# **ROOTS OF PEACE**

2010 Financial Summary & Program Activities



### DEMINE. REPLANT. REBUILD.

A non-profit humanitarian organization dedicated to the eradication of landmines, replanting, and rebuilding in war-torn regions of the world



## THE YEAR IN REVIEW

In 2010, Roots of Peace doubled its funding under contract and expanded into 26 of the 34 provinces in Afghanistan, launched our first program in southern Viet Nam by signing up and training 100 farmers to grow cacao, and began laying the foundation to support humanitarian mine clearance in the West Bank.

Roots of Peace ended the year with total revenues of over \$9 million, up 50% from 2009. Private donations for our Viet Nam project were an additional \$300,000, \$9,860 came in to support our ROP Penny Campaign, and Survivor's Corp merged into ROP and provided \$225,000 for our West Bank project.

To support the expansion in our programs in Afghanistan, Roots of Peace expanded its organizational capacity, adding 300 new national employees and migrating to a web based Human Resources system to support our employees worldwide. In the Home office, we hired a Chief Operating Officer and a new Finance Director, along with additional support staff and interns.

ROP began 2010 with \$65 million under contract in Afghanistan by initiating USAID CHAMP (Commercial Horticulture and Agricultural Marketing Program) in 14 provinces, now the largest national orchard and trellising program in the history of Afghanistan. In addition to enabling farmers to double their incomes over the next few years through grape trellising, this program also enabled us to pilot gender programs and test new international markets. As the devastating floods in Pakistan struck, our team had undertaken an overland shipment to Delhi. The grapes arrived 18 days later in good condition and were sold at a 35% profit more than if they had been sold locally. Further, another first for Afghanistan was shipping fresh fruits to North America in the form of luscious pomegranates.

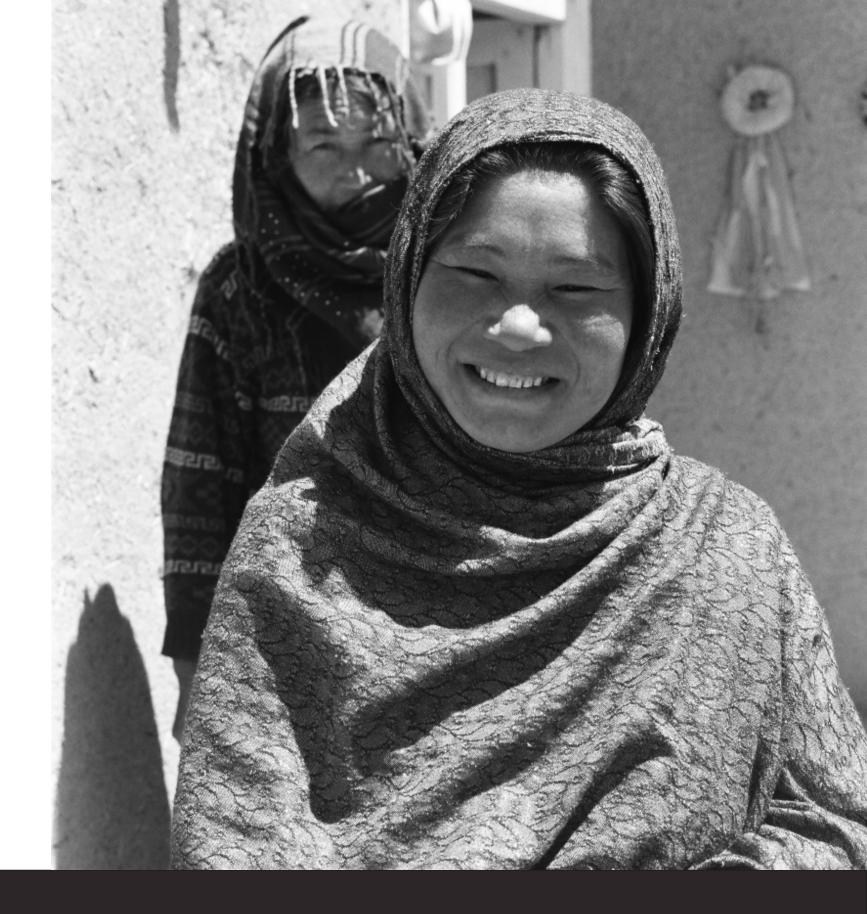
Our team further refined our value chain model by introducing new products and elements in our Asian Development Bank Rural Business Support Program in Afghanistan.

Farmers benefited from the construction of "root cellars" – we constructed 100 in 2009 and added 400 more in 2010. By allowing farmers to store potatoes rather than flood the market all at once, farmers incomes for the year's yield ultimately doubled while storage losses were reduced from over 30% to less than 1%.

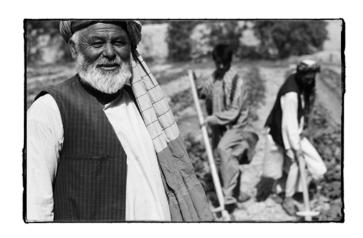
Carpet weaving was transformed by introducing spinners and metal looms (to replace the warped wooden looms). By providing poor women, often widows who are the head of household, with looms and materials for several carpets, these women are lifted from poverty and servitude to entrepreneurial status, allowing them to choose who they sell these new, higher quality rugs to at a more competitive price. Not only is the quality superior, but traders are now working with the women to advise them the type of rugs that are more desirable and providing them with current designs.

Heidi Kühn Founder & CEO

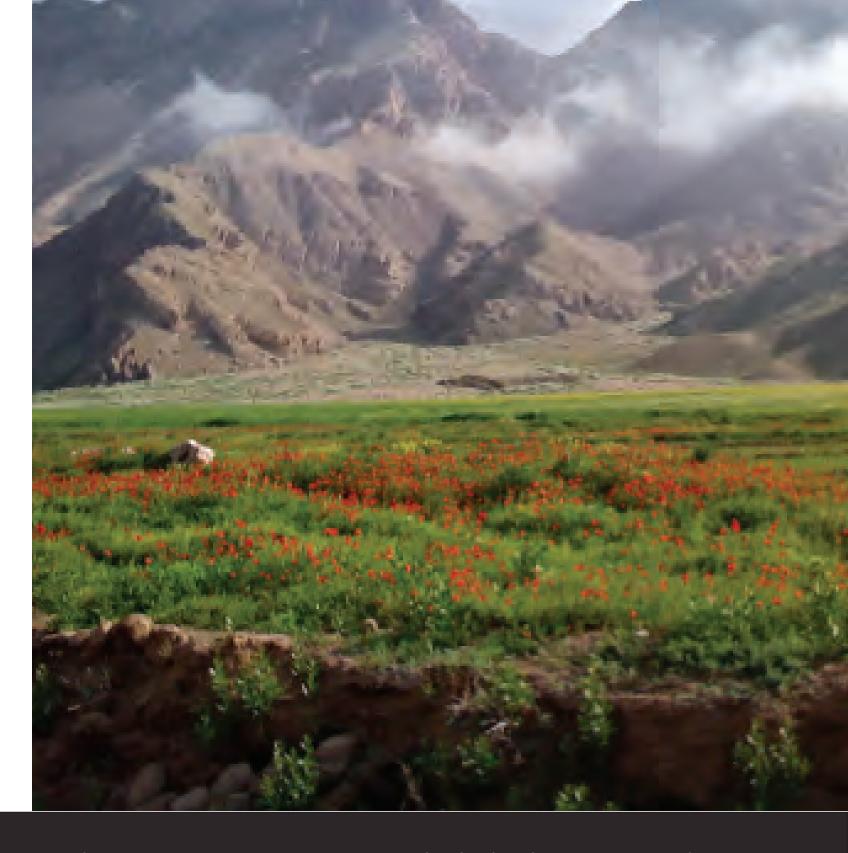
Gary Kuhn
Executive Director











## Our Demine-Replant-Rebuild Model

The innovative demine-replant-rebuild model of ROP offers a comprehensive approach to restoring rural agricultural communities to economic self-sufficiency. ROP focuses on post-conflict countries where agriculture is a fundamental industry and major source of employment.

Our demining programs clear landmines and remnants of war from fertile farmlands, agricultural infrastructure, and routes to markets so farmers can work their fields, process their crops, and sell their produce safely. Our replant and rebuild programs provide technical assistance to farmers and processors, helping them meet the demands of local, regional, and international markets in order to maximize their income. This benefits large numbers of smallholder farmers while stimulating service and supply industries such as trading, credit, processing, distribution, and agricultural input suppliers.

## **PROGRAMS**

ROP is implementing ten programs in Afghanistan, Croatia, Vietnam and in the West Bank. Our programs follow our model of demine-replant-rebuild. The programs are in different phases of this model. In Quang Tri, Vietnam, ROP is clearing UXO from the massive bombing campaigns before we follow-up with high-market value replanting programs. The programs in West Bank are preparing for the first humanitarian mine clearance programs. In Afghanistan and Croatia, our work is now totally focused on replanting and rebuilding after our demine phases were completed.

### **AFGHANISTAN**

ROP's focus in Afghanistan is to improve the economic situation of as many Afghan farmers as possible. Our targets are to double net income within 4 years. By the end of 2009, ROP was working directly with over 35,000 farmers, weavers, spinners, traders and processors. We are adding an additional 26,000 farmers in 2010.

### **ORCHARDS**

ROP has analyzed the different economic alternatives for Afghans living in rural regions. We evaluated grain crops, livestock, poppies, vegetables and perennial crops. Our conclusions were that perennial crops held the most promise.

Afghanistan is blessed with an ideal climate for perennial crops, similar to the central valley of California. Grapes, almonds, walnuts, cherries, apples, plums and many others thrive in this dry climate with snow-fed rivers for irrigation. Fresh grapes, almonds, apricots and pomegranates are the top crops currently grown. There are over 300,000 grape growers in Afghanistan. ROP found that if these crops are cultivated properly, they will provide an income 2-3 times that of the grain crops many farmers grow and far exceed income from opium.

ROP started our orchard planting programs in 2006 and have planted over 2 million fruit and nut trees in Northern and Eastern Afghanistan. Our programs now have expanded to Central and Southern Regions of the country with plans for planting an additional 3.5 million trees.

### **EXPORTS**

ROP has been working to increase yields and plant new orchards and vineyards throughout Afghanistan. In addition to this work to increase production, we are working to support improved processing and value add for the Afghan products and connect these products with larger markets in India, the Gulf States and Europe. ROP has pioneered new trade corridors from Afghanistan to India, Dubai, Moscow and Kiev. We now have export programs to markets throughout Central and South Asia and the Middle East. To meet the quality standards for these more advanced markets, ROP trains Afghan traders on improved post-harvest techniques, packaging and has established the first cold chain in Afghanistan.

### **CARPETS**

ROP teams work with all aspects of carpets in Afghanistan. The carpet industry was severly disrupted during the prolonged conflict. Most of the industry went into exile in Peshawar in the refugee camps. Peshawar became a melting pot of differing Afghan tribes. When the refugees returned, then brought back with them skills learned in Peshawar. Today carpets are weaved throughout the country with Mazar and the northern provinces remaining the largest concentration. Bamyan, Jalalabad and Kabul are all now heavily involved. ROP has been working to introduce improvements for wool spinning, dying, pattern designs, weaving, cut and wash finishing operations and marketing. With ownership of looms, women are able to negotiate with multiple traders on designs and prices. Funding for this program has come from the Japanese Fund For Poverty Reduction through Asian Development Bank.

### **POTATOES**

With funding from the Asian Development Bank, ROP has implemented a number of improvements for the potato value chain in Afghanistan's central province of Bamyan. ROP agriculture advisors have helped to improve yields of potato farmers and to improve the storage of seed potatoes for the following planting season. 109 potato storage units were built and were so successful that an additional 500 will be built in 2010.

### **EDIBLE OILS**

ROP is working with 4,000 farmers in the Eastern Region to introduce production and processing of edible oils. Afghanistan currently imports almost all of the edible oil consumed in Afghanistan. Pro-

### **Rural Business Support Program**

Funded by Asian Development Bank

Agriculture is a way of life for 70% of Afghanistan's people and traditionally the largest and most important sector of the Afghan economy. Agricultural development must be market-driven in order to be sustainable. In Afghanistan, the agribusiness sub-sector, which includes agro-processors and traders, is an important key to driving the market demand for agricultural products and growth in the agriculture sector. While the agribusiness sub-sector has grown since 2003, its growth is only a small percentage of its potential. The outlook for agribusiness development in Afghanistan is dependent on eliminating or reducing some of the many constraints faced by the stakeholders in the agriculture value chain. Asia Development Bank is funding Roots of Peace to implement a project that will link farmers, agro-processors, and traders into profitable production, processing, and marketing industries.

Beginning in November 2007, Roots of Peace, working in partnership with the Afghan Ministry of Finance and Ministry of Agriculture, Irrigation and Livestock will lead a three-year project to establish four Rural Business Support Centers (RBSC) to promote agricultural activities (production, processing and trade), along with social programs supporting rural communities. The RBSC is intended to be an infrastructural hub, similar to an industrial park, acting as a magnet that attracts commercial activity, investment, educational and value-added services. The program will include construction of four centers to act as a catalyst for business development in four selected districts within Nangarhar, Bamyan, Kandahar and Balkh provinces. Each RBSC will support and coordinate all components of the value-added chain, from infrastructure to production and marketing of the final products and is intended to remove barriers to the rural poor's agriculture-based income generating efforts.

We expect the RBSCs will benefit nearly 9,000 farm families annually through participation in new business opportunities, boosting family incomes by 40%. We anticipate that each RBSC will be well established and operating profitably at the end of the project when we will turn over the RBSCs to Afghan ownership and management.

### **Almond Industry Development**

Perennial Horticulture Development Program (PHDP) Funded by European Community

The program is designed to build a vigorous almond industry in Afghanistan that supplies local markets and expands exports to regional markets. The program will support four major components to achieve the overarching objective of growing the Afghan almond industry. The program will work to improve and expand production, improve the quality of post-harvest, packing and delivery, expand marketing and launch AAIDO as a stand-alone, self-supporting organization to carry on the first three components long after this PHDP project is over.

### **Commercial Horticulture and Agricultural Marketing Program (CHAMP)**

Funded by USAID

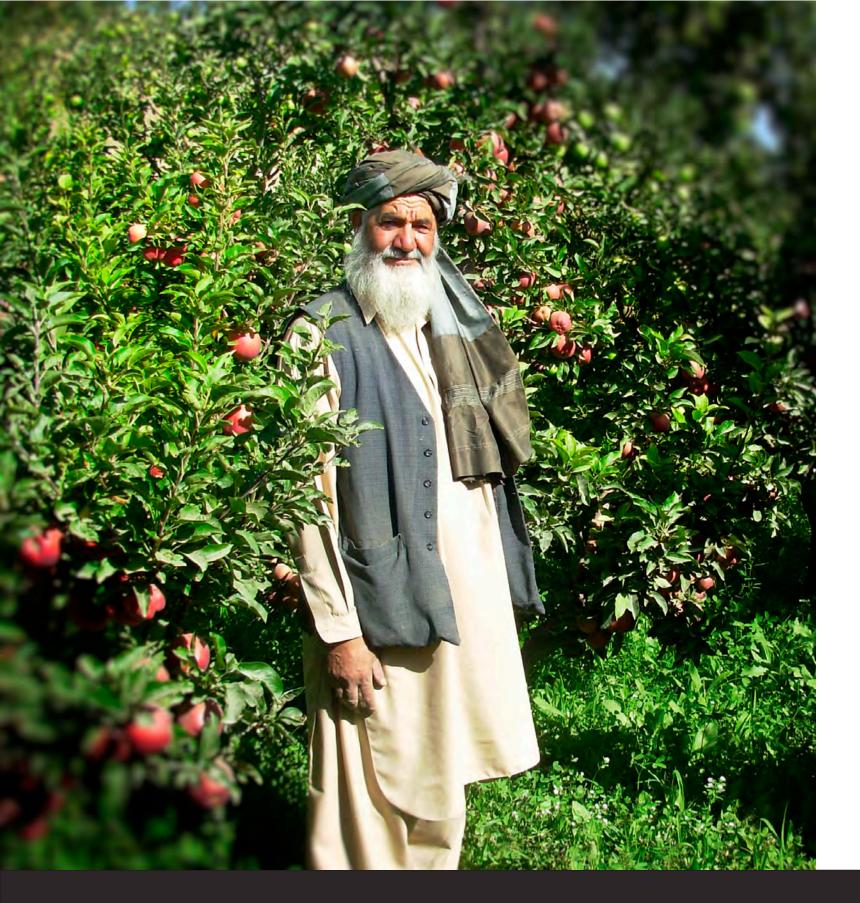
CHAMP began in February 2010, as a four year, \$34.9 million activity that will reduce poverty among rural Afghan farmers by assisting them to shift from relatively low-value annual crops, such as wheat, to relatively high-value perennial crops, such as almonds, grapes and pomegranates. Because improved trellising can dramatically improve the productivity of existing grape vineyards, a second component of CHAMP will be to assist grape producers to install improved trellising systems in new or existing vineyards. Plans are to establish 7,865ha of new orchards and vineyards and 1,330ha of trellising in new and existing vineyards. Participants will contribute \$4.5 million of their own funds as a "partnership" portion of the costs of the materials for the orchards and vineyards.

A marketing program will support the increased production by linking producers to merchants in a system that rewards farmers and merchants for higher quality production with higher prices and profits, working with farmers to improve quality, and with traders to improve harvesting, packing, cooling, shipping and marketing methods. Profits will be increased through interventions targeting higher paying, non-traditional, export markets and better access to trade credit. CHAMP is implementing programs in 16 provinces in the Eastern, South Eastern, Southern and Central regions of Afghanistan. To insure that women specifically benefit, and to encourage equal opportunities for women, CHAMP is implementing a pilot women's program to increase vegetable and egg production and marketing by women.

### **Horticulture and Livestock Program (HLP)**

Funded by World Bank

The objective of the Emergency Horticulture and Livestock Project for Afghanistan is to assist producer households in adopting improved practices so as to increase horticulture and livestock productivity and production in focus areas. The program objectives are to increase in the productivity and production of horticulture and poultry, and reduced mortality in large and small ruminants in the project focus areas. ROP is managing the extension team for this program with over 152 extension advisors in the field.



### **Food For Peace Orchard Program**

Funded by US Department of Agriculture

The purpose of this project was to increase the agriculture-based incomes of smallholder farmers of Ghazni, Logar and Wardak Provinces, Afghanistan. The approach is to demonstrate improved fruit production and marketing techniques that have higher revenue potential than traditional crops such as wheat. The project will assist farmers establish commercial fruit orchards on land traditionally being used for lower value crops; assist grape producers install trellising in traditional grape vine-yards that do not employ trellising; assist producers and merchants to adopt more profitable marketing techniques, including appropriate processing and packaging, and provide training to farmers in business management and credit access.

### **Panjshir Cherry Project**

Funded by US Department of Defense

Roots of Peace has just begun implementation of a project to assist Afghan farmers in the Panjshir Valley to establish commercial cherry and apricot orchards on their small farms. In this Project, we plan to establish at least 6 cherry and 3 apricot nurseries that will continue to provide high-quality saplings for commercial orchard establishment for many years into the future. Using saplings from these nurseries, we will assist the farmers of Panjshir to establish at least 600 cherry orchards and 100 apricot orchards over the 2 year implementation period of this project. The first cherry harvests are to be expected in June 2011.

### **Pennies for Peace Bam Saray School**

Funded by private donations, primarily US school children

This is the fifth school ROP has supported. This school was built on land donated by the local community. The main building was completed on May 1, 2010 and now has an enrollment of over boys and girls up to grade level 8. The local community contributed labor to help build the school and the Afghan government funds the teachers, curriculum and materials for the school. Construction of a soccer field, well and additional rest rooms will take place in 2011 and 2012.





**VIETNAM** 

### **Local Capacity Building**

The main objective of our work in Viet Nam is to allow communities to become self-sufficient after we have cleared the remnants of war. We achieve this by following a two-tiered approach, beginning by providing local government and community leaders with the training and tools needed to collaborate more effectively with their communities. We then organize farming families into groups for educational sessions, which in turn provide a readymade structure for permanent cooperatives after we complete training. These groups are designed to solve collective problems, coordinate development of market linkages and negotiate fairer prices for their produce with local traders.

### **Unexploded Ordnance (UXO) Clearance**

To deal with the problems associated with the presence of UXO, which is a tragic and unfortunate consequence of modern warfare, ROP has devised the demine-replant model. For this project, we have partnered with the Quang Tri Department of Foreign Affairs and Mines Action Group to clear areas affected by UXO, so that farming families can begin building their livelihoods without the continual fear of being killed by an explosion. Uncleared UXO poses both a very real physical danger to anyone working in fields, and an economic obstacle to the families who lose bread-winners and/or are unable to work in their fields because of its presence. ROP views its clearance and replacement with sustainable crops as a main objective in Quang Tri and all areas affected by conflict.



### **Education of Farming Families**

Education forms the cornerstone of our work, providing families with the knowledge and skills that can sustainably improve their livelihoods long after the project has been completed. The training is practical and interactive. Our team of agricultural specialists first train local government and community leaders in the most productive and sustainable techniques at our farmer field schools (FFS). These leaders then serve as our trainers on the ground, training the participating families from their local community in the techniques learned at FFS.

### **Market Competitiveness**

Cultivating cooperation between all of the stakeholders in a value chain is the best way to optimize the returns of everyone involved. The efficiency provided by these connections permit feedback and information to travel easily between farmers and the market, supplying them with the current price of their product, the standards that are expected and any new techniques/technologies that are developed. With the cacao value chain, international traders are so eager to find cacao that they have set up collection centers in every producing province. In Binh Phuoc we have created cacao clubs so that the farmers can work collaboratively to gather their product and sell to these buying stations at the best prices available. In order to realize this target in Quang Tri, our team will organize the farming communities into an association at the provincial level. The association's role will be to develop a branding and marketing plan for Quang Tri pepper, while also providing farming families with up-to-date market information to ensure their crops are sold to traders at a fair price. Combined with our specialized agricultural training, these steps will nourish the long-neglected roots of the province's pepper trade for a truly sustainable future.

Demine-Replant-Rebuild





Located 100 miles from north of Saigon, Binh Phuoc Province suffered terrible ecological damage from Agent Orange and heavy fighting during the war. Today it is still a province in transition.

After evaluating Binh Phuoc's agricultural possibilities, ROP decided to introduce cacao as an intercrop with cashew. Cacao was chosen as it produces the highest income for small landholders and flourishes in the shade provided by the cashew trees already there. Binh Phuoc has the most cashew of any province in Vietnam, but cashew prices have fallen and families are considering cutting down their carefully nurtured cashew orchards. Our SHADE project encourages farmers to keep their cashews as they provide needed shade for the cacao trees while also promoting biodiversity -- a perfect symbiosis.

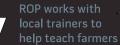
The project is well under way, having already guided the 100 farming families of the pilot communities to planting 30,000 seedlings with plans already established to plant over a quarter of a million trees in over the 2-year duration of the project. Our experts have already instructed our trainers and have begun training farmers in the techniques needed to produce high-quality, healthy cacao trees. Links are already being made with markets, including connections to international cocoa processors and chocolate producers and the internationally recognized UTZ "Good Inside" Certification trainings.

### Training and Follow-up

ROP establishes project package and training







ROP stresses follow understand and apply new training methods



and follow up process of ROP

Binh Phuoc Government and ROP expert Dr. Phuoc



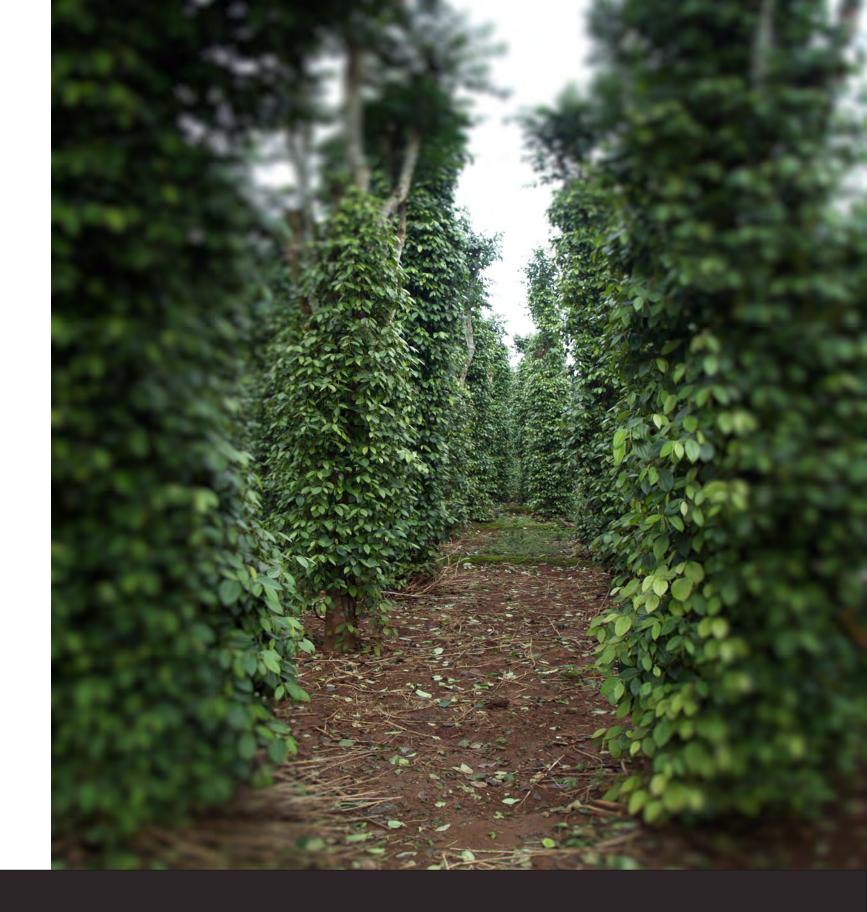
### **Quang Tri UXO Removal and Pepper Planting Project**

Located in central Vietnam, the province of Quang Tri was the scene of heavy bombardment during the war. Spanning both sides of the demilitarized zone (DMZ) that separated the warring forces, its people have suffered profound devastation to their families and livelihoods. For every civilian in Quang Tri, a metric ton of explosives was dropped on the province, making it one of the most heavily bombarded areas in the world.

ROP has tailored a demine-replant program for farming families in Quang Tri that will allow them to finally set their vision on the future. With over 40,000 casualties nationwide from UXO since the war ended in 1975 and over 80% of the province still contaminated by UXO, many Quang Tri families do not have the luxury of leaving the past behind them. Quang Tri pepper was once coveted as the finest in Southeast Asia, but its production has declined in the last decade due to pests and disease against which local farmers have previously had no means of sustainable defense. ROP has now mobilized to address these problems before farmers move to less productive crops and Quang Tri loses the industry altogether.

By closely working with our local partners from the Mine Advisory Group (MAG), we identify areas that have been recently cleared of unexploded ordnance (UXO) that could benefit from our agricultural projects. ROP then initiates the first steps by engaging community leaders and informing the local government of the benefits our work can bring to the community. Our team of agricultural specialists then works in partnership with these local leaders to bring farmers the skills needed to establish or revitalize pepper farming.

Pepper is an especially profitable crop that grants farming families the opportunity to build a sustainable livelihood for generations to come. The people of Quang Tri also consider the spice part of their cultural heritage and thus the project provides pepper-farming families with a unique sense of pride.



### **ISRAEL AND THE WEST BANK**

### **ROP Programs in West Bank**

Israel and the West Bank are contaminated by millions of landmines and UXO, rendering 50,000 acres of agricultural land, nature reserves and sacred sites unsafe for civilian use. Our objectives are to: Make this land safe and accessible to the public;

Demonstrate how civil-military dialogue can enhance peace and security in the region; Initiate cross-border cooperation on clearing explosive litter;

Promote a responsible legal policy regarding military litter and indiscriminate weapons.

### Achievements in 2011

After intensive campaigning, we succeeded in passing an unprecedented legislation in Israel establishing a mine action authority (INMAA) responsible for the humanitarian clearance of all non-operational minefields in the country. RoP has been monitoring INMAA's work to assure its timely and transparent work in accordance with international standards (IMAS).

RoP raised awareness to the landmine problem in the West Bank, helped boost funding for mine action in the region, and adopted a minefield in a residential area of Husan, near Bethlehem. We conducted an initial assessment in the site, prepared a scope of work and began coordinating the demining operation, scheduled to begin by the end of the year.

### Plan for 2012

RoP plans to launch a pilot demining project in Husan, demonstrating the implementation of IMAS and setting a precedent for Israeli-Palestinian-international mine action cooperation in the West Bank, and returning land to productive use for the benefit of the local community.

RoP will coordinate a collaborative effort with the PNA and UNMAS to clear a minefield in Qabatiya, in the northern West Bank, where 13 acres of agricultural land, including residential parts and a main road are unsafe.

With our local campaign partners we will continue to monitor both humanitarian and military demining efforts in the country.

ROP is working to first enable humanitarian mine clearance to be implemented, then follow with specific projects in Bethlehem and other locations in the West Bank. ROP has adopted a program initiated from Landmine Survivor Network to enable this work to be done. ROP supported the effort by helping to establish the infrastructure within the Israeli Ministry of Defense and local mine action organizations. The program so far has successfully arranged support from both the Israeli government, their Ministry of Defense, the United Nations and the Palestinian Authority. We are now in the early stages of establishing the first mine clearance projects near Bethlehem to be followed by larger mine clearance projects on the West Bank.



### **CROATIA**

Roots of Peace began our initial program turning MINES TO VINES in Croatia shortly after The Balkan War in September 1997. Our efforts to turn vision into reality has resulted in the demining of war-torn wine regions such as Dragalic, Vukovar, Ilok, Ciste Male, Ciste Velika, Bibijne, and Karlovac.

In 2010, Milkenko 'Mike' Grgich, owner, Grgich Hills Estate, in Napa Valley continued his legacy donation towards demining his homeland along The Dalmatian coastline of Croatia. The town of Bastica, located 20 miles inland from Zadar, continues to be demined through his personal donations. The Rotary Club of San Francisco #2 has joined this effort, and has matched District and RI International funds. This demine/replant program in conjunction with the Rotary Club of Zadar and the University of Zadar had produced 40,000 grapevines and 15,000 apple trees on lands which were once riddled with landmines.

Rural farmers now produce fine Croatian wines that are sold in markets to increase their family income. This program remains true to our 'roots' to DEMINE/REPLANT/REBUILD war-torn economies worldwide.





## **Financials**

The revenues for 2011 increased by 43% from \$9,192,435 to \$13,277,952. Revenue grew primarily due to the USAID funded CHAMP Program in Afghanistan. ROP is reporting our shared program services for field offices separately this year. These are program services expenses from the country offices that support multiple programs. Overall overhead for ROP Home Office operations cost is 14.6% of total expenses. Shared program costs in the field were 5.3% of total expenses.

Overhead costs as a percent of total expenses fell for the fourth consecutive year. This year it declined from 16.5% to 14.6%. We achieved our goal for this year to reduce overhead rate to below 16%.

Net Assets increased to \$568,482, our strongest position ever.

Our cash position has steadily improved over the last months of 2011. 2012 cash flow projections are very positive. Accounts receivables increased during the year, but is expected to improve during 2012.

The 2011 audit was completed with no substantial issues, but a conversion to a new financial accounting system caused delays in the completion of the audit.

ROP expects slightly less revenues in 2012 as three programs ended and one started up. ROP's donor base now includes private funding, USAID, US State Department, US Department of Defense and the European Union. We ended 2011 with six programs. The largest amount of funding from any one organization is 56%.

The following pages are the results of ROP's audited financials. The audit was managed by Job Quesada, a partner of Harrington Group, LLC.

## STATEMENT OF FINANCIAL POSITION 1

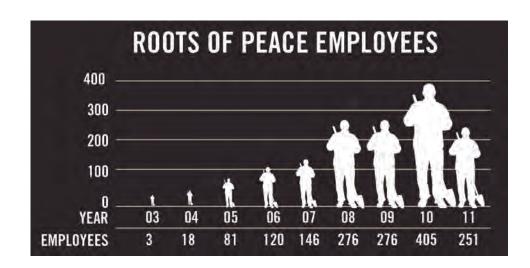
As of December 31, 2011, with comparative totals for the year ended December 31, 2010

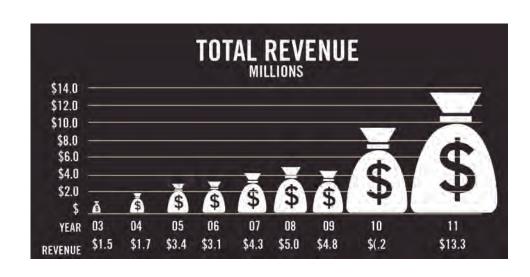
Assets		
Cash	\$260,473	\$941,645
Accounts Receivable	2,835,564	2,556,104
Pledge Receivable	75,000	0
Prepaid Expenses	55,926	55,269
Inventory	114,840	118,680
Property & Equipment	27,300	31,200
Total Assets	\$3,369,193	\$3,702,898
Liabilities		
Accounts Payable	\$686,050	\$953,454
Accrued Liabilities	325,554	153,053
Deferred Revenue	1,485,946	2,173,987
Line of Credit	303,161	320,260
Total Liabilities	\$2,800,711	\$3,600,754
Net Assets		
Unrestricted	\$493,482	(\$400,090)
Temporary Restricted	75,000	502,234
Total Net Assets	\$568,482	\$102,144
Total Liabilities & Net Assets	\$3,369,193	\$3,702,898

## STATEMENT OF ACTIVITIES

Revenue		
Fees from Gov't Agencies	\$9,293,314	\$5,227,251
Contributions	1,052,656	562,768
Program Service Fees	2,916,463	3,390,819
In Kind Contributions	7,920	20,921
Interest	133	205
Merchandise Sales	410	0
Currency Exchange (loss)	3,091	(19,076)
Other Revenue	3,965	9,547
Total Revenue	\$13,277,952	\$9,192,435
Expenses		
Program Services	\$10,136,272	\$7,154,095
Management & General	2,549,344	1791,396
Fundraising	125,998	171,281
Total Expenses	\$12,811,614	\$9.116,772
Change in Net Assets	\$466,338	\$75,663
Net Assets Beginning of Year	\$102,144	\$26,481
Net Assets, End of Year	\$568,482	\$102,144

<sup>1</sup> Financial and A-133 audit performed by Harrington Group, LLC





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Baghdad ~ Bagram ~ Baharak ~ Bamyan ~ Battambang ~ Bethlehem ~ Bibijne ~ Buo Dang Ciste Male ~ Ciste Velika ~ Dong Xiao ~ Dragalic ~ Ghazni ~ Ghorband ~ Herat ~ Ho Chi Minh City ~ Ilok ~ Jalalabad Kabul ~ Kandahar ~ Karlovac ~ Keshom ~ Khost Kunduz Kunar ~ Laghman ~ Lashkagar ~ Logar ~ Luanda ~ Mazar-e-Sharif ~ Mir Bocha Kot Panjshir Paktika ~ Paktya ~ Qalat ~ Quang Tri ~ Samanghan ~ Saripol ~ Shohada ~ Tel Aviv ~ Uruzghan ~ Vukovar ~ Wardak ~ Zabul

Roots of Peace is incorporated in the State of California as a humanitarian, not for profit corporation under section 501c3. Main office is located at 990 A Street, Suite 402, San Rafael, California, USA 94901. For more information about Roots of Peace, please see our website at www.rootsofpeace.org.