Entrepreneurs are competitive, courageous, problem-solving, knowledgeable, innovative, trailblazers who are inspiring the next generation.
iDE continues to make progress, enabling entrepreneurs in the most unlikely places to join in the global market. But, as we all know, progress doesn’t happen overnight. It only occurs after years of research, pilot testing, and refinement—based on risk taking, solid data, and learning.

Over three decades of working in the world’s poorest communities, we have discovered many courageous people around the world. We’ve seen it happen again and again—opportunity generates the hard work and tenacity to make a better life. At the end of 2017, iDE had helped 30 million people increase their incomes and improve their livelihoods.

In the last decade, iDE has seen many of our solutions increase in reach and scale. We’ve gone from increasing incomes for 750,000 people per year to 2.3 million people in 2017. That’s a remarkable accomplishment, but we aren’t done. We aim to achieve our goal of reaching 20 million more. And with our commitment to designing solutions that work, and learning as we go, we are going to do it.

It takes courage to set an ambitious goal like that, just as it takes courage to operate a family farm like a business, or sell latrines in the poorest communities, in order to overcome poverty for the next generation.

Thank you for joining us on the journey.

Tim Prewitt
Chief Executive Officer
We know entrepreneurs because we’ve worked with 30,300,000 of them over the past 35 years.
Mr. Tuan is a latrine producer in Vietnam. His shop is located on a busy paved road and there is a lot of competition in the area. Although the competition has lower prices, he still has the most business. Community health workers educate customers who come to him to purchase a toilet. He believes he has a positive reputation because other ring producers ask him why he’s so successful.

**ETHIOPIA**
Unemployed youth are trained to produce low-cost latrines through the REAL project. A stable income means that youth no longer need to migrate to an urban area in search of a job. They can stay close to home and still make a living.

**VIETNAM**
iDE wanted to know if contests are an effective way of increasing hand hygiene knowledge. So we conducted a contest where 65,973 members of the Women’s Union and their family members completed a hand hygiene quiz. Those who answered all questions correctly received a small prize. iDE’s evaluation determined that the contest had a significant effect on knowledge retention and hand washing practices.

**CAMBODIA**
Many households don’t have an affordable, safe way to empty their latrines when the pit is full. In response, iDE piloted the Alternating Dual Pit—an upgrade to single pit latrines that allows the full pit to be treated with lime and sealed to safely decompose. Households can continue to use their latrine by rotating the two pits indefinitely.

**BANGLADESH**
Using human centered design to develop a handpump protection platform, iDE has scaled up the Ring Paka in northern Bangladesh, with the sale of over 10,000 units from 2015 to 2017 through local masons.
Jahanara endured negative comments from her community members when she first started out as a Farm Business Advisor. Like all women in Bangladesh, her biggest obstacle was lack of a social network. iDE made it easier for her by providing training, finance, and a business model. That helped her to take the leap.
To determine if a customer qualifies for a loan, Sama Sama, an iDE owned social enterprise in Ghana, has designed a mobile tablet-based test that evaluates key psychometrics with simple cartoons. Answers to questions about the pictures determine a customer’s likelihood to repay the loan. This innovation significantly reduces the effort and time barriers for customers who need a loan to buy a toilet.
Thanks to training from iDE field staff in Ziway, Ethiopia, farmers like Konti are well-informed about climate change, factors contributing to soil degradation, and what steps to take to better manage natural resources. Konti is the head of her household and plays a leadership role in managing resources within the watershed where she lives and farms.
Innovative ways to provide access and assistance to those living with a disability, sanitation providers not only increase their market, but also improve the happiness of their neighbors and communities.
For the 400 households in the Shambhunath community in eastern Nepal, agriculture and manual labor are the primary occupation. Up to 80% of the land is often left fallow due to dry, hot weather and a lack of irrigation options. With the assistance of iDE, farmers installed a solar pump to lift groundwater to micro-irrigation tubes that efficiently irrigate rows of vegetables. The farmers also received training in stewarding healthier soil composition.
It’s clear: the next generation won’t be as poor as this one.

That’s because their parents are actively engaging in the global marketplace. And following their parents’ example, the next generation will be even more competitive, courageous, innovative, knowledgeable, problem-solving trailblazers who will make a difference in their communities, their countries, and around the world.
**WASH aims for scale.**

The health benefits of sanitation and clean water increase as more households in a community use WASH products. If only a few people in a community have a toilet, enough contamination exists that everyone is still in danger of water-borne disease, even families who have purchased and use a toilet. Well-designed, aspirational products and satisfied customers increase the likelihood that their neighbors will make a purchase and adopt the necessary behaviors as well. The number of WASH PRODUCTS SOLD is the metric that keeps us on track to making the biggest difference in people’s lives.

**Agriculture focuses on impact.**

Our Agriculture programs aim to establish a local marketplace that will ultimately be self-sufficient. HOUSEHOLD INCOME is an important metric of success because when farmers have a steady income, they contribute to broad economic growth: they hire people to improve their home, purchase inputs for their farm, and send their children to school. Our commitment to our clients is to deliver products and services that meaningfully increase their income and improve their lives.

---

**GLOBAL SCALE AND IMPACT IN 2017**

**AVERAGE INCREASE IN ANNUAL INCOME BY REGION**

- **AFRICA**: $457
- **ASIA**: $293
- **CENTRAL AMERICA**: $248

**WASH PRODUCTS SOLD AS OF DECEMBER 2017**

- **TOILETS SOLD**: 666,484
- **WATER FILTERS SOLD**: 525,328

**TOTAL WASH PRODUCTS SOLD AS OF DECEMBER 2017**

- **WASH**: Water, Sanitation, and Hygiene
IDE develops advanced management information systems that enable decision-makers to swiftly collect, analyze, and quantify key performance and impact data.

IDE's evaluation showed significant positive impact on water savings in Vietnam. On average, farmers using micro-irrigation doubled their profit per square meter of cultivated land and consumed 32% less water than control households.

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The enhanced Sama Sama order management system provides ready access to sales and supply figures as well as the ability to track cash transactions, installment payments, and layaways.

IDE's Zambia team launched a system to manage remote rural Farm Business Advisor (FBA) promotions and incentives. Using cloud-based tech for efficiency and rigor, our goal is to coach more FBAs to grow profitable, scalable businesses.

Published an article on Poverty Probability Index blog about using the PPI index in IDE's data collection tools and how those insights support decision-making across the globe.

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Published an article on Poverty Probability Index blog about using the PPI index in IDE's data collection tools and how those insights support decision-making across the globe.

IDE conducts rigorous evaluations and research to determine if what we're doing really matters, and whether we're having a positive effect on outcome areas of interest.

IDE conducted a student-led evaluation of water systems in Tanzania. The results showed a significant positive impact on water availability and access.

IDE's Zambia team launched a system to manage remote rural Farm Business Advisor (FBA) promotions and incentives. Using cloud-based tech for efficiency and rigor, our goal is to coach more FBAs to grow profitable, scalable businesses.

Published an article on Poverty Probability Index blog about using the PPI index in IDE's data collection tools and how those insights support decision-making across the globe.

IDE shares lessons learned and innovations with other development organizations to increase transparency and credibility for market-based development.

Launched a central repository for our Global Key Performance Indicators. This includes all of our evidence and indicators relating to scale, providing instant access to data on our effectiveness, enabling us to make informed strategic decisions.

Released a portfolio of in-house evaluations that define quantitative results from the Innovation for Rural Prosperity project. Each addition to our evidence library strengthens our understanding of how our portfolio is performing.

Launched a smart subsidy evaluation to sector leaders. The results of a randomized control trial conducted with Causal Design proved smart subsidies can lead to higher adoption without distorting the market, while improving cost-effectiveness.

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2017 EXPENSES BY COUNTRY

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>$ 4,778,330</td>
</tr>
<tr>
<td>Burkin’a Faso</td>
<td>$ 486,261</td>
</tr>
<tr>
<td>Cambodia</td>
<td>$ 4,948,849</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>$ 1,848,964</td>
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<tr>
<td>Ghana</td>
<td>$ 1,767,268</td>
</tr>
<tr>
<td>Honduras</td>
<td>$ 1,114,305</td>
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<tr>
<td>Mozambique</td>
<td>$ 1,781,261</td>
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<tr>
<td>Nepal</td>
<td>$ 4,149,366</td>
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<td>Vietnam</td>
<td>$ 327,131</td>
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<tr>
<td>Zambia</td>
<td>$ 2,421,555</td>
</tr>
<tr>
<td>Other</td>
<td>$ 1,582,033</td>
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</table>

* Includes expenses for multi-country projects.

2017 EXPENSES OF iDE’S SOCIAL ENTERPRISES

<table>
<thead>
<tr>
<th>Social Enterprise</th>
<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>iDEal (Nicaragua)</td>
<td>$ 243,304</td>
</tr>
<tr>
<td>Hydrologic (Cambodia)</td>
<td>$ 1,488,871</td>
</tr>
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</table>

2017 EXPENSE DETAIL

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subgrants</td>
<td>$ 4,596,572</td>
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<tr>
<td>Personnel</td>
<td>$ 14,162,848</td>
</tr>
<tr>
<td>Professional Services (Sub contracts, Consultants)</td>
<td>$ 4,678,905</td>
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<tr>
<td>Travel &amp; Transportation</td>
<td>$ 2,231,820</td>
</tr>
<tr>
<td>Vehicle &amp; Equipment</td>
<td>$ 1,586,948</td>
</tr>
<tr>
<td>Office Expenses</td>
<td>$ 1,855,567</td>
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</table>

**TOTAL** $29,202,660

2017 INCOME

<table>
<thead>
<tr>
<th>Income Source</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants (Public &amp; Private Foundations)</td>
<td>$ 23,056,094</td>
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<tr>
<td>Individual Donations</td>
<td>$ 624,189</td>
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<tr>
<td>Interest Income</td>
<td>$ 30,440</td>
</tr>
<tr>
<td>Field &amp; Program Revenue</td>
<td>$ 2,862,604</td>
</tr>
<tr>
<td>Sales &amp; Other Income</td>
<td>$ 3,028,552</td>
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</table>

**TOTAL** $29,601,879

ENDING NET ASSETS

As of end of reporting year

<table>
<thead>
<tr>
<th>Ending Net Assets</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 3,432,826</td>
<td></td>
</tr>
</tbody>
</table>

The Global Finance Team

As a distributed organization with multiple country offices and social enterprises, making sure that our financial accounting is done efficiently and effectively is no easy task. Under the leadership of Abdi Debela Dinka, iDE’s global finance team has distinguished itself by implementing a shared accounting system, processes, and procedures that provide exemplary support for our programs and the necessary transparency to quickly pass successive audits, globally and in country. We’re happy to recognize our team of number-crunching spreadsheet-swinging, have-calculator-will-travel, financial professionals and say thank you for everything you do to keep iDE running smoothly!

**Field-Based Finance Staff**

- Ratana Kong, Staff Accountant, iDE Cambodia
- Abbas Ali, Finance Manager, iDE Bangladesh
- Laura Rogers, Finance Manager, Hydrologic (Cambodia)
- Fati Soumbougma, Finance & Operations Manager, iDE Burkina Faso
- Bwalya Filamba, Deang Sophea, Director, iDE Zambia
- Sothea Sam, Finance & Operations Director, iDE Vietnam
- James Okah, Finance & Administration Director, iDE Nigeria
- Filagot Getahun, Director, iDE Ethiopia
- Mohammad Mahfuzur Rahman, Finance Director, iDE Bangladesh
- Zach Carlson, Finance & Operations Manager, iDE Bangladesh
- Doung Sophy, Finance Director, iDE Cambodia
- Dylwa Fiance, Finance & Administration Director, iDE Zimbabwe
- oferta

**Headquarters Finance Staff**

- Michelle Wire, Staff Accountant, iDE Bangladesh
- Michelle Mora, Staff Accountant, iDE Bangladesh
- Anu Malik, Chief Financial Officer, iDE Nepal
- Abhi Chaudhary, Regional Finance Officer, iDE India
- Michelle Wire, Staff Accountant, iDE Bangladesh
- Zach Carlson, Finance & Operations Manager, iDE Bangladesh
- Can La, Accounting Manager, iDE Vietnam
- Laura Rogers, Regional Finance Officer, iDEiDE
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- Laura Rogers, Regional Finance Officer, iDEiDE
- Tony Churchi...
Host Governments
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Government of Ethiopia
Mozambican Zambezi Valley Development Agency (AVDZ)
Secretario de Agricultura y Ganadería de Honduras

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Dutch Ministry of Foreign Affairs (MoFA)
European Commission (EC)
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The Healey Trust
Conrad N. Hilton Foundation
the innocent foundation
David and Lucile Packard Foundation
Rockefeller Foundation
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Stone Family Foundation
Toro Foundation
Trip Advisor Charitable Foundation
Vitol Foundation
The Waterloo Foundation
Wellcome Trust

International NGOs
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Fauna & Flora International
iDE Canada
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*Joined in 2018

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