

2022 Annual Report
Friends of the Dogon
Steadily Unsteady





Dear FOD supporter,

With COVID subsiding, political instability became again the dominant theme in Mali in 2022. [A list of key events](#) in the country is a discouraging read, as violence, attacks, and the withdrawal of the French anti-terrorist mission from the country dominate the list. According to the [Carnegie Endowment for International Peace](#), the Russian influence in Mali, started in 2021, has increased, with the Wagner group settling in the country and arms being shipped from Russia. While the major upheavals in the country had relatively little influence on Doundiourou, the instability in the local area also continued with attacks on nearby villages. We will continue our best efforts to support the daily lives of the Doundiourou villagers while hoping that the unrest does not spread into their village.

The FOD Team (Audie, Craig, Henkka, Mamadou, Saakje, Serge)



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Farm field outside
the village.

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Doundiourou with Dogon huts.



OUR PURPOSE, VISION, MISSION, AND OBJECTIVES

Our purpose is to create a prosperous and inclusive Doundiourou, where girls and boys growing up have an equal opportunity to prosper and live happy and fulfilling lives. Our vision is that in the future, children in Doundiourou can pursue education beyond the minimum and the villagers run projects that act as income generators and provide environmental protection. To enable this vision, our mission is to support Mere-odjou, our partner cooperative in the village of Doundiourou, to combat poverty, malnutrition and desertification. The funds we raise for Mere-odjou aim to achieve three main objectives:

1. Generate income-earning projects for the locals to reduce poverty and malnutrition and to stop rural exodus in search of work.
2. Improve the opportunities of local children to receive education, particularly girls.
3. Combat desertification by planting multi-purpose trees.





ACHIEVEMENTS IN 2022

School meals: The Backbone of Mere-odjou

In 2022, education in Doundiourou was running at full speed. Subsequently, the FOD donations in 2022 were all aimed at keeping this extremely popular form of support running throughout the three semesters of the year. Established as an effective form of creating a real impact, the canteen continues to be the centerpiece of FOD support to Mere-odjou.

Mere-odjou and the villagers started the work to extend the school at the end of 2022 by initiating the construction of a second building. We are very excited about the success of this project. Unfortunately, our current fundraising does not allow us to support such extension, let alone pay for an increased number of meals. We are obviously thrilled about the success of the meals in allowing an improvement in education in the area, but without extra support we will not be able to let Doundiourou reach its full potential. We would be extremely grateful for any additional support to finance this success the villagers have created with FOD support.



Lunch time at school.

Shelter-belt plantation project

Combating Desertification, Malnutrition and Poverty in Mali

Project proposal

Friends of the Dogon / Les Amis du Peuple Dogon

December 2022

Launch of the tree planting campaign

We are extremely excited about starting to tackle the third objective FOD has had since its launch, combatting desertification by planting multi-purpose trees. For Christmas 2022, we announced a fundraising campaign for planting the first green belt to protect the village, with the theme of donating trees for Christmas. Already during the festive season, we reached approximately two thirds of the required 4500 CHF to start the project. Please see the full proposal on our website: [FOD Tree Planting Project Proposal](#).

Chicken coop in production

The chicken coop and an outdoor chicken run, financed by FOD in 2019, continued to provide a constant source of protein to the villagers. The roughly 100 chicken pecking away in the coop are producing around 35 eggs per day. Considering the heat in the area, this can be considered very successful egg production. Plans for 2023 include starting to raise chickens also for meat production.

Sheep rearing project still suspended due to insecurity

As in the previous years, the sheep-rearing activity that started FOD has been on hold due to the unrest, as it is too dangerous for most regional markets to operate anymore. Mere-odjou has the funds from the sold sheep waiting for the trade to restart, but we can only hope for a brighter future.

FOD banking

We started to feel the full effect of the banking change in 2021. Having to use a commercial money transfer service that charges 10% in foreign exchange conversion has increased FOD banking expenses significantly and they have now reached 10.7% of the funds donated. Unfortunately, there is little we can do about this, considering that the company in question is the only one we have access to that transfers money to Mali.



FOD regular sponsorship

Smart Cuts Ltd., our long-time corporate sponsor, continued supporting the work of FOD financially. We also gained another significant, private monthly sponsor to support Doundiourou. We look forward to another year of cooperation to the benefit of the villagers and hope to gain more such committed supporters.

School supply delivery.



ACTION PLAN FOR 2023

Ongoing school meals

School meals still form the core of FOD support, as they have proven themselves an efficient way to move toward our vision of improved quality of life and equal opportunities for Doundiourouans. As mentioned above, the work to extend the school for more pupils to have the opportunity for proper basic education is ongoing, fully undertaken by the villagers who use local clay to make mud-clay bricks and local thatch for the roofing. This way they can complete the project without extra funding.



Social media use

Since early 2023, we have activated our use of both Instagram and Facebook and aim at posting weekly about life in Doundiourou and Mere-odjou / FOD engagement. We hope that this will gain us more followers and future donors through illustrating life in Doundiourou to the world.

Tree planting / green belt -campaign

Planting a green shelter belt around the village to stop desertification, improve soils and retain water is one of our long-term goals. It involves planting fruit trees and medicinal plants to bring much-needed cash to the village. So far, the villagers have been experimenting with raising a few seedlings to gain some experience with cultivating a variety of species, but during 2023 the first part of this shelter belt will be planted as a result of the FOD Christmas campaign discussed earlier.



FOD IN FIGURES

We do not charge any administrative expenses, and all work done is on a volunteer basis.

Total donations received in 2022: 11,932 CHF* (2021: 6,107 CHF)
Percentage of donations reaching Mere-odjou: 89,3% (2020: 94%)
Donations and grants budgeted for 2023: 9,500 CHF

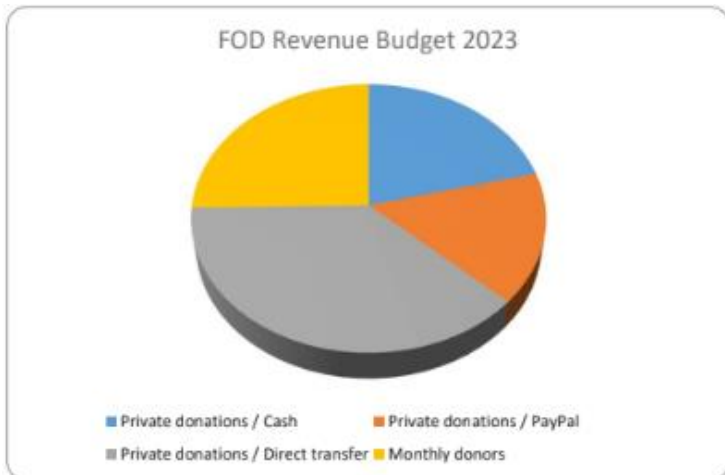
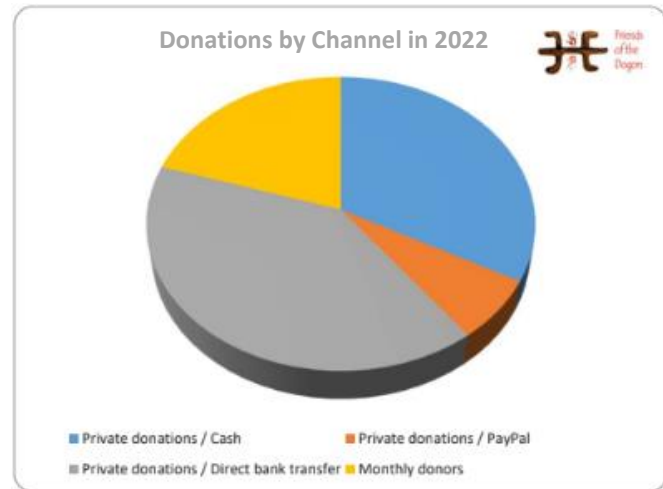
In 2022 FOD received 11,932 CHF in donations, a return to roughly the same level as in 2020. While 2020 at the time was an exceptional year for FOD, we are very excited that 2022 was again very successful, partly due to the tree planting campaign that started just before Christmas. For 2023, we aim at a level that would still be a considerable increase compared to 2021, even if lower than 2022. The relatively large amount of funds on our balance sheet at the end of the year reflects the tree planting Christmas campaign, and the funds will be spent to fund trees during the first half of 2023, as soon as we have achieved our fundraising goal.

In 2022, 89.3% of donations were spent on projects in Mali. The remaining 10.7% consists of fees for receiving donations online through PayPal along with banking charges in Switzerland and Mali for transferring money. Here, the change in our banking arrangements discussed earlier caused an unfortunate and permanent increase in banking expenses, with most of the expense money being taken by the transfer agent.

All figures are in Swiss Francs (CHF). We receive donations in five currencies (Swiss Franc, Euro, Pound Sterling, US, and Canadian Dollars) from around the world. Online donations are continuously converted to the base currency (CHF) using the rates offered by PayPal, and cash donations based on the daily rates. We aim to keep foreign exchange conversion impact to a minimum by converting money as soon as received.

Donations to FOD are tax-deductible in Switzerland.

*1 CHF ≈ 1.10 USD



FOD 2022 Income Statement (pre-audit)



All amounts in CHF

Revenue	1.1.2022 - 31.12.2022	
Private donations / Cash	CHF	3,915.35
Private donations / PayPal	CHF	816.67
Private donations / Direct bank transfer	CHF	4,800.00
Monthly donors	CHF	2,400.00
Grants	CHF	-
Total revenue	CHF	11,932.02
Expenses		
Charitable spending		
Donations for school meals	CHF	7,618.09
Total charitable spending	CHF	7,618.09
Banking expenses		
Bank charges	CHF	123.80
Transfer + FX costs	CHF	745.76
PayPal fees	CHF	45.05
Total banking expenses	CHF	914.62
Total expenses	CHF	8,532.70
Financial gain	CHF	-
Net result	CHF	3,399.31

Balance Sheet (pre-audit)

Assets	31.12.2022	
Bank account balance 31.12.2022	CHF	3,849.81
Paypal account balance 31.12.2022	CHF	602.62
Total Assets	CHF	4,452.43
Liabilities & Capital		
Capital		
Remaining funds to donate in 2023	CHF	4,452.43
Total Liabilities & Capital	CHF	4,452.43

WHO WE ARE



Madame Atta Guindo
President of Mere-odjou

Madame Guindo was chosen by the women of Doundiourou for her seriousness and dedication and her ability to get along with everyone. Born in Toroli, a small Dogon village in the Seno plain, she married into Doundiourou where she farms millet, peanuts and beans and is the mother of 4 children. She never had the opportunity to go to school but is dedicated to helping all children have access to education as well as to the socio-economic development of the village.

Born in Doundiourou Seno, Mamadou had to walk 8km for primary school, then attend secondary school 20km away. He tried to continue his education in Bandiagara but could not afford to finish his studies, returning to the village to work as a tourist guide to support the education of his brothers and sisters. When tourism collapsed, he gathered the women of the village to form an association to try to address the crisis. He has CEAP training (Champs École Agro-Pastoral) given by the FAO, after which he organized a group of 25 households to train them in agricultural and pastoral techniques and village saving and credit associations. Mamadou speaks 5 languages, including Dogon, Bambara, French, English and Peulh.



Mamadou Guindo
*Field Coordinator of FOD and
General Secretary
of Mere-odjou*



Serge Pfister
President of FOD

Serge worked on seven missions for Médecins sans Frontières (Doctors without Borders), as a logistician, administrator and project coordinator, in Sudan, Ethiopia, Congo and Myanmar. Presently teaching, he is active in several associations, with a focus on promotion of solar energy and support to refugees newly arrived in Switzerland (MSc Environmental sciences, UNIL, MEd Haute Ecole Pedagogique, Lausanne).



Audie Hazenberg
Vice-President of FOD

Having lived in Tanzania for two years as a child, Audie has always been drawn to Africa. She studied lions for two years in the Serengeti before moving to humanitarian work for Doctors without Borders. She has worked as logistics coordinator for relief projects in the Republic of Congo and in Darfur, as well as in Myanmar. In between projects, she has guided bicycle and hiking trips around the world for Butterfield and Robinson, as well as pursuing personal bicycle adventures in central Asia. She currently lives in Switzerland where she teaches natural science at a post-secondary college. Audie is the Vice-president of Friends of the Dogon. (MSc Biodiversity Conservation, University of Leeds; BSc Zoology, University of Guelph; MEd Haute Ecole Pedagogique de Lausanne).



Dr. Henkka Kuokkanen
Treasurer of FOD

Henkka is an international educator and academic researcher who has been involved in sustainability and corporate social responsibility for the past 15 years. Prior to his academic career, he worked in multinational business finance which led him to become an entrepreneur in corporate social responsibility consulting. His key research and practical interest lies in transforming the often abstract concept of responsibility into practical projects that create significant impact to local livelihoods. He also has experience leading an international non-profit research organization. Henkka, a native Finn, is based in the Alps. He is the treasurer of Friends of the Dogon (PhD in Corporate Social Responsibility, Leeds Beckett University; MSc Economics, Helsinki School of Economics and Business Administration).



Saakje Hazenberg
Secretary of FOD

Saakje has worked in wildlife research for several conservation NGOs and now works in ecology monitoring in Jasper National Park in Canada. With her sister, Audie, she both lived in Tanzania as a child and worked guiding cycling trips for Butterfield and Robinson around the world. She has also travelled extensively on independent cycling epics, including a trip across Mali where she made friends with Mamadou and the villagers of Doundiourou. (MSc Forest and Nature Conservation, University of Wageningen; BSc Biology, University of British Columbia)

Craig is an entrepreneur from New Zealand, now based in Switzerland. His extensive world travels included a cycling trip across Mali with Saakje where they made friends with Mamadou and the villagers of Doundiourou. He is presently working on a new start-up company and is an advisor to Friends of the Dogon. (Bcomm Marketing, Auckland University).



Craig Stoddart
Adviser to FOD

Smart Cuts Ltd

Professional partner and donor to FOD

<http://www.smartcuts.ch/>



FOD would like to thank Smart Cuts Ltd for their commitment in supporting FOD since the early days, and their valuable financial support to the people of Doundiourou.

Craig dancing in Doundiourou in 2002.



<http://friendsofdogon.org/donate-now>

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