



# Impact Report

**Organisation name**

Kokoda Track Foundation

**Your name and position**

Mike Nelson, COO

**Please tell us a short story about someone who has benefited from this funding.**

The training and support workshops delivered as part of KTF's Light Up PNG project helped Ellen, from New Ireland Province in remote PNG, become aware of important business concepts such as having market goals and time frames to meet them, knowing how to calculate her expenses, income and profit. At the community level everyone was eager and excited about the sale of solar lights. Not only did Ellen assume the role of leader within her women's group, she herself invested in the purchase of a number of solar lights. "The lights helped my family to cook and prepare business activities at night as well as provide safety for my family after dark. I don't need to worry about paying for expensive lamp batteries, saving me money on the long term." Ellen now has access to alternative income generating opportunities that can be conducted in her spare time, allowing her to still focus on subsistence farming and supporting her family. "Thank you to KTF, The Funding Network and The English Family Foundation for their generous support of our women's group." Ellen, Group Leader, Kimaden Women's Group, New Ireland Province, PNG.

**Please describe the impact that the specific TFN funding has had.**

As part of KTF's Light Up PNG project, two new women's groups were established in Oro Province during 2017. Siu and Tainabuna are located in the Tufi region of Oro. Both women's groups were gifted with 50 lights on the condition that 100% of proceeds were invested back into the purchase of additional hardware. Both groups were provided with business skills and financial literacy training at the time of the light distribution.

Located in the far north of PNG, New Ireland Province is a new provincial location for KTF. KTF now operates a number of its development programs in New Ireland. In 2017, two new women's groups were established in Kimaden and Pinikidu. The groups were provided with training and the start up capital gift of the solar lights.

The women's groups collectively comprise 45 women who all now have access to an alternate source of income generation that requires only a limited amount of time commitment each week. This is particularly important in rural and remote PNG as families still need to maintain their gardens, take produce to market (with their new solar businesses) and care for children. It's also equally important that women in rural and remote PNG are empowered and can generate their own source of income, rather than having to entirely rely on partners and particularly men in the village.

**Please provide a quantitative breakdown of how TFN funds have been used**

Funding provided from TFN were used to support project expenditure including:

- Approximately 25% to cover the wage of the Light Up PNG project officer, whose role it is to run the small business training, provide ongoing regular mentoring, check in to collect data on sales, assist women's groups with re-ordering lights, troubleshoot and manage issues as they arise, and undertake monitoring & evaluation.
- Approximately 40% to cover the purchase of start-up capital of solar lights that are gifted to the women's groups to kickstart their small businesses. This also includes international & domestic freight
- Approximately 35% to cover training materials provided during the training workshops on business skills and book-keeping (provision of receipt books, cash tins, marketing materials, workshop materials, stationery).

**Describe any ways the funding was used that differs from that described your original pitch**

The project was delivered and implemented in accordance with the original pitch - empowering women to start up self sustainable business models using solar lights.

**How many people have been affected by programs or activities that were supported with TFN funding?**

Direct beneficiaries are the members of the women's group who now have access to income generation as well as the community members who were able to purchase a high quality solar light. Direct beneficiaries to date: 245

Indirect beneficiaries include the broader family members of both the members of the women's groups as well as the broader family members of people who purchased the lights - reducing the families reliance on harmful kerosene, reducing family budget expenditure on torch batteries and providing increased efficiency and safety after dark. Indirect beneficiaries to date: 1,960.

In addition to this there is a broader level of overall village based economic development that benefits the broader population of villages surrounding the women's groups.

**What measures did you use to assess the impact?**

Light Up PNG is ongoing project. Initial outputs have been measured based on:

- # of women's group established & trained
- # of lights distributed
- # of lights sold outright
- # of lights sold on credit
- # of women in women's groups
- # re-orders of solar lights

KTF's long term approach to measuring impact will be to assess and measure:

- level of women's empowerment
- level of women's entrepreneurial readiness
- impact on children's educational outcomes

KTF is working with a PhD student from the University of Queensland who is currently undertaking her PHD studies in entrepreneurial readiness. The PhD student has visited the women's groups, observed the training and will commence data collection and in depth analysis throughout 2018.

**Describe three ways that your organisation has changed in the last 12 months since the event**

KTF has seen an incredible amount of growth over the past twelve months - mostly because of an urgent education training program - Teach for Tomorrow - our largest programmatic and geographic expansion to date. KTF now works across 16 provinces in PNG whilst still maintaining a commitment to the Kokoda region.

As a result of this geographic expansion, KTF is now eligible to apply for new funding sources previously not interested in KTF projects due to the limited geographic focus.

KTF has also received full accreditation with DFAT's ANCP program, increasing the amount of Australian Government we receive as well as bolstering our policies and processes, becoming a trusted and government endorsed organisation.

We intend to follow these regional growth trajectories with our Light Up PNG project and establish women's groups as broadly across the country as possible in order to grow scale into the project model.

**Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?**

No

**Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?**

No

**How important was TFN funding in helping you achieve your objectives this year?**

We would have found it difficult to achieve our objectives without TFN funding

**Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?**

No

**What were some of the other benefits of participating in TFN?**

We thoroughly enjoyed being able to take time out to attend the pitch coaching and refine our pitch. Presentation techniques are often forgotten - yet thanks to TFN, we were able to keep these techniques front of mind in the preparation of the pitch as well as in the delivery. This helped us with the confidence we needed to clearly articulate our organisation and projects.

**Do you have any other comments or feedback on the TFN experience or funding process?**

Thank you TFN - we have enjoyed every element of the process.