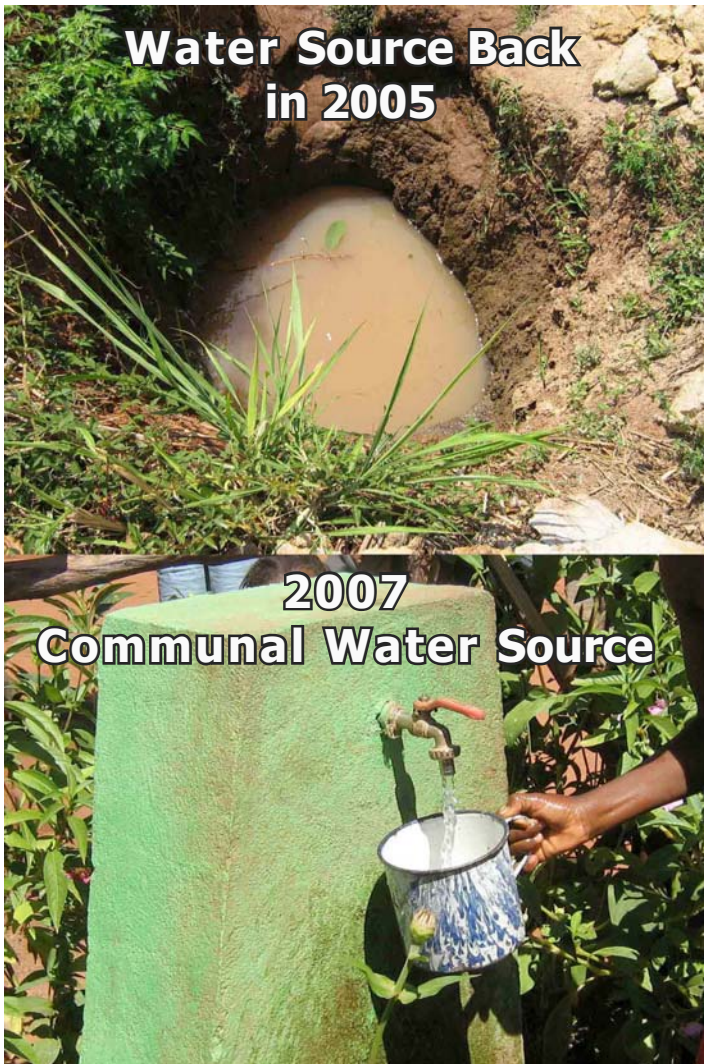


ZAHANA PARTICIPATORY RURAL DEVELOPMENT IN MADAGASCAR

Newsletter Summer 2007

Our One Degree of Separation Fundraising Strategy



Dear friends: Zahana's accomplishments to date are possible thanks to the generous donations from our friends outside of Madagascar, who so far helped us raise almost forty thousand dollars for Zahana. Asking our friends for financial support has proven to be the best way to achieve Zahana's vision of truly participatory development for Madagascar.

Our fundraising strategy is built on a one-degree of separation bond, built on trust and friendship, with one-degree between the person who supports Zahana and the person who gets asked to give. The three key components that drive our fundraising efforts are: Passion, Luck and Trust.

- **P**assion for the cause
- **L**uck in finding people like you who want to support Zahana and share the project with people we have never met
- **T**rust in other people that the money for Zahana will come and that it will be used wisely

Some of our supporters know Dr. Ramihanataniarivo (Ihanta) from when she lived in Hawai'i and visited San Francisco. Ihanta founded Zahana in 1998 after returning to Madagascar, envisioning implementing an innovative approach to participatory development for her country. Many of our Zahana supporters never met her personally, but know us, Jeannette and Markus. If you know us, you are separated by one-degree from the villagers in Madagascar, since we visited our pilot village of Fiadanana in 2005.



The New "Donate Now" Button at www.zahana.org

To make it easier for people to support the work of Zahana we have recently added a "Donate Now" button to our website. A secure, tax-deductible donation to Zahana with a credit card is only a few clicks away. ([Click here to get our website](#) in the PDF document.) For those more comfortable sending a check in the mail, this option is of course always available. To donate by check, please make it payable to: "Tides Foundation" and in the memo section list "Zahana Fund", so it gets credited to our account.

We Need You:

To make the “one-degree of separation strategy” work we need your help. Only you can encourage your circle of friends to donate to Zahana’s work.

Here are some ideas of what has worked in the past:

- If you have a birthday coming up and think you already have enough things, ask people to donate to Zahana in lieu of gifts. (The Donate Now button comes in handy here)
- Organize a garage or rummage sale and donate the proceeds to Zahana.
- Instead of buying holiday gifts people have donated the money to Zahana.
- Let your circle of friends know about the work of Zahana in Madagascar. We know there are many worthy causes that are soliciting donations, but some of your friends might be interested in donating to an international project, run by people who live in Madagascar, if they learned about it from a trusted source.
- Put a link to www.zahana.org on your website or a website you have access to. If you know of other site where we could list Zahana, please let us know. (We will of course provide a link in returns on our website.)
- While we establish our programs we hope in the future to qualify for grants and welcome any leads or help in this area.
- If you haven’t gotten around to doing something for Zahana but always wanted to, here is your chance.



Six Communal water faucets distribute clean water all over the village

Our website www.zahana.org has a wealth of information about our work, including a list of what your money can buy in Madagascar. Photos of what we accomplished are an important part of the website, such as building Fidanana’s first school and training the teachers to work there, or the community built and maintained clean water system.

Listing all of Zahana’s activities would make this document too long and the intention of creating the website is to keep our friends informed, without clogging their inboxes. Our website is updated each time news or photos from Madagascar become available. Please check it out and pass it on.

“Why Fiadanana and not us?”

is the question lhanta gets asked most often lately in Madagascar. The answer is simple: We had to start somewhere. We can only do what we can afford and what is humanly possible in an all-volunteer project, but we hope to work in more villages in the near future.



Cooking Pavilion, next to New School



Fiadanana's New School (not painted green yet)



More green paint will be sent on the next visit.

The top priorities, access to clean water, a school and grain storage have been successfully addressed; improving cook stoves and strengthening their own micro-credit systems are already ongoing. But another central issue has emerged: ‘food security’. Which can also plainly be translated as: **people are hungry**. Although they are subsistence farmers, most people eat only two meals of rice a day, especially in the period before a harvest. Most people in Fiadanana eat for the first time around 2 PM and have their second meal in the evening. (More about rice on the website.) People had been complaining to lhanta about stomach cramps in the morning, especially the children, but after further investigation her medical diagnosis is: **hunger**.

In order for children to learn in school they need to be provided with food in the morning. The communal garden on the school grounds, managed by the Women's Group, is intended to provide food for the students, prepared in the school's cooking pavilion. Introducing potatoes as a second crop and suitable vegetables for the climate was the recommendation of a visiting agricultural specialist hired by Zahana. This is an ongoing project and we will keep you updated as more ideas are implemented, but it has become crystal clear for Zahana that addressing food security is imperative for the overall success of our activities with Fiadanana.



Lunch in Fiadanana



Rice, Red Chili, Water

A glimpse in the future

Zahana started working in the village of Fiadanana as a pilot project, with the intention of applying the lessons learned, one village at a time, as the project grows in the years to come. Implementing an integrative and flexible approach to participatory development starts with asking people what they need most. A series of community meetings identify and prioritize these needs and requires a community to actively participate in its own development. A steep learning curve where Zahana learns from the villagers and they learn from Zahana is a cornerstone of this approach.

Yes, Zahana would like to involve more communities. The need in Madagascar is great, where millions of people live in villages without infrastructure, schools or access to clean water. Fiadanana is a beacon of hope that with a small amount of money and with active participation of the community, lasting changes that improve quality of life can be realized cooperatively. Three neighboring villages have already approached Zahana for help. Two stated they want their own school and one needs their own water system.

The Malagasies running Zahana feels strongly that is important to do it right the first time, before we move on to other villages, but we also hope that we are just at the beginning of something larger than all of us.

We hope you will tell your friends about Zahana (and/or pass this text on) and that we may count on your ongoing support for Zahana.

Thank you.

Jeannette Koiwane and Markus Faigl

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New Central Clean Water Container



Training the New Teachers



**The First Communal Grain Storage
Built by and for the Community**



Communal Garden next to School

www.zahana.org