

DIR BIYABIR 2007 YEAR END REPORT

JANUARY 14, 2008

.... MOBILIZING
RESOURCES FOR
GRASSROOTS
DEVELOPMENT IN
ETHIOPIA

WE'RE ON THE WEB!

SEE US AT:

WWW.DIRBIYABIR.ORG

THE ORGANIZATION

The basis for the creation of Dir Biyabir is the recognition that there are thousands of individuals who would like to contribute to positive change in the world. Due to the overwhelming nature of the problems of our age, and lack of direct access to those who are tackling these problems, this type of good will largely remains unrealized while the problems get worse from year to year.

The goal of Dir Biyabir is to create positive change and to realize this strength in numbers by creating a forum to mobilize the resources of those who want to help and to connect them directly to those who need their help. We commit to send 100% of all funds raised directly to supported projects.

Dir Biyabir focuses specifically on local grassroots projects in Ethiopia that are sustainable and that build capacity in the local population to pull themselves up from extreme poverty. Projects must put the target population on a path of independent growth so that long-term assistance is no longer needed.

All supported projects are run by local non-profits in Ethiopia. Dir Biyabir

carefully selects the most viable non-profits in Ethiopia as demonstrated by their ability to raise funding independently, and to successfully execute on projects with minimal overhead.

In recognition of the enormous potential for driving positive change by mobilizing individuals, Dir Biyabir is a membership based organization. Annual membership fees are a significant revenue source for the organization with 100% of all funds received being sent directly to supported projects. In addition to membership, Dir Biyabir also seeks individual donations, and grants from foundations and corporations to raise funds for supported projects in Ethiopia.

Dir Biyabir was incorporated in the state of California on May 5 2006. The organization received Federal tax-exempt status as a 501(c)(3) public charity on January 10 2007. On January 26 2007 the organization received tax-exempt status from the State of California.

LEADERSHIP TEAM

The Dir Biyabir leadership includes an Executive Team and a Board of Directors. The Executive Team is responsible for the operations of the organization, and covers all operational expenses (thus enabling 100% of all funds raised to be allocated to projects).

The Board provides expert advice and guidance as well as networking connections to further the goals of the organization. All positions in the organization are voluntary and uncompensated. Profiles of the Executive Team are available at our website at www.dirbiyabir.org

Executive Team:

Haeran Fisseha – Chairperson
Bibi Ephraim – Secretary
Yonas Fisseha – Technical Advisor
Merlene Robergeau – Treasurer

Board of Directors:

Theodros Kidane
Rami Haddad
Meqdelawit Germachew
Fekre Ashagre

MEMBERSHIP

Membership recruitment started on February 17 2007. By end of year 2007 Dir Biyabir had 23 members globally, all at the Gold membership level (\$100 annually, tax-deductible). Our members reside in the US, Canada, UK,

France, and Germany, with a majority being Ethiopians or Ethiopian Americans.

Membership recruitment has been primarily focused on personal contacts via friends and family network.

PROJECT STATUS

Two projects were selected for support in 2007: The Gudifetcha of Trees project and a Youth Entrepreneurship project. Both projects will be implemented by Adheno in the villages of Worqgur and Moyi in the Northern Shewa region of Ethiopia. Adheno is a registered non-profit in Ethiopia focusing on grass-roots development activities in Northern Shewa (www.adheno.org).

As part of personal trips to Ethiopia, the Chair and Secretary of Dir Biyabir met with the Adheno management team and visited the project site with them. The local villagers and youth were also interviewed.

Youth Entrepreneurship

The local youth have formally organized themselves and have registered in their local kebele (neighborhood association). The main group is known as the “Goshebedo Tsigereda Wetatoch Mehaber” They have also opened a bank account. Membership fees for the mehaber are \$0.25 ETB per month (\$0.03 USD), an indicator of the level of poverty in the area. Within this main group the youth have formed sub-groups focused on specific entrepreneurial projects. One such sub-group (Goshebedo Tsigereda Wetatoch Nib Irbata Hibreteseb Mehaber) has developed a detailed business plan for a bee-keeping enterprise, and submitted it to Dir Biyabir for funding. The sub group consists of 20 youth and their plan calls

for an initial capital requirement of \$15,270 ETB (\$1,651 USD) with expected annual revenue of \$19,916 ETB (\$2,154 USD). Dir Biyabir will fund this enterprise fully in 2008. Another project of interest to the youth is a shoe-making project. Adheno has already provided skills training by arranging for a shoe-maker from Addis Abeba to visit the village and train the youth. Dir Biyabir will also consider funding this or other projects if detailed business plans are submitted.

Gudifetcha of Trees

The farmers of the Moyi Peasant Association had requested the assistance of Adheno to reverse the deforestation in their village and improve soil yields. Adheno has identified a plot of land at a location known as Kaset that is ideal for reforestation due to the presence of a natural spring. Dir Biyabir will be funding this reforestation effort at Kaset.

In December 2007, Adheno signed a memorandum of agreement with the UNDP (United Nations Development Program) who has agreed to fund another reforestation project in the nearby village of Worqgur, at the kebele of Metkoria. Adheno has already implemented previous reforestation projects in Worqgur with funding from Christian Relief and SIDA (Swedish International Development Agency)

Pictures and project updates will be posted at www.dirbiyabir.org

FINANCIAL STATUS

For the period January 1 2007 to December 31 2007:

Revenue

Membership	\$2,300.00
Donations (for Adheno Operations)	\$1,350.00
Donations (for Gudifetcha of Trees)	\$ 850.00
Donations (for Youth Entrepreneurship)	\$ 825.00
Grants (from eBay for Gudifetcha)	\$2,500.00
Dir Biyabir Exec Team Donations for Operations	\$ 273.41
Total Revenue .	\$8,098.41

Expense

Grants paid out for Adheno Operations	\$1,350.00
Dir Biyabir Operational Expense	\$ 273.41
P.O Box Rental	\$132.00
Dir Biyabir Website Hosting	\$ 16.50
Adheno Website Hosting	\$ 16.50
Adheno Domain Registration	\$ 10.00
DirBiyabir Domain Registration	\$ 9.00
Business Card Printing	\$ 36.32
Paypal Transaction Fees	\$ 53.09
Total Expense .	\$1,623.41

Balance

2007 Revenue – Expense	\$ 6,475.00
Carryover Balance from 2006	\$ 0.00
Balance on December 31 2007	\$ 6,475.00

In 2007 Dir Biyabir distributed one grant to Adheno for operational expenses from individual donations that were contributed specifically for this purpose. All funds raised in 2007 for the Youth Entrepreneurship project and the Gudifetcha of Trees project will be sent to Adheno in 2008 specifically for implementation of these two projects. In addition all 2007 membership fees will be distributed among these two projects as needed.

KEY ACCOMPLISHMENTS IN 2007

- Attained federal and California public charity tax exempt status
- Developed membership structure and signed up 23 members globally
- Exceeded financial target to raise \$6,000 in the first year.
- Kept operational expense at 3.3% of total revenue and funded it completely by executive team so that 100% of contributions and membership fees are allocated to projects
- Developed Dir Biyabir website
- Assembled board of directors
- Won eBay grant for Gudifetcha of Trees project
- Provided guidelines for business plan development by youth group, and raised enough money to fund the project completely.
- Gained valuable experience in grant-writing through applications to Conservation International, Rockefeller Foundation, and the Conservation, Food, and Health Foundation
- Completed two visits of project site and met with target population (at personal expense)

GOALS FOR 2008

In 2008 Dir Biyabir will focus on the following goals:

- *Project Execution:* All funds raised in 2007 will be sent to Adheno for project implementation. Dir Biyabir will monitor project status and lend advice and support to Adheno as needed
- *Continue to allocate 100% of donations to projects:* Operational expense will be kept at below 5% of total revenue and will be completely funded by executive team so that 100% of donations, grants, and membership fees will be allocated to project work in Ethiopia
- *Significant Expansion of Membership:* Dir Biyabir will target to grow membership by at least 100% by end of year 2008. The organization will continue to pursue a strategy of “organic growth” by leveraging personal contacts and word-of mouth. Existing members are critical to this strategy as they can leverage their social network to convince new members to join Dir Biyabir, thus leading to a “viral” effect. In addition to recruiting new members, it is critical to ensure that current members renew their annual membership.
- *Fundraising from Corporations and Foundations:* additional funding for projects will be raised through grant applications to targeted private and public organizations.
- *Identification of New Projects to Support:* Research and identify new projects in Ethiopia that are consistent with the goals of Dir Biyabir, including possible follow-on projects to current initiatives.
- *Recruitment of Key Volunteers:* In order to scale the organization, an additional 2 highly effective volunteers will be needed to support operational tasks
- *More content on Websites:* Revamp Adheno website and add more content on Dir Biyabir website including project details and pictures
- *Maintain Public Charity Status:* increase the percentage of revenue from the general public in order to maintain public charity status

E-MAIL:
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THANK YOU

2007 was the first year for Dir Biyabir as a public charity. You, our early members, were absolutely essential in driving the momentum of our organization. We thank you sincerely for your vote of confidence!

Please spread the word and help us recruit more members as our strength lies in numbers. After all, our name is derived from an Ethiopian saying “Dir Biyabir Anbessa Yasir” which means “when spider webs unite they can tie up a lion”.

Thank you for your support in 2007. We look forward to working with you in 2008.

We wish you and yours a very happy and successful New Year!!