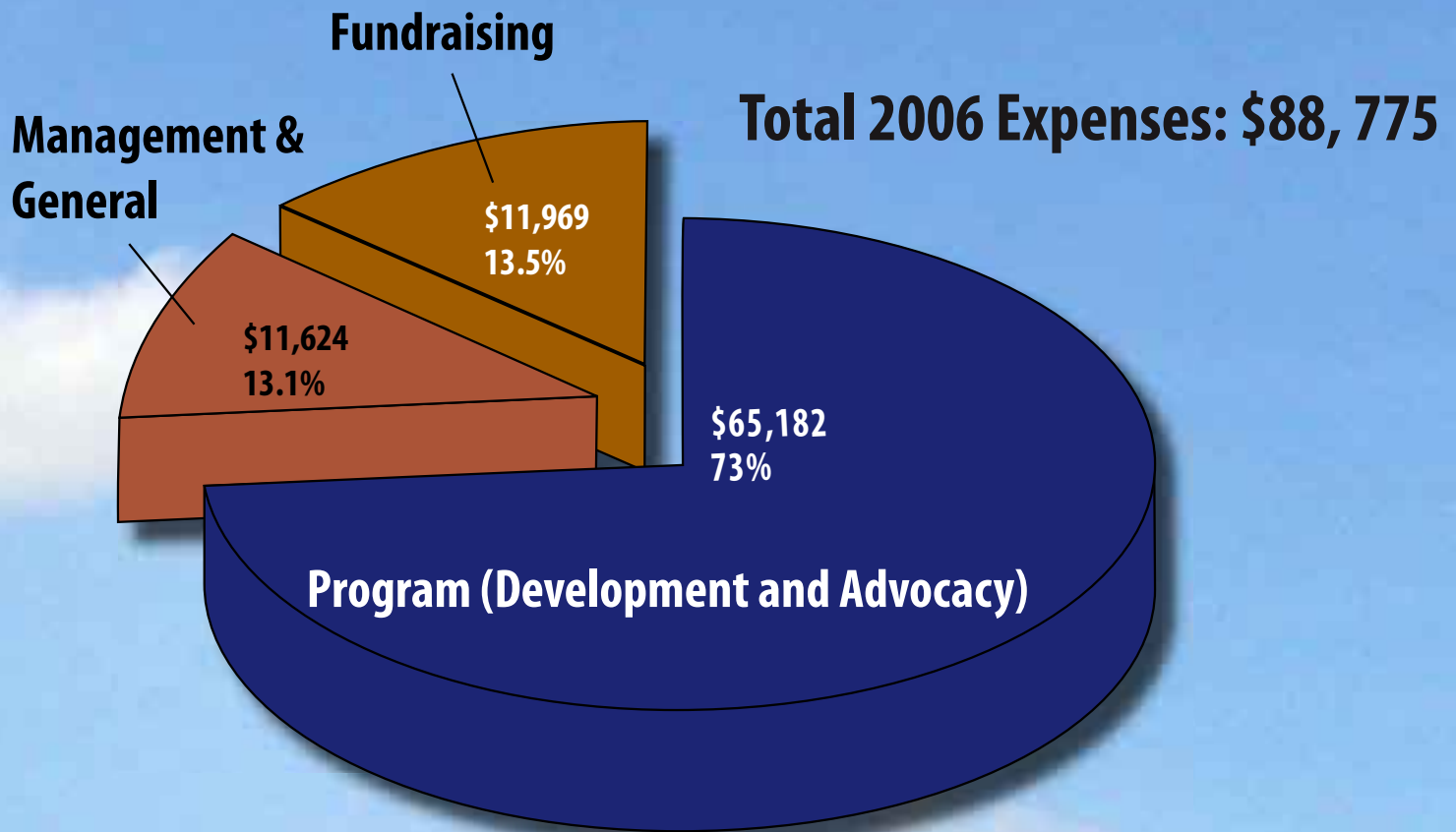
“The premise behind 10/10 is based on a relational ideology. The recipients of our grants are not simply the distant poor, but rather they are our partners. As I travel to Kenya, I go with enthusiasm to meet these partners, which the 10/10 staff holds in the highest esteem. I look forward to meeting these self-initiated individuals that my associates have formed such beautiful relationships with. I feel privileged to be representing The 10/10 Project because this organization fulfills its commitment to all the values apparent in both its vision and mission.”



## Sources of Revenue



# Use of Funds



*A copy of 10/10's IRS 990 form is available for you upon request.*

## *Megan Cullen, Director of Communications*



“I am unable to adequately articulate my experience with 10/10, but to sum it up, it has been incredible. I get to work with amazing people, both in the US and Kenya. I have learned and experienced more in the past couple of years than I would have thought possible. My role with 10/10 has allowed my passion for photography, video, and art to converge with my beliefs and values in social justice and involvement in our world. I am learning what it means to live out what I profess to believe, each day further developing my understanding of how we as individuals can join together to enact change in our global community.

I am constantly asked what I plan to do with my life, how I hope to make a living. It's not making a living that I am concerned about; rather I believe it is how I live that is of importance. Being part of 10/10 has granted me an opportunity to experience, learn, and grow, both personally and in community. Being part of 10/10 allows me to live my dream.”

# 2006 Development Overview

The 10/10 Project works towards the following goals, which are consistent with the stated goals of USAID and the Millennium Project, as guidelines for benchmarking success:

**Eradicate Extreme Poverty and Hunger:** Halve, by the year 2015, the proportion of people whose income is less than \$1 a day.

**Promote Gender Equality and Empower Women:** Eliminate gender disparity in the workplace and in primary and secondary education by 2015.

**Combat HIV/AIDS, malaria, and other disease:** Have halted by 2015 and begun to reverse the spread of HIV/AIDS, malaria, and other diseases.

**Achieve Universal Primary Education:** Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.

**Develop a Global Partnership for Development:** Develop further an open, rule-based, predictable, nondiscriminatory trading and financial system, including a commitment to good governance, development, and poverty reduction, both nationally and internationally.



10/10's Director of Partnership Development, Adam Delp, sitting with a new friend

With these goals in mind, the 10/10 Project has seen the following indications of progress:

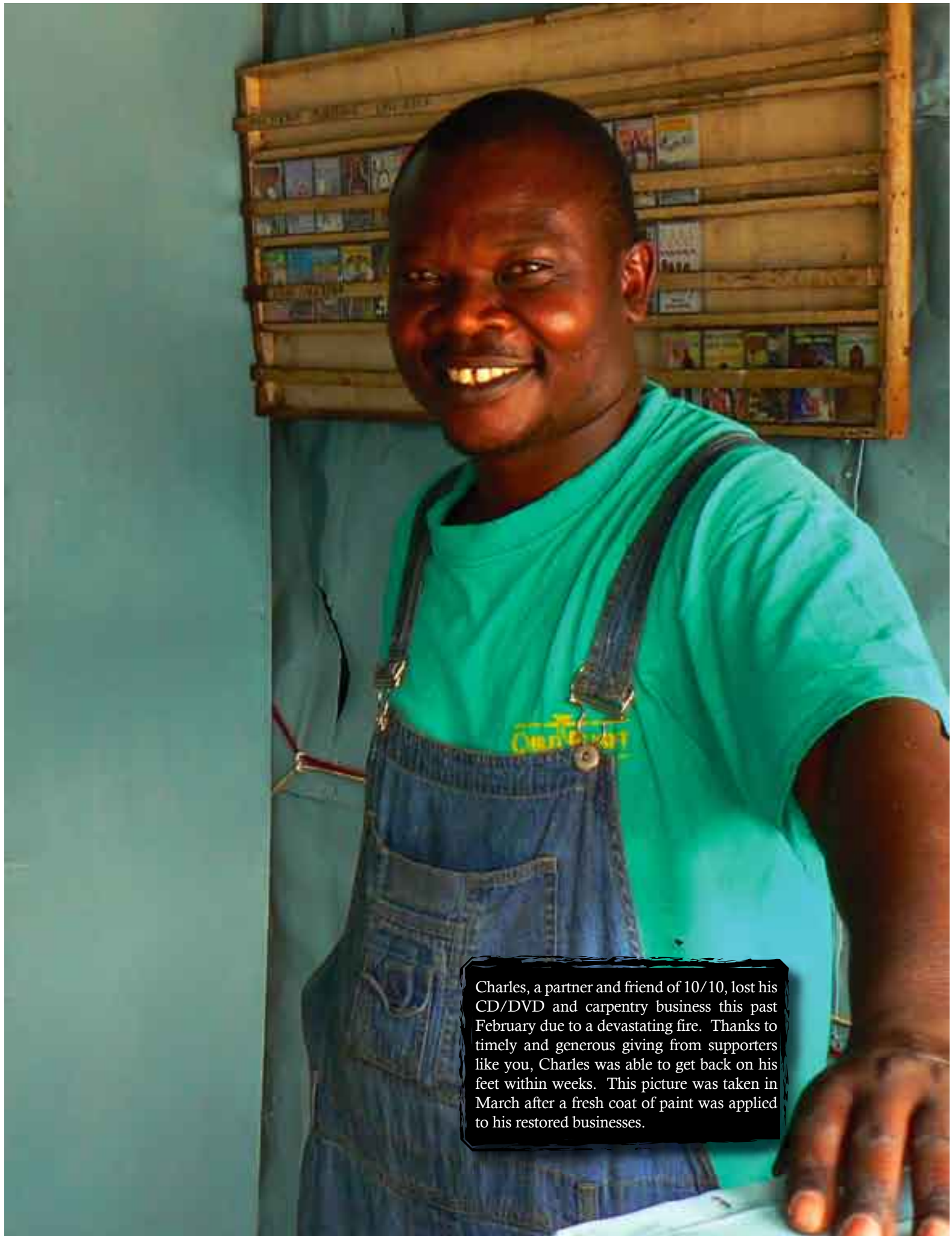
- 10 official partnerships with indigenous projects in Kenya
- 5 schools/orphanages – providing care for orphans and education to primary and secondary age students
- 5 community based organizations – providing financial services, job training, HIV/AIDS Awareness, social mobility
- 3,873 students educated by our Kenyan partners
- 287 small-businesses supported by our Kenyan partners
- 85% of members are Females
- Every month, leaders from various Kenyan partners meet to discuss successful ideas, best practices, troubleshoot challenges, all in an effort to overcome the complex nature of extreme poverty



Mark Mann, Director of Campus Activity and Editor-In-Chief for Transparent

## Challenges for the Future

- 40% of Students are Orphans
- Average of 1 textbook for every 7.4 students
- 51% of Partner Members' are HIV positive
- 23% of Partner Members' can afford Quality Prescription Drugs
- 24% of Partner Members' receive Job Skills Training
- Access to safe drinking water, proper sanitation, food security, and electricity is a major problem for the majority of constituents
- Average Daily Income of Partner Members' is \$2 or less



Charles, a partner and friend of 10/10, lost his CD/DVD and carpentry business this past February due to a devastating fire. Thanks to timely and generous giving from supporters like you, Charles was able to get back on his feet within weeks. This picture was taken in March after a fresh coat of paint was applied to his restored businesses.

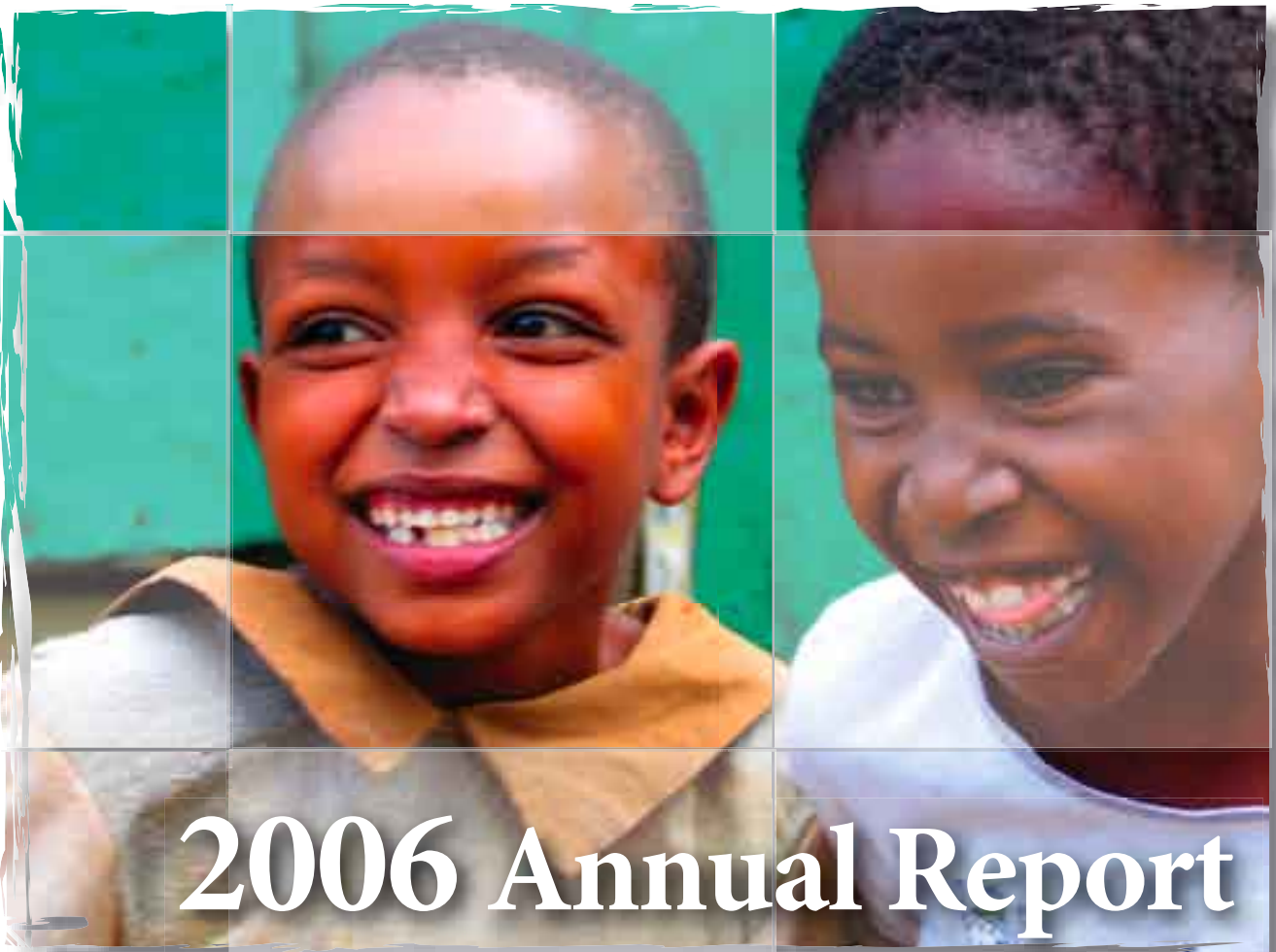


The 10/10 Project  
PO Box 219  
Lafayette, CO 80026

Non-profit  
US Postage Paid  
Permit 25  
Lafayette, CO

Address Service Requested

[www.the1010project.org](http://www.the1010project.org)



2006 Annual Report