

CREATE!

CREATE!'S VISION

Partnering with West African communities for sustainable development, poverty alleviation, and climate solutions, with women as the drivers of change.



WHAT WE DO

CREATE! partners with rural Senegalese communities to build resilience in the face of climate change, through improved access to clean water, food security, health and nutrition, and livelihood opportunities, using appropriate technology and environmental-based solutions.

CREATE!'s Values and Principles:

- Community-led development and climate action;
- Needs driven by Senegal staff and communities;
- Enhancement of life in the communities;
- Graduation to a self-reliant and environmentally sustainable community within four years;
- Partnerships with communities, governments, individuals, and the private sector.

STRATEGIC OBJECTIVES

Program

In its second decade of operations, CREATE! will catalyze greater resilience, climate action and economic empowerment through the following interventions:

Water Resource Development

CREATE! will continue to assure communities have access to vital clean water for consumption and to irrigate their vegetable gardens by partnering with community members to:

- Rehabilitate wells and introduce solar-powered pumps;
- Construct Drip Irrigation Systems;
- Develop Rainwater Harvesting Systems.

Agriculture, Food Security and Nutrition

CREATE! will mobilize communities and make strategic investments to improve the food security and nutrition of small-scale farmers through:

- The creation and management of organic community gardens;
- Crop diversity leading to dietary diversity and improved food security;
- Market and value chain development;
- Poultry and livestock cultivation and marketing;
- Reforestation and natural resource management activities and campaigns;
- Engaging youth through school vegetable gardens and reforestation activities;
- Emergency food distribution during lean, hunger periods (May-September) and supplemental feeding of pregnant women and children under five will be piloted as necessary in our communities.

Income Generation and Microfinance

CREATE! will empower women in its partner communities to earn more income and amass capital to lift their families out of poverty:

- Women will sell their surplus harvests to weekly markets and regional buyers;
- CREATE! will train women in financial literacy and numeracy to empower them to more effectively manage their enterprises and savings and credit funds;
- Women's groups will create savings and credit associations to lend money to members to start and expand micro-businesses like tailoring and food processing.



continued

Renewable Energy and Appropriate Technology

CREATE! will continue to employ its considerable expertise in appropriate technology to improve renewable energy infrastructure in its partner communities while empowering community members to take sustainable climate action through use of:

- Renewable solar energy to power wells and irrigate community gardens;
- Improved cookstoves that use eighty percent less fuelwood and protect West Africa's depleted forests and savannah.

Communications

CREATE! will:

- Empower women from our partner communities to effectively tell their stories and advocate for greater investment in their communities through the production and diffusion of films and through social media applications like Facebook, YouTube and Instagram;
- Introduce and use enhanced communications technology to enable its technicians to transmit monitoring and evaluation impact data electronically to our monitoring and evaluation experts to improve the measurement of our impact;
- Advocate for CREATE!'s partners through speaking and writing about CREATE!'s work in Africa, the U.S. and Europe.

Human Resource Development

CREATE! will:

- Ensure its organization structure is aligned with its objectives in Senegal and West Africa so that it can adequately promote and support its Senegal and U.S. offices;
- Recruit, train and maintain skilled and passionate staff and board members dedicated to achieving CREATE!'s vision of empowering resilient rural communities;
- Provide training, capacity building, technical exchange and speaking engagement opportunities for its staff.

Financial Stability

CREATE! will strengthen its ability to mobilize necessary resources to continue and gradually expand its climate action and economic empowerment activities in Senegal and West Africa through:

- Developing and executing a two-year major gifts plan;
- Intensifying our outreach and engagement with current and new supporters;
- Continuing to partner with like-minded foundations and NGOs;
- Piloting and implementing a corporate funding campaign to encourage multi-national and Senegalese companies to invest in CREATE!'s sustainable development program.

IMPACT

During our 2021-23 Strategic Plan period we will support four new women's groups to rehabilitate four new wells, start four new community gardens, irrigation systems, poultry sheds and village level savings and credit associations (VSLAs). This will enable CREATE! to achieve and consolidate the following impact from our inception in 2010 through the end of 2023:

- Support twenty-three women's groups to build more resilient communities;
- Improve the lives of 20,000 community members through access to clean water, nutritious vegetables & income generating activities;
- Construct and maintain twenty-three solar-powered water and irrigation systems;
- Establish twenty-three community gardens, poultry sheds and savings and credit funds;
- Improve the nutritional diversity of 20,000 community members;
- Reclaim at least 60 acres of barren land from desertification for cultivation;
- Plant an average of 20,000 trees annually. Almost 200,000 trees have been planted since 2010.
- Graduate 15 partner communities to self-reliance and sustainable change after four years of CREATE! training and support.



PHOTOGRAPHY BY FATOU SOW & FATOU THIAM