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## ANNUAL REPORT

red(P) Inc

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# 01

# TO PATRONS & WELL - WISHERS

## 1.1 WELCOME

It feels like yesterday when we started taking our baby steps towards a big dream of reducing poverty through technology. It is hard to believe that we almost completed 1 year of our existence as an organization. And looking back what an extraordinary year, it was! And now, as we reach the end, we see the hope and feel encouraged.

We started very small with a handful volunteers in USA and in Kenya in December, last year. We received strong encouragements from employees of Microsoft and Techno Brain. A small pool of big-hearted donors gave us the financial support needed to start red(P) scholarship program. We finally established red(P) Inc in WA state in USA on December 20, 2019.

## 1.2 PROJECT HIGHLIGHT

We covered two projects in 2020. Our first project was red(P) scholarship program. We wanted to send the red(P) scholarships to cover room, board, tuition, and uniform expenses to six selected students in the village of Oltome Cultural Boma in Kenya early January 2020 before the school season deadlines. With strong supports from red(P) Kenya volunteers, who worked non-stop during the holidays, we made all arrangements and sent the scholarships for six students directly to four different schools just in time.

Our plan was to expand the scholarship to five new students, when we saw the devastating impact of COVID-19 pandemic. Our scholarship recipient students were sent back home and we decided to stop expanding the scholarship program and instead, send the funds for emergency relief to our scholarship recipient's village. We gave essential support to the village for 2 months before the village team found alternate means of income.

## 1.3 FINANCIAL HIGHLIGHTS

Our first annual giving event happened in October this year coinciding with “Giving” campaign of Microsoft. We wanted to raise enough money to cover 14 red(P) scholarships for 2021. We also had an aspiration to start a state-of-the-art e-learning platform for the primary and middle schoolers who are cut off from their school due to the pandemic. We shared our story with hundreds of Microsoft employees during Microsoft Giving month. Many were very moved with our cause and decided to help. We were humbled by their generosity and kindness. We received sufficient donation to cover both, scholarship program as well as e-learning platform.

## 1.4 OBJECTIVE, KEY RESULTS & OPERATION

The year 2020 was a year of forming for red(P). In our journey to reduce poverty through technology, so, our first-year **objective** was to increase our donor base and collect sufficient donations to cover the cost of our new projects while maintaining our promise of very low operational cost. To track our progress against our objective, we measured three **Key Results**

1. Operational cost as a percent of the direct charity work. We expected the operational cost to be less than 5%.
2. Growing donor base so that we can expand our programs.
3. Growing net donations to support our 2021 planned programs.

**“I WILL NOT LET YOU DOWN.  
I WILL CONTINUE SAYING  
THANK YOU TO YOU FOR  
YOUR GOOD DEEDS”...**

RESHINA LEPORES RICHARD  
ST. CLARE GIRLS' SECONDARY SCHOOL,  
LOITOKITOK





# 1.5 LOOKING AHEAD

We are excited because, despite all challenges this year, you stood by us. Your help and generosity will help us funding two key programs in 2021:

1. Expanding red(P) scholarship to 14 new students.
2. Starting a new e-learning platform for the elementary and middle school students.

Thank you from the bottom of our hearts,  
~ Deb & Glaucia.

**DEB MUKHOPADHYAY**

RED(P) CO-FOUNDER



**GLAUCIA YOUNG**

RED(P) CO-FOUNDER



# 02

# PROJECT HIGHLIGHTS

## 2.1 RED(P) SCHOLARSHIP PROGRAM

This year, fourteen applications were received from the village of Oltome Cultural Boma. Unfortunately, red(P) scholarships were available for six candidates only. The village council and our field team awarded the scholarship to the neediest candidates. Here are the red(P) scholarship recipients of 2020:

## 2.2 SCHOLARSHIP RECIPIENTS



**“AFTER I JOINED HIGH SCHOOL, I ENJOYED DOING BUSINESS AND THAT’S WHY I WANT TO BECOME AN ACCOUNTANT”...**

RESHINA LEPORES RICHARD  
ST. CLARE GIRLS’ SECONDARY SCHOOL,  
LOITOKITOK



**“WHEN I GROW UP, I WANT TO BE A PROFESSOR”...**

NAISANTI TANJEU  
KIMANA GIRLS SECONDARY SCHOOL,  
LOITOKITOK



**“WHEN I GROW UP, I WANT TO BE A DOCTOR”...**

KOROMBOI SIKOJO  
ILKISONKO SECONDARY SCHOOL,  
LOITOKITOK





**“WHEN I GROW UP, I WANT TO BE A JOURNALIST”...**

PARMETEU SIKONKA  
OLOITOKITOK BOYS HIGH SCHOOL,  
LOITOKITOK



**TIPILIT IS UNDECIDED ABOUT HIS FUTURE PROFESSION.**

TIPILIT FRANCIS MUENTET  
ILKISONKO SECONDARY SCHOOL,  
LOITOKITOK



**SAMUEL IS UNDECIDED ABOUT HIS FUTURE PROFESSION.**

SAMUEL LOLEKU LAKANA



## 2.3 PARTNER SCHOOLS

We partnered with 4 schools for 2020 - Kimana, Ilkisonko, St. Clare and Oloitokitok. They are all located in the town of Loitokitok in the state of Kajiado. These schools are residential with modern infrastructure, computers, and classrooms. All schools have buses to take the students to field trips. The schools are about 40 miles from their village. Here is a picture of Ilkisonko Boys School.

Due to the pandemic, the students remained at home for the rest of 2020 and we hope they will resume school in January 2021. Regardless, of this the students have expressed their sincere gratitude and appreciation to all the donors, red(P) team and volunteers for their contributions and desire to make a change in their lives. They promise to make to make you proud and give back to the society.





FROM LEFT TO RIGHT: RICHARD JR (RED(P) KENYA, RICHARD SRN RED(P) KENYA AND GLAUCIA YOUNG AFTER VISITING KIMANA GIRLS SECONDARY SCHOOL.



MODERN INFRASTRUCTURE AT ILKISONKO SECONDARY SCHOOL, LOITOKITOK



## 2.4 COVID-19 EMERGENCY RELIEF PROGRAM

2020 is a year for the books!

The novel corona virus has shaken the world to its core. We have seen uncertainty in every country's economy, families broken, dreams shattered, jobs lost, high number of deaths and the list is endless. Members of Oltome Cultural Boma depends on tourism for their income by offering services like tour guide and selling of bead works to the tourists. Kenya's tourism sector has been adversely affected by this pandemic seeing a cancellation in the higher ninety-six percentile leading to closure of hotel chains and one case in point is Amboseli Serena which is very close to village. Closure of this hotel had a huge impact on the village since it offered a myriad of opportunities to the members of the village to earn their daily bread. Having no means to provide for their families, the village members reached out to red(P) for assistance and in knowledge of the gravity of the situation, immediate food aid was mobilized.

We transferred a total of \$3,456 that enabled the villagers to stock upon dried foodstuff like flour, rice and cooking oil which they later divided among themselves. Each family received a good enough portion of food to last each family a few months. Richard Snr and Richard Jr. oversaw the process and it was a great success.









# 03

## FINANCIAL SUMMARY

Our first annual giving event happened in October this year coinciding with “Giving” campaign of Microsoft. We wanted to raise enough money to cover 14 red(P) scholarships for 2021. We also had an aspiration to start a state-of-the-art e-learning platform for the primary and middle schoolers who are cut off from their school due to the pandemic.



We shared our story with hundreds of Microsoft employees during Microsoft Giving month. Many were very moved with our cause and decided to help. We were humbled by their generosity and kindness. In the Microsoft October Give Campaign period we received over \$11k from over 50 donors including Microsoft match, which will be sufficient to cover our planned projects for year 2021. We also received a pledge of equal amount that we expect to hit our books in next fiscal year.

We would like to give a special acknowledgement to the following donors that have contributed in a leadership level to our causes, and others that have decided not to share their names:

- Nathalie Irvine
- Jagadeesh Kalki
- Ramya Chitrakar
- Lixin Chen

We would also like to express our gratitude to CMX team in Microsoft, especially Sucharit Sengupta for his help and guidance and all v-team members in Microsoft give campaign who helped us presenting our cause during their giving event.

# 04

# FINANCIAL STATEMENTS

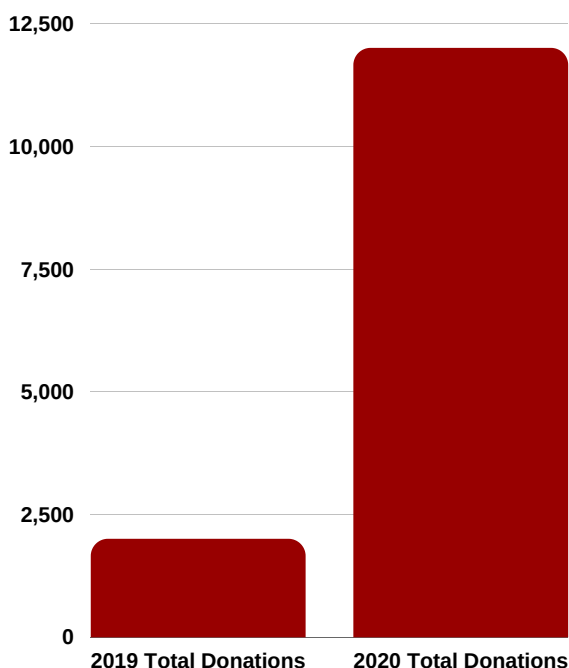
Here is a summary of our financial statements. The following section will supply further insights into key results, and how these ties to our organization goals.

## 4.1 STATEMENT OF COMPREHENSIVE INCOME (PROFITS AND LOSSES)

### YEAR 2020 INCOME STATEMENT

Income from Donation	\$10,743
Matching and Other Income	\$7,924
<b>TOTAL REVENUE</b>	<b>\$18,667</b>
Expenses and Fees	\$6,685
<b>NET INCOME</b>	<b>\$11,982</b>

*INCOME SOURCES: MONETARY DONATIONS, VOLUNTEERING TIME AND CORRESPONDING COMPANY MATCHES.*



Our net income increased close to 6X thanks to giving campaign. We are very thankful to all the volunteers who worked throughout the year to build our website, newsletters, maintaining close contacts with our sponsored village in Kenya and setting up different technology platforms of red(P) and then matching their hours in Microsoft giving platform. Matching volunteer hours was the second most significant source of income for the red(P) organization.

## 4.2 STATEMENT OF EXPENSES AND FEES

MAJOR TRANSACTIONS	CAUSE EXPENSE	TRANSACTION FEES	GRAND TOTAL
COVID-19 AID Program	\$3,456	\$10	\$3,466
Scholarship Program	\$3,019	\$25	\$3,044
User Donation Fees		\$36	\$36
User Portfolio Donation Fees		\$40	\$40
Benevity Check Fees		\$100	\$100
<b>GRAND TOTAL</b>	<b>\$6,475</b>	<b>\$211</b>	<b>\$6,685</b>

We spent 96.85% of our income into the 2 causes we focused in 2020:

1. Scholarship
2. COVID-19 Aid

## 4.3 STATEMENT OF CASH FLOWS

CY 2020 BEGIN BALANCE	\$2,050	CY 2020 ENDING BALANCE	\$14,032
ACCOUNT	CREDIT	DEBIT	
Cash		\$2,050	
Pledges/Donations		\$10,743	
Matching and Other Income		\$7,924	
Fees	\$211		
Programs – Scholarship	\$3,019		
Programs – COVID-19 Aid	\$3,456		
<b>TOTAL</b>	<b>\$6,686</b>	<b>\$20,717</b>	

We had a healthy cash flow in 2020. We stayed cash positive throughout the year even though we incurred unplanned expense of \$3,456 to support emergency humanitarian aid for COVID-19.



# 05

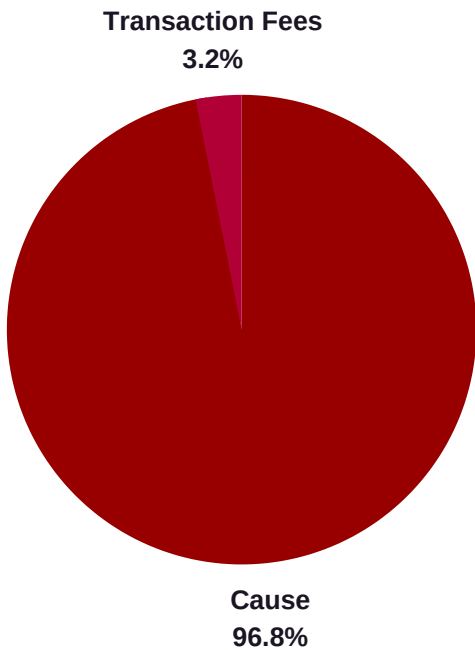
# OPERATIONS – OBJECTIVES AND KEY RESULTS

red(P) stands for reducing poverty through technology. To reach that goal, we created micro-scholarship to fund education for the needy students. Studies show, education is one of the best tools to break cycle of poverty in developing countries. We also understand that there are hundreds of philanthropic organizations who are helping families with educational aid. So, we wanted to ensure that the overall operation cost of red(P) stayed one of the lowest. Finally, 2020 was the first year of operation. So, for long term survival, red(P) causes should excite new volunteers and donors and substantially increase the annual donation collection.

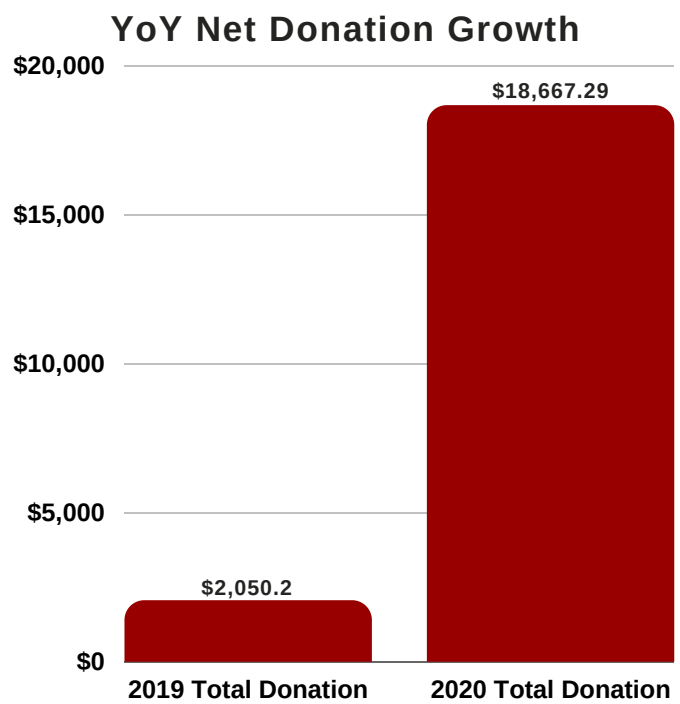
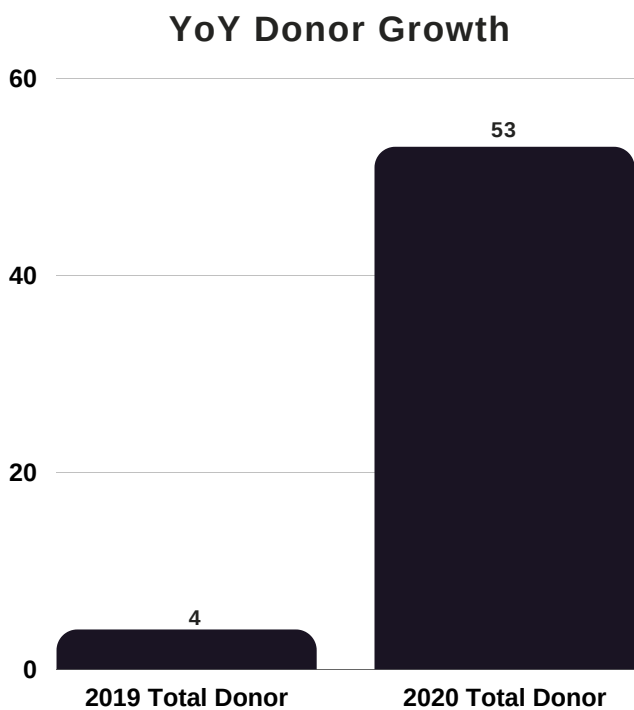
## 5.1 STATEMENT OF COMPREHENSIVE INCOME (PROFITS AND LOSSES)

We set a single objective for red(P) operations for 2020. Our objective was to increase our donor base and collect sufficient donations to cover the cost of our new projects while maintaining our promise of very low operational cost. We tracked our operations with following key results metric:

1. Maintain operational cost lower than 5% with key results
  - a. Ratio of Total operation cost to total spend cause
2. Growing the donor base which will be tracked with following key results
  - a. Ratio of total number of donors pledged in 2019 and that in 2020
3. Growing the total donation



We are very lucky to have an excellent volunteer base which helps us in keeping our operational cost to bare minimum. We incurred only electronic transaction fees, bank transaction fees and some agency transaction fee. We ensured that the money is sent to the final recipients directly without going through middlemen. It was done mostly manually this year. However, we are developing necessary transaction processing system so that we can avoid manual transaction completely in the future.



Thanks to our giving campaign, we added 49 new donors and our donation collection jumped 8 times. We feel encouraged and we are looking forward to our expansion plans next year.

# 06

# LOOKING AHEAD

## 6.1 PROJECTS FUNDED FOR 2021

1. red(P) Scholarship for secondary school students
2. red(P) e-learning platform for elementary and middle schools

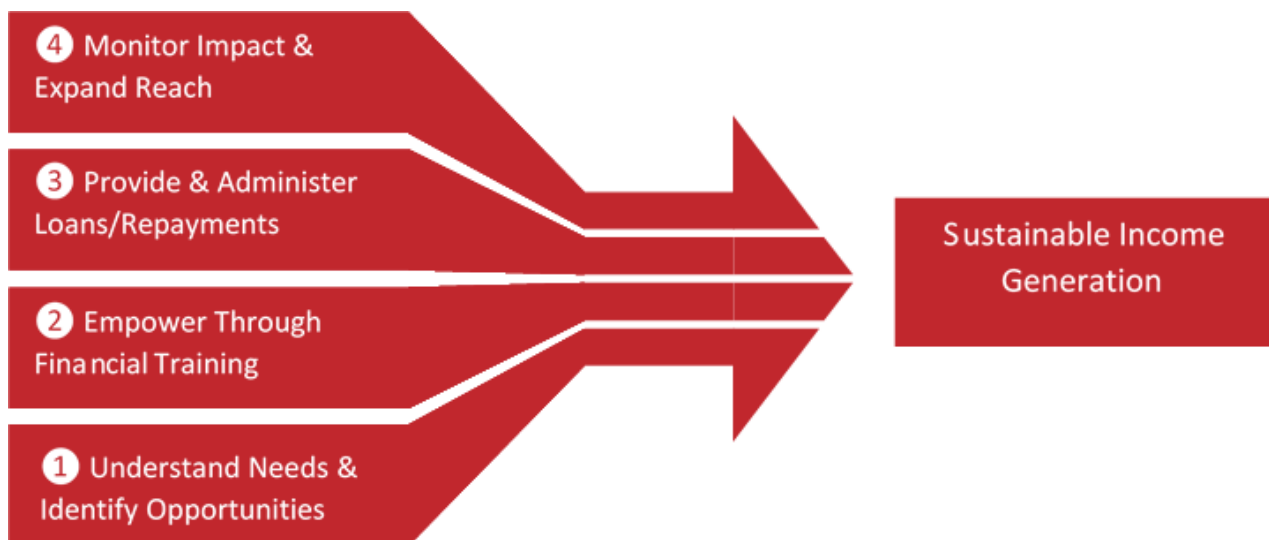
The objective of red(P) e-learning platform is to educate young boys and girls from poor backgrounds and marginalized communities using the same classroom textbooks and materials as their peers from other communities and well of backgrounds. The objective is that by the end of the 2021, we will have started an education platform for the 100 children in the village without a means of getting basic and quality education due to lack of teachers, lack of reading material and remoteness of their location. This will help them learn and speak at least English and Kiswahili, improve their reading speed and skills by one to two grade levels and increase their reading speed, comprehension, and reading attention span. The children are at a disadvantage since they have no government teachers who are posted in their village and their efforts to get BOM (Board of Member) teachers are in vain. Parents at the village are willing to go to great lengths to have their children put through school since they have seen the benefits of education through Richard's education. We have a few student's enrolled in local university and other's in high school. This is a great source of pride to the parents in the village.

## 6.2 PROJECT PIPELINE – NOT FUNDED

Despite our best efforts, we could not fund the “Micro-finance support for alternative income” program for fiscal year 2021 due to financial and operational constraints.

**Objective:** Empower the community to generate an alternative, sustainable income.





During the COVID-19 pandemic, we identified a need for alternative sources of income. The emergency food aid was essential and crucial but short term and unsustainable. We looked into ways to empower the village to generate income and support themselves independently. Various projects such as alternative farming, green house farming, pisciculture, bee keeping, and cattle rearing were proposed. The village strongly supported cattle rearing which could generate some income but had two significant draw backs. 1) the estimated returns were not sufficient to fully eliminate the need for aid, and 2) cattle is culturally fully a responsibility of the men meaning that the income generation and control would be by the men only. Studies have shown that more economic impact is achieved more through women than men because women focus primarily on the welfare of the family unit.

Micro-financing was proposed as a model to empower the community and to be successful. This would require someone stationed locally who has a strong understanding of the culture and language but also has a background as a credit officer in the grassroots. They would build relationships with local leaders and the community, getting access that we currently do not have and especially connecting with the women within the village and the larger community in that area. They would be responsible to identify financially viable projects in collaboration with the community, provide financial training, monitor and advise them to get them to a point of managing operations and finances on their own. Further, they would assist in reporting on the progress and identifying other high impact opportunities.

While this approach would ensure a higher success rate, we appreciated that it is not red(P)'s core focus or capacity. We, therefore, looked to partner with a lender who has the systems and resources in place to run this initiative. We identified a partner, Zaka Fund Limited, whose focus is eradicating poverty through “connecting micro/small entrepreneurs and impact investors interact to build a trust community, unlock capital and accelerate growth”. They are currently building a platform that would enable individual investors to support entrepreneurs directly. This would provide a wider reach in the long run. You can view the [proposed plan for Oltome Boma here](#). We are currently sourcing funds to support this initiative.

#### Further Reading:

- Learn more about the impact of economic empowerment of women:  
World Bank: [Social Safety Nets and Gender Learning From Impact Evaluations and World Bank Projects](#).
- Learn about the impact of COVID-19 to digital cash transfers to women.  
CGAP: [Digital cash transfers in the time of COVID-19 - Opportunities and Considerations for Women's Inclusion and Empowerment](#)

# 07

# THANK YOU!!

We close this issue with warm thank you to those who encouraged us to start the red(P). We want to call out Microsoft's former Cosine leadership team, Edge, and Platform EnS Team, CMX team and the leadership team in Techno Brain for their encouragement, support, and help. We also want to thank our wonderful volunteers and field teams for their hard work and dedication. Finally, warmest thanks to our donors for their generosity!



MEMBERS OF RED(P) KENYA AT OLTOME CULTURAL BOMA.





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↗ ↘  
red(p)

**THANK  
YOU!**

**ANY QUESTIONS?**

Contact us at [info@red-p.org](mailto:info@red-p.org)