



Seed Effect



2015 Annual Report



Dear friends,

In the midst of significant challenges, God continues to transform lives in South Sudan through Seed Effect. Economic instability persists in South Sudan, creating an increasingly difficult environment for microfinance. In 2015, inflation increased to 110 percent as civil war continued throughout much of the country.

But we remain committed to serving in the hardest of places like South Sudan. Throughout 2015 we met with our clients, indigenous team, and peers to develop a strategy to counter these challenges and continue to serve the South Sudanese. **As part of our solution, we are implementing a new savings group program to empower a broader and more vulnerable population in the communities in which we serve.** We are excited to launch this program in 2016!

By God's grace, we helped restore hope and dignity to hundreds of South Sudanese in 2015. Together, we established a new location in Yei, South Sudan, and grew our number of active clients by 28 percent while maintaining a 99 percent repayment rate.

I'm grateful to work alongside you to empower the South Sudanese to know Christ and fight poverty. Thank you for your faithful partnership and generosity!

A handwritten signature in black ink that reads "Drew Mosier". The signature is written in a cursive, flowing style.

Drew Mosier, Executive Director

Seed Effect

is a Christ-centered, nonprofit microfinance organization.

Our mission is to plant the seeds that overcome poverty by providing access to economic empowerment, education, and spiritual discipleship in marginalized communities around the world.

In action, Seed Effect serves as a holistic tool to live out the Great Commission alongside the Great Commandment as we empower the poor to know and follow Christ, engage with the local church, and overcome physical poverty.





Kajo Keji, South Sudan

Our Vision

Our vision is for the world's most insecure and underdeveloped communities to be stabilized through economic empowerment and the hope of Jesus Christ.

We are committed to realizing this vision in the world's most fragile country—South Sudan.* Over the next five years, our goal is to deepen and expand our impact in this war-torn country.

We will deepen our impact by integrating new services in the communities we currently serve. In 2016, we hope to empower over 1,000 new families through our existing microloan and business education programs and our new savings program.

In 2017 and beyond, we will expand our impact by strategically extending our work to new communities across South Sudan. We look forward to helping restore hope and dignity to thousands of lives throughout the world's newest country.

*2015 Fragile State Index (Fund For Peace)

Our Core Values



Create an inspiring movement

We believe that Seed Effect is a movement of hope, love, empowerment, and transformation. This inspires us, and those around us, to say yes, get involved, and become agents of change.



Build transformative relationships

We believe that we can affect Christ-centered transformation by building and nurturing relationships through indigenous leadership and a gospel-centric relational approach.



Provide stability in unstable environments

We believe that Seed Effect is called to serve by bringing stability to situations that are unstable. In other words, we work in the hard places where others won't.



Do more with less

We believe that the way we invest our resources matters. The places we serve are more challenging and more costly than others, but we work hard to spend available funds where we can achieve the most impact while promoting sustainability in our operations.



Promote empowerment through savings and income generating activities

We believe that microloans and savings alongside education and discipleship are life-giving opportunities that empower the poor to invest in their dreams.

How Seed Effect Works



Microfinance + Savings

Seed Effect empowers the poor to break the cycle of physical poverty by promoting savings groups and providing microloans to support income-generating businesses. We utilize a group-lending methodology and with the repayment of each loan, the funds are reissued to a new entrepreneur, thereby multiplying their impact in the community.



Discipleship

Seed Effect is more than an initiative to help people overcome physical poverty—we are about making disciples. Our programs serve as a platform to build relationships that provide us the opportunity to share the gospel and disciple believers.



Education

Seed Effect employs a holistic approach to empower our clients to overcome poverty. In addition to receiving microfinance services and discipleship, our clients attend monthly education seminars where our education supervisor facilitates discussion among clients who can share their knowledge and experience as they work through a participatory, dialogue-based curriculum.



Dignity

Each of us is created with inherent worth and dignity.

When we believe this, it informs how we engage those around us. It affects how we serve the poor, support philanthropy, and love our neighbors here and around the world. Inherent worth and dignity lead us to love, value, respect, and empower others, regardless of their income, education, or influence.

This belief drives Seed Effect.

South Sudan is a hard place to work. War, corruption, and lack of infrastructure create significant challenges, even when compared to other developing countries. Yet Seed Effect is committed to bringing Jesus and economic empowerment to the hard places because we believe in the worth and dignity of every person created in God's image.

This belief defines how we serve.

Our strategy empowers the financially poor to thrive. Instead of handing out sustenance, we support and develop their gifts, talents and resources so that they can provide for themselves and their families with dignity.



Our process prioritizes relationships. Our low client-to-staff ratio enables our team to care for our clients as individuals, whether that is through one-on-one business consulting or visiting clients in the hospital to pray over their sick child.

Our program is led by an indigenous team. While it requires a significant investment in staff development, our indigenous team can best love and serve their community as neighbors and peers and enhance the reach of the local church.

Our approach requires a longer-term perspective and a greater investment of resources, but we believe how we help matters. Because all people are created with inherent worth, we are committed to helping in a way that promotes the God-given dignity of the people we serve.

Read more about how Seed Effect promotes dignity:
seedeffect.org/promotingdignity

Watch Paskline's video online: seedeffect.org/meetpaskline



Meet Paskline

A cheating husband left Paskline with HIV, a broken heart, and a wheelchair. **Yet Paskline is thankful.**

Paskline first learned about Seed Effect through Keji Cizerina, an existing client who is also disabled. Keji shared that, despite her disability, she found hope in God's love and dignity in working to provide for her family.

Inspired by Keji, Paskline joined Seed Effect, investing her first loan of \$100 to buy retail items in bulk. This was the beginning of what has become a very profitable business—she now sells soap, candies, clothes, and many other items in Nimule.

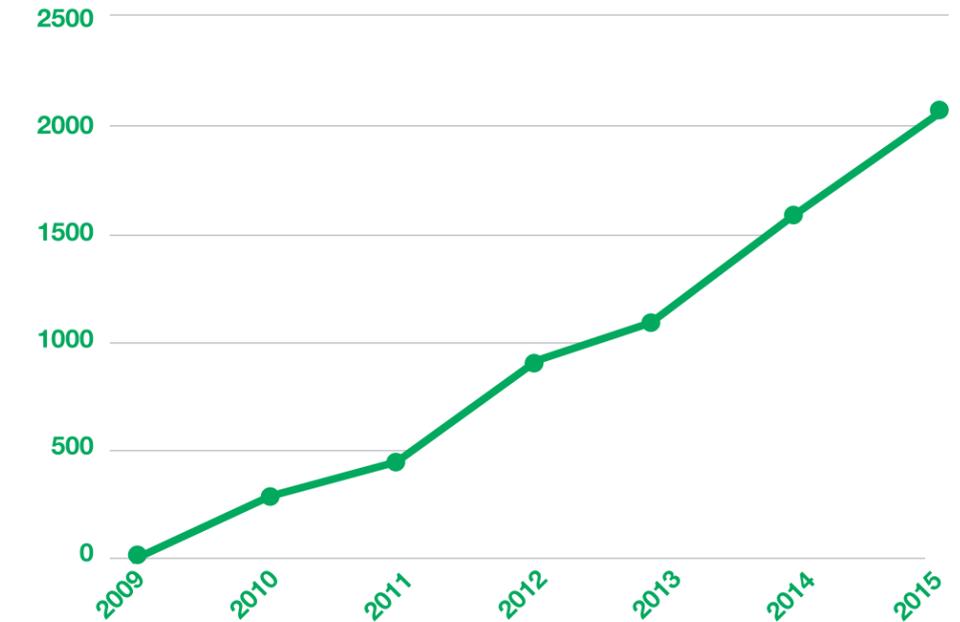
Through Seed Effect, Paskline's God-given dignity has been restored. And, out of gratitude for her story and God's grace, she now leads and cares for a community of HIV-positive men and women so that, prayerfully, their hope and dignity can also be restored.

2078
clients served

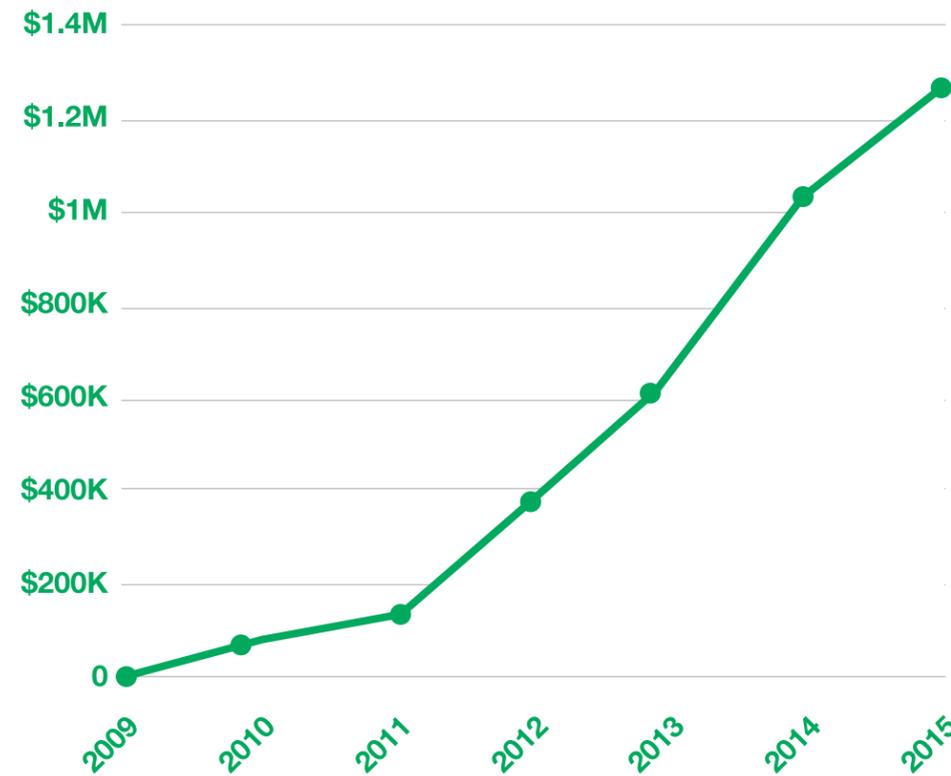
99% repayment rate

5153
loans disbursed

Number of **clients**



Amount of **loans disbursed**



Program Statistics

Since inception (2009)

26%
operational
sustainability

328
loan groups
formed

\$1,268,889
total amount loaned

Our Leadership

Stateside Leadership Team



Drew Mosier
Executive Director



Missy Williams
Co-Founder



Denny Slaton
Stewardship Advisor



Joel Cox
Director of Programs

South Sudan Leadership Team



Scovia Kiden
County Director



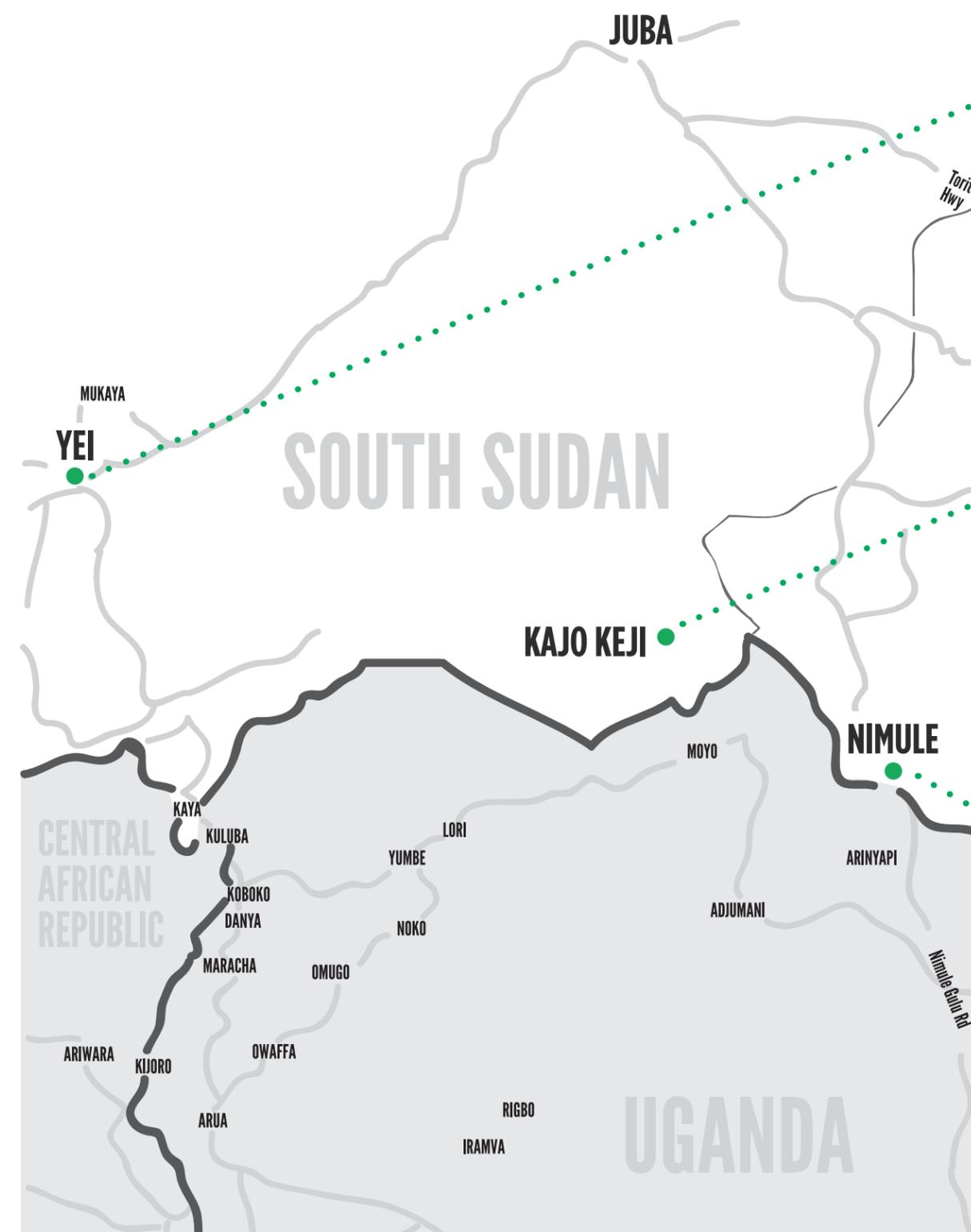
Butti Jerry
Finance Director



Kenneth Duku
Spiritual Integration Director



Patricia Asiki
Client Services Director



Yei Branch | Est. 2015

Lomude James
Branch Manager

Suzan Poni
Accountant

Mawa John
Senior Loan Officer

Mawa Emmanuel
Loan Officer

Yasmin Alone
Education & Spiritual Discipleship Officer

Kajo Keji Branch | Est. 2009

Kaya Emmanuel
Branch Manager

Noel Lilija
Accountant

Peter Lokang
Senior Loan Officer

Godfrey Kwoji
Loan Officer

Wonya Athanasio
Education & Spiritual Discipleship Officer

Nimule Branch | Est. 2012

Michael Ayella
Branch Manager

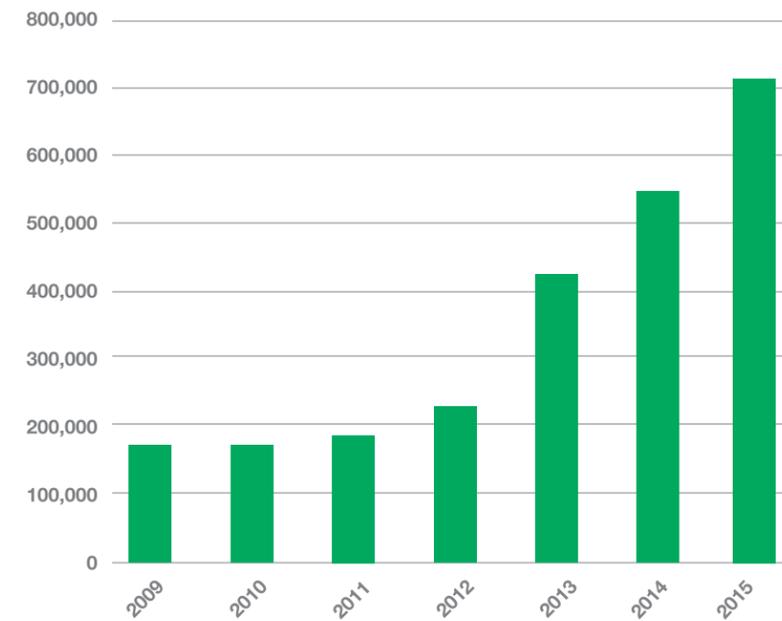
Patrick Kenyi
Accountant

Geri Bosco
Loan Officer

Muraa Jane
Loan Officer

Loso Godfrey
Education & Spiritual Discipleship Officer

Total support and revenue

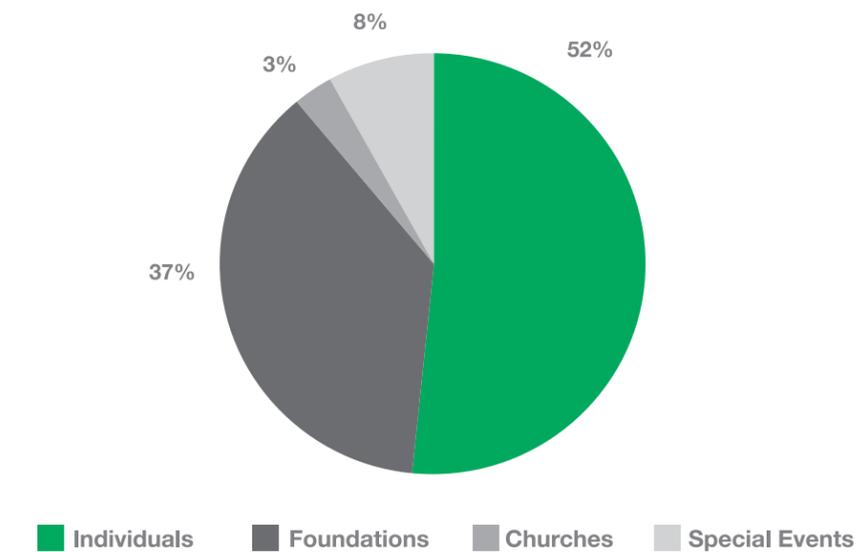


I support Seed Effect financially because **they intentionally reach the marginalized in a place that is difficult and hard to see fruit from your labor at the pace the western world would demand.** Their indigenous staff provide pastoral care, **investing in the lives of each entrepreneur**, directing them to Christ and discipling them. **The result is life change—economic and spiritual.** With repayment rates north of 99% of all loans to date, investing here for me is a no-brainer.

—
Rebecca Gregory

*Executive Vice President, Client Strategy,
Pursuant*

2015 Support by Category



I support Seed Effect because they take the gospel of hope and a savvy entrepreneurial hand-up to the isolated and underprivileged of South Sudan. **The secular route to dignity is a job. The most powerful confirmation of one's worth comes from the Christian gospel.** Seed Effect weds the two and helps create jobs and contribute to economic progress, meeting physical needs, while also planting the most critical relational seed of all: The love of Christ.

—
David Luttrell

*Senior Economic Analyst and Special Assistant to the President,
Federal Reserve Bank of Dallas*

Stems
OF DALLAS



Stems of Dallas

businesses empowering businesses

At Stems of Dallas we believe that loving deeply and providing for those in need is central to our day-to-day lives. As a wedding gift in honor of each of our brides, we partner with Seed Effect **by giving an investment toward a microloan** for a struggling entrepreneur.

Working with flowers and brides, and painting, creating, and designing are all things that can feel very trivial and useless at times, in terms of Kingdom work. **But to see that what we're doing in Dallas is directly empowering and creating growth and light in a place that we care deeply about—that gives a lot of purpose to our work.**

It's also a cool position to be able to use our gifts as creators to spread awareness and raise support for Seed Effect.

Partnering with Seed Effect, as business owners, is something we're very proud of. We get to be a part of the powerful work the South Sudanese team is doing in their own nation as they empower women + men towards economic and spiritual growth, by way of small business loans.

—**Marcy Cook + Katy Rogers**
Co-Owners, Stems of Dallas

Join our Businesses Empowering Businesses program: seedeffect.org/B2B

Savings Program

Seed Effect is launching a new savings-led microfinance program in 2016!

Savings-led microfinance provides self-selected groups of 10 to 25 people with the opportunity to pool their savings and then provide interest-bearing loans within their group. Loans can be used for a member's business or household needs while also providing other group members a return on their accumulated savings.

Savings-led microfinance will further our mission to provide access to economic empowerment, education, and spiritual discipleship in South Sudan by:

- **Empowering a broader segment of the community.** Savings groups will empower more vulnerable and non-business populations that we do not currently reach through our small business loan program.
- **Directly supporting households.** Savings groups will address some of the greatest needs for poor households by providing funds to invest in household improvements and smooth the impact of unpredictable household incomes.
- **Promoting dignity.** Savings groups are an asset-based, participatory development model that utilizes the resources and skills of group members.
- **Adapting to the unstable economic environment.** A flexible methodology empowers group members to adjust loan terms for inflation better than formal, credit-led microfinance organizations.
- **Reaching more South Sudanese.** Savings groups can scale quickly since groups are largely self-managed, self-funded, and self-replicated.



Learn more about our savings program: seedeffect.org/savingsprogram

2015 Milestones



Launched a new location in Yei, South Sudan

Grew the size of our loan program by 28% based on active clients



Co-Founder, Missy Williams, featured in Dallas Morning News

Achieved first year growth target for Yei location in six months



Exceeded 2,000 clients served since inception

Established partnership to launch a new savings-led microfinance program in 2016



Completed process for ECFA accreditation and received accreditation in January 2016

Increased institutional support by 98%



Hired a new Director of Programs to improve and expand our program in South Sudan in 2016

Seed Effect is committed to working in the hard places, promoting dignity, hope and opportunity, as we empower our clients to know Jesus and fight poverty.

But none of this would be possible without you.

Over 600 of you, our generous supporters, partnered with us to raise over \$700,000 to empower the South Sudanese in 2015. You joined with us to make each small business loan, training seminar, and gospel presentation a reality. God used your partnership, prayers, and advocacy to empower them and we are so grateful.

As they say in Kajo Keji, South Sudan,
“Tinate Parik!”
Thank you very much!

Board of Directors

Missy Williams

Co-Founder and Chairperson of the Board, Seed Effect

David Williams

President, Williams Financial Group

Co-Founder, Seed Effect

Drew Mosier

Executive Director, Seed Effect

Eddy Badrina

Co-Founder and CSO, Buzzshift

BJ Goergen

Executive Director, Radler Foundation

Lisa Huntsberry

Former CFO, Interstate Batteries

David Leventhal

Director of Operations, Freedom Truck Finance

Kirk McKinnon

Senior VP, Avatar Investment Group

Todd Szalkowski

Director, ValueScope, Inc.

Advisory Council

Eddy Badrina

Co-Founder and CSO, Buzzshift

Ashley Blakeslee

CEO of Blakeslee Household

Brian Campion

Owner, TektonLLC

Michael Congrove

Executive Director, Empower One

Robert Dotson

Non-profit Fundraising Consultant

Matt Elmore

Agency Principal, Commercial Insurance

Producer,

Swingle Collins and Associates

Rebecca Gregory Segovia

EVP, Client Strategy, The Pursuant Group

Lisa Huntsberry

Former CFO, Interstate Batteries

Tara Kohlbacher

Interior Designer

David Leventhal

Director of Operations, Freedom Truck Finance

Larry Long

Construction Industry Professional

David Luttrell

Sr. Analyst and Special Assistant to the

President, Federal Reserve Bank of Dallas

Greg May

Managing Director, Corporate Development,

Preston Hollow Capital, LLC

Kirk McKinnon

Senior VP, Avatar Investment Group

Drew Mosier

Executive Director, Seed Effect

Emily Osborne

CEO of Osborne Household

Ryan Perry

Partner, McQueary Henry Bowles Troy

Denny Slaton

Stewardship Advisor, Seed Effect

David Smith

Retired Owner, Pockets Menswear

Entrepreneurial Consultant

Don Spence

Retired VP, North Division General Manager

Merit Energy Company

Todd Szalkowski

Director, ValueScope, Inc.

David Williams

President, Williams Financial Group

Co-Founder, Seed Effect

Missy Williams

Co-Founder, Seed Effect

Chairperson of the Board

Wilson Williams

Founder and CEO, Williams Financial Group

Chairman of the Board

Clyde Womack

Retired Managing Partner, KPMG LLP

2015 Financials

Statements of Financial Position

For the Years Ended December 31, 2015, and December 31, 2014

Assets	2015	2014
Cash and cash equivalents:		
Unrestricted	\$243,032	\$ 206,795
Temporarily restricted	\$141,055	625
Total cash and cash equivalents	\$384,087	\$207,420
Prepaid expenses	\$2,779	\$4,539
Stock	\$2,400	—
Total assets	\$389,266	\$ 211,959
Liabilities and Net Assets		
Accounts payable and accrued liabilities	\$4,150	\$ 3,682
Reserve for related party	\$19,707	—
Total liabilities	\$23,857	\$3,682
Net assets:		
Unrestricted	\$224,354	\$207,652
Temporarily restricted	\$141,055	625
Total net assets	\$365,409	\$208,277
Total liabilities and net assets	\$389,266	\$ 211,959

Statements of Activities

For the Years Ended December 31, 2015, and December 31, 2014

	2015	2014	% Change
Revenues and other support:			
Contributions	\$654,945	\$ 458,277	43%
Special events (net of expenses)	\$57,498	\$52,689	9%
Other	33	415	-92%
Total revenues and other support	\$712,476	\$511,381	39%
Expenses:			
Program services	\$406,739	\$330,741	23%
Management and general	\$54,279	\$30,761	76%
Fundraising	\$94,326	\$139,259	-32%
Total expenses	\$555,344	\$500,761	11%
Change in net assets:	\$157,132	\$10,620	1380%
Net assets, beginning of year	\$208,277	\$197,657	5%
Net assets, end of year	\$ 365,409	\$ 208,277	75%

End Notes

A certified public accounting firm has reviewed our 2015 financial statements. Complete financial statements and the independent accountants' review report are available upon request.

Seed Effect provides technical assistance and funding to enable Seed Effect Community Services, an independent organization in South Sudan, to provide access to microloans, education, and spiritual discipleship. Seed Effect retains full discretion and control over the use of donated funds.

Featured photography courtesy of Trey Hill, Mo Sadjadpour, and Andrew Slaton.



plant a seed.