Dear Friends,

Four years ago we had a vision to create a global partnership to accelerate the transition to a farming and food system that is better for people and the planet. We founded Groundswell International, bringing together leading organizations, staff and activists to strengthen family farming communities, spread regenerative and beneficial alternatives, and give citizens a voice in the decisions that affect their lives.

It is gratifying to see those efforts now bearing fruit. In December 2013, in the mountains of rural Haiti, I celebrated some of those successes at the annual assembly of a peasant organization we support. Several hundred women, men and children spent the day sharing their achievements -- farmers restoring their land, producing more food, and generating more income and savings. Then they played soccer, danced and told stories until the sun came up. They reminded me of the importance of celebrating our success even as we struggle to overcome great challenges. We highlight some of those accomplishments and challenges in the report that follows.

Thanks to all of you for your friendship, encouragement, and support. We look forward to continue working with you to build a hopeful and healthy future as we embark on the next phase of Groundswell’s journey.

Sincerely,

Steve Brescia
Executive Director
MISSION
We strengthen rural communities to build healthy farming and food systems from the ground up.

Groundswell works by:

- Galvanizing widespread farmer-led innovation and adoption of agroecological methods that produce more food and income and regenerate the environment.
- Strengthening farmer-to-farmer teaching and learning networks that multiply successful practices across villages.
- Building strong local markets by re-connecting family farmers’ and consumers through the sale of healthy, local food.
- Empowering women’s groups to participate in decision-making and gain access to resources.
- Partnering with local organizations around the world to strengthen communities and build wider alliances for social change and policy reform.
- Amplifying our voices globally by documenting and sharing what works.

At Groundswell, we focus on areas with high levels of hunger and vulnerability where the potential exists to create viable alternatives. We currently work with partners in the following nine countries:

- **Haiti** since 2009
- **Ecuador** since 2009
- **Burkina Faso** since 2010
- **Mali** since 2010
- **Honduras** since 2012
- **Ghana** since 2011
- **Guatemala** since 2011
- **Nepal** since 2013
- **the Philippines** since 2013

“I have witnessed the work on the ground and it is true... Groundswell is an organization which is working alongside communities to improve their skills and capacities to overcome the challenge of hunger and poverty. Through its partnership model, Groundswell represents the accumulated experience of numerous individuals and organizations that have a proven track record in catalyzing change in marginalized communities. This approach has been successful in the past, it keeps on working today, and it will continue being effective in the future.”

— Oscar Castañeda, Groundswell Board Chair
Vice President of the Americas Program
Heifer Project International
Patricia meeting with members of the Rural Women Farmers Association of Ghana. “We see the promotion of healthy, traditional crops as a step towards food sovereignty for rural women in northern Ghana.”

Patricia Dianon is one of these people, an amazing woman leader we work with from the Nandom district of northwest Ghana. Patricia was the first woman to serve as a divisional chief of her district, and is often called “Poognaa,” meaning “Queen Mother”. She also chairs the Rural Women Farmers Association of Ghana (RUWFAG), a movement of women farmers dedicated to igniting change throughout the country. Through collaboration with Groundswell’s partner organization in Ghana, CIKOD (Centre for Indigenous Knowledge and Organizational Development), the women’s association has been working to improve their families’ farms, create new sustainable livelihood opportunities – such as livestock rearing and market gardening – and establish savings and credit programs.

In addition to her wider district roles, at the community level Patricia organizes women to spread a message of food sovereignty and women’s empowerment. “For years, the government provided free chemicals and fertilizers to farmer. Now we see that this has led to serious land degradation. The farmlands are in a terrible state and do not produce enough food to feed the families,” she says. “This has led me and fellow women farmers to begin to sensitize other women about the effects of pesticides on vegetables and food crops. At the markets and in private homes, we tell other women about the negative effects of pesticide use, and about healthier alternatives.”

Patricia and RUWFAG have already helped create positive, visible changes for the region. “These activities have contributed to the spread of farming practices that don’t use agrochemicals,” says Patricia. “In some of the villages, the women no longer spray chemical pesticides. They collect...
animal droppings for fertilizer and create natural pesticides to control harmful insects. There is also a visible increase in the availability of traditional food.”

Patricia recently worked with RUWFAG members to organize several traditional “food fairs” to encourage production and consumption of traditional, pesticide free foods. In addition, they are part of a national campaign to protect farmers’ rights to use and save traditional seed.

Patricia is a powerful example of the grassroots change that Groundswell supports – empowering people to strengthen their communities from the ground up.

“I am inspired and impressed by Groundswell’s model because direct support to farmers works! Food security and community sustainability in the face of climate change, natural disasters or conflict depends on resilience at the local level, based in strong networks of mutual support. Groundswell builds resilience by fostering what is already in place and taking it to a higher level, celebrating the enormous value of family farms while sharing lessons around the globe. Truly an example of thinking globally, and acting locally.”

— Margi Clarke, Groundswell Supporter & Consultant for Social Justice Organizations, Berkeley, CA
In West Africa, Groundswell is working with partner organizations in Burkina Faso, Ghana, and Mali to increase food security and resilience for families in rural communities. With the leadership of regional staff Fatou Batta and Peter Gubbels, we are strengthening collaboration amongst our partners and allies and across borders. Our programs work to scale sustainable farming and food production and create enabling policy environments. We build community resilience, farmer livelihoods, and environmental stewardship by fostering the spread of agroecological practices such as soil and water conservation, diversification of crops, and Farmer Managed Natural Regeneration of trees (or FMNR) to restore and re-green the landscape. We strengthen farmers’ and women’s organizations to spread agroecological farming systems and link to wider movements for food sovereignty.

**BURKINA FASO**
Partner: Association Nourrir Sans Détruire (ANSD)
- Improving the lives of thousands of farm families by spreading practical ecological farming methods and sustainable livelihood solutions.
- Action-research project to improve food security by studying and implementing farmer-led innovation to enhance nutrients and water retention in soil.
- Promoting a learning network on agroecological farming in eastern Burkina Faso.

**GHANA**
Partner: Centre for Indigenous Knowledge and Organizational Development (CIKOD)
- Addressing the soil and food crisis by spreading agroecological techniques like FMNR.
- Improving rural livelihoods, food security, and resilience to climate change by revitalizing the natural resources rural families depend on.
- Leading national advocacy campaigns for seed sovereignty.
AGROECOLOGY is farming that prioritizes the innovation of farmers working in their local contexts and ecologies, and uses a whole-systems approach that links ecology, culture, economics, and society to create healthy farming, environments, food production, and communities.

There are 2.5 billion family farmers around the planet. These farmers, not industrialized agriculture, produce over 70% of the food consumed in the world. Research shows that by working with these farmers to strengthen agroecological farming, we can address climate change and better feed the world.

MALI
Partner: Sahel Eco

- Supporting the spread of natural resource management such as the regeneration of trees to restore soil and food production.
- Promoting national and regional re-greening movements.
- Strengthening the engagement of small-scale farmer and women’s organizations in order to create more enabling local and national policies in support of agroecology.

AGROECOLOGY is farming that prioritizes the innovation of farmers working in their local contexts and ecologies, and uses a whole-systems approach that links ecology, culture, economics, and society to create healthy farming, environments, food production, and communities.

Groundswell creates IMPACT by:

Multiplying success
More than 30,000 farmers in nine countries have tested and adopted agroecological techniques, leading to:

- Improved food security for their 150,000 family members
- Stronger farmer-to-farmer teaching networks that are spreading effective practices to tens of thousands of more people.

Farmers planting trees and improving soil in the central highlands of Ecuador.

Farmers sort through seeds at a community seed bank in Haiti.
GROUNDSWELL IN HAITI & LATIN AMERICA

Women in the countryside of Haiti planting tree seedlings for their community-managed tree nursery.

ECUADOR
Partner: EkoRural
- Building organizational capacity with 15 marginalized, rural communities to lead their own development processes that improve food production and resilience.
- Recovering and strengthening local seed systems and promoting plant and animal biodiversity.
- Strengthening local food systems by connecting family farmers to urban consumers.

GUATEMALA & HONDURAS
Partners: REDSAG & Vecinos Honduras
- Supporting regional campaigns for healthy and responsible food consumption and production.
- Strengthening the use of community radio and grassroots media to inform rural and urban populations.
- Promoting farmer innovation of agroecological practices adapted to local conditions.

HAITI
Partner: Partenariat pour le Développement Local (PDL)
- Strengthening the capacity of 12 peasant organizations in rural Haiti.
- Promoting community organizations to spread sustainable farming practices to increase food production, manage savings and credit programs, establish seed and grain banks, improve community health, and develop local market opportunities.

Groundswell creates IMPACT by:

Strengthening women’s leadership
Women make up about 43% of agricultural labor in developing countries. If women had the same access to resources, they could increase yields 20-30% and reduce the number of hungry people in the world by 12-17%!* We empower women farmers by strengthening their leadership skills, supporting women’s organizations and savings and credit groups, and connecting them to resources and opportunities.

*Source: Food and Agriculture Organization of the United Nations (FAO) 2011
In 2013, Groundswell started pilot projects in both Nepal and the Philippines.

**NEPAL**

**Partner: BBP-Pariwar**
- Working to improve farmers’ livelihoods and food security by teaching sustainable agriculture, strengthening community organizations and women’s savings and credit groups, and increasing income through livestock husbandry and crop diversification.

**THE PHILIPPINES**

**Partner: Mag-uugmad Foundation**
- Developing a program to support sustainable farming production to meet food needs on Cebu Island which encourages the integration of livestock into farming systems and strengthens local seed systems to supply farmers with their own, non-genetically modified seeds.

And here in the States...

Our streamlined US-based coordination team is providing strategic leadership and coordination, expanding community connections in Asheville, North Carolina through our satellite office, and exploring US program opportunities. In 2013, Groundswell launched the first annual Spring Seed Campaign with a mission of spreading awareness about the importance of GMO-free seeds for family farmers. Hundreds of healthy seed packets were sent out across the United States and our supporters rallied to share these seeds with their families, friends, and neighbors.

Groundswell creates IMPACT by:

**Influencing policies and programs**

In Burkina Faso, Ghana and Mali we are supporting citizen engagement to improve local government policies to overcome hunger. We contributed to strategies of United Nations agencies to build resilience to the hunger crisis threatening millions in Africa’s Sahel region. Groundswell recommendations for resilience in the Sahel were adopted by the U.S. Agency for International Development.
FINANCIAL REPORT for 2013

In 2013, Groundswell International invested nearly $1.3 million in farmer-led agroecology and sustainable local food initiatives in nine countries. We increased our grants and direct assistance by 74% over the previous year and devoted 90% of our total expenditures to programs.

<table>
<thead>
<tr>
<th>Program</th>
<th>2013</th>
<th>2012</th>
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<tr>
<td>Program Services</td>
<td>$1,292,184</td>
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<td>Total Expenditures</td>
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Operating Expenditures

2013 Growth

2012

2013

2014*

Revenue Growth

$2,000,000

$1,500,000

$1,000,000

$500,000

$0

2009

2010

2011

2012

2013

2014*

*Projected

Program Growth

2009 2010 2011 2012 2013 2014

23 77 99

"Groundswell has a highly effective model of partnership. CIKOD is now recognized as one of the top civil society organizations spearheading family farming and advocacy for food sovereignty in Ghana. On the continent, we’ve been elected to chair the Alliance for Food Sovereignty in Africa (AFSA). Groundswell has strengthened us - through capacity building, mentoring, international networking, and technical and financial support - to achieve these goals."

Bernard Guri, Executive Director, Center for Indigenous Knowledge and Organizational Development and Chair, AFSA

ASSETS

Current Assets

- Cash and Equivalents $543,487
- Grants Receivable $13,751
- Contributions Receivable $1,000
- Other Assets $9,587

Total Current Assets $567,825

Long-Term Assets

- Endowment with Community Foundation $21,776
- Property and Equipment, Net $4,316
- Investments $500

Total Long-Term Assets $26,592

Total Assets $594,417

LIABILITIES & NET ASSETS

Current Liabilities

- Accounts Payable & Accrued Expenses $10,477
- Partner Disbursements Payable $5,959

Total Current Liabilities $16,436

Net Assets

- Unrestricted-Undesignated $44,529
- Board Designated Endowment $21,526

Total Unrestricted $66,055

- Temporarily Restricted $511,676
- Permanently Restricted $250

Total Restricted $511,926

Total Net Assets $577,981

Total Liabilities and Net Assets $594,417
SUPPORTERS

Groundswell appreciates the tremendous support of many individuals and organizations who make our work possible. We do not have space to list all donors, but we would like to extend a special thanks to the institutions and individuals listed below, many of whom have supported us since our founding.

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How to Get Involved

Investment Opportunities
Invest in building healthy, resilient communities around the world. **Donate online today** at www.groundswellinternational.org or mail a check to:
Groundswell International
P.O. Box 2257
Asheville, NC 28802

**Connect:** Join our movement online by signing up for **Updates from the Ground**, our monthly e-newsletter which shares program updates and different ways you can get involved and make a positive impact every month.

**Volunteer:** We have exciting events and campaigns planned for the coming year, and need many talented organizers and a few social networking gurus to help grow our movement. Please check out our website or send us an email to inquire about these opportunities: [info@groundswellinternational.org](mailto:info@groundswellinternational.org).

**See for yourself:** Visit a project site! We are planning trips to Burkina Faso, Ecuador, and Haiti in 2014 and 2015. Please contact us for more details.

Questions? Call at **828.333.4719** or contact us at [info@groundswellinternational.org](mailto:info@groundswellinternational.org)

Groundswell is a 501c3 nonprofit and a member of the Guidestar Exchange. Donations are tax deductible and secure.

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