



CHAMPIONING A SELF-SUSTAINING MODEL OF RURAL DEVELOPMENT

2020
ANNUAL REPORT

Table of Content

- Introduction
- Our Mission
- Message from CEO
- COVID-19 Response (COCOPOPP)
- Cocoa Farm (TBCF)
- Education (TBGS)
- Healthcare (TBCC)
- Farm-For-Impact
- Effective Community Engagement (ECE)
- Financials
- Living Our Values (Cocoa360 Staff)
- Looking Forward
- Contact Us



“Cocoa360 is a 501c(3) non-profit organization that leverages cocoa farm revenue as a resource to improve education and health care in rural communities.”

COMMUNITIES DO! WE FACILITATE!

COMMUNITIES ENGAGEMENT = POWER REDISTRIBUTION

“We work with communities to invest locally generated revenue in education and healthcare interventions.”

Our Mission

We leverage Effective Community Engagement to develop sustainable initiatives/programs. Our mission as a nonprofit is to work with communities to advance self-sustainable, evidence-driven innovations in healthcare and education. Our model encourages communities to look inward at their own resources and capabilities.

By leveraging existing local resources and cultivating direct community involvement in decision-making, our **“Farm-for-Impact”** model grants farmers the agency denied them by traditional development paradigms. Together with community members, we work to leverage cocoa farm revenues to sustain the operations of a tuition-free all-girls’ school, a medical clinic, and a community-run cocoa farm.

Message from the CEO

Dear Cocoa360 Family,

2020 saw us, as a global family, addressing one of the most difficult challenges in human history. Yet, we showed that our strength as a society has always been emboldened when we work together. I am confident that 2021 has been different - setting you on a strong start already!

At Cocoa360, we witnessed first-hand how the pandemic brought out the very best in us. Thanks to generous funding support from the Queen's Commonwealth Trust, the Clinton Foundation, and individuals like you, we implemented an evidence-based public health intervention called **CoCoPoPP** (Cocoa360's COVID-19 Preparedness and Outbreak Prevention Plan). True to our nature as pioneers, we joined the fray and implemented one of Ghana's first successful rural responses to the pandemic - as of writing, we've recorded zero suspected cases of COVID-19 in the communities we work in.

CoCoPOPP's success can be traced to a principle that Cocoa360 is hailed as the "go-to" for;
EFFECTIVE COMMUNITY ENGAGEMENT.

Our experiences have taught us essential scalable lessons that will particularly guide our pandemic response strategy in the years to come, and our collective vision, in the years to come.

COCOPOPP & BEYOND : RURAL ZERO CAMPAIGN

The challenge of health inequities, particularly when it comes to access, has wrought another reality mass COVID-19 vaccination in many developing nations like Ghana, will not take place until 2023.

And for us this means we cannot afford to be complacent in our work of safeguarding the health of residents of our partner rural communities.

To this end, we have resolved to stand with our partner communities to fight the pandemic until every rural community in the country begins recording zero suspected cases. Rural Zero is possible : we've seen it through CoCoPoPP, and we are setting our faces like flints until we see it happen everywhere.

Through targeted approaches of scaling up CoCoPOPP to 100 new communities, we shall also continue to strengthen our efforts in improving educational and healthcare access, the two major social determinants of health.

Five years in this fight has taught us : there is no limit to what rural farmers are willing, and able to do to safeguard the health of their communities.

One of our axioms at Cocoa360 is: "We facilitate, Communities do." And that work of facilitation is what will continue to be our focus point in the next three years as we engage partners and donors like you to ripple our impact. I am happy to report that in May 2020, Yale's School of Public Health completed an official research partnership agreement with us towards this mission.

If Rural Zero sounds too idealistic, and more of a moon-shot, it very much is. In our experience, nothing life-changing has ever been achieved by being realistic.



I shall close this letter with a dose of inspiration from U.S President John F. Kennedy's "We choose to go to the Moon" speech in 1962;

"We choose to go to the Moon. We choose to go to the Moon...We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win, and the others, too.."

The next three years shall be a collective journey with you and the communities we work with, to achieve the impossible. And I know that you are ready. And all buckled up.

In the words of the late esteemed civil rights activist and American statesman, Congressman John R. Lewis, let's go and make some "good trouble"!

#StillWeRise

Shadrack Frimpong

S.O. Frimpong
Founder & Chief Steward



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2020 IMPACT IN A GLANCE

1 COVID-19 RESPONSE: COCOPOPP



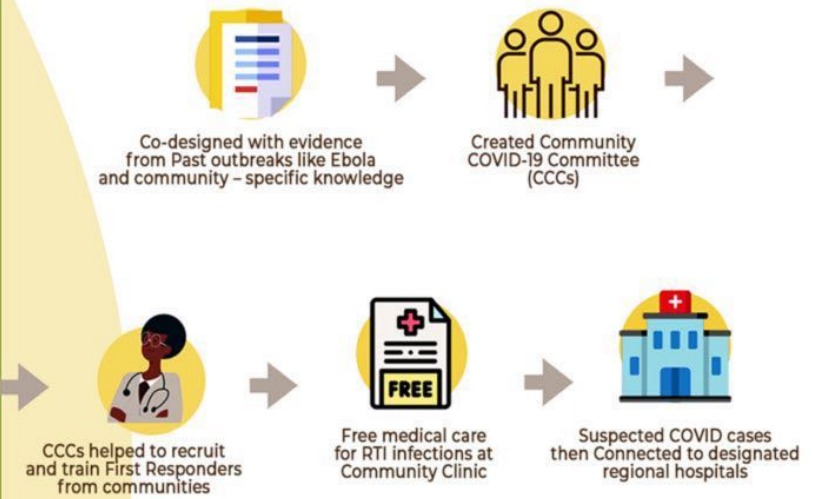
THE CHALLENGE: 10000+ PEOPLE DIE A DAY TO CIVID-19 GLOBALLY!

On the strength of our tried and tested "Farm-for-Impact " model, effective community engagement, and lessons learnt from previous pandemics such as the Ebola crisis, Cocoa360 led Ghana's rural response to control the COVID-19 pandemic in rural communities.

In response to the pandemic, we piloted a two-phased COVID Preparedness and Prevention Plan dubbed CoCoPOPP, which focused heavily on Public Health prevention and control measures in Tarkwa Breman and its 7 surrounding villages.



THE SOLUTION:



Groundbreaking Result: Enrolment of COCOPOPP

0 suspected covid19 case in the 8 rural communities visited	2000 rural folks were educated and informed about covid-19 via posters	6810 rural folks benefited from PPEs	2089 rural folks were directly educated and informed about covid-19
15 people were trained on fundamentals of covid19 to support information dissemination efforts	2400 rural folks were educated and informed about covid-19 via community radio for 8 weeks	170 pregnant women were educated and informed about covid-19 at the Midwifery Unit at TB community clinic	6267 rural folks were indirectly educated and informed about covid-19

Highlights:



Partner: Receipt of PPE's from GIS Alumni Association



Staff: Auntie Mary (Midwife - TBCC) leads the communications team to give public education on COVID-19 at the community radio of Tarkwa Breman.





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2 TARKWA BREMAN COMMUNITY FARM (TBCF)



For a continent with over 60% of its population employed in agriculture and a projected decline in GDP from 3.2% to 1.8%, the covid19 pandemic led to the drastic depletion in the levels of income as well as a nosedive in health equity and capacity to satisfy the social determinants of health; access to quality healthcare and education for people living in rural communities like Tarkwa Breman and its 7 surrounding villages.

The stay-at-home and travel restrictions meant that cocoa farmers and traders had logistic difficulties, leading to supply delays and post-harvest losses. The CoCoPoPP intervention played a phenomenal role in providing the necessary support for the Cocoa farmers in many ways with these results:



Measurable Impact

Increase in area under cultivation

58.33%



Increase in Production level and still counting

4.67%



Key Impact Highlights:



Farm Expansion: Doctaso Farm from 10 to 17 acres (70% increase)



Measured farms of over 100 farmers covering a total size of 700 acres



Set out a comprehensive data collection system to track all farm activities



Sensitized farmer groups in the catchment area to register as cooperatives



Successfully carried out agronomic practices in all three farms



Secured 57 bags of fertilizers for cocoa 360 from COCOBOD



Trained 6 farmers in pollination

Stories from the farm:



Hand pollination exercise by the farm volunteers.



Cocoa360's staff visit to the Cocoa farm at Doctaso.



Spraying exercise at all the Cocoa360 farms to ensure healthy produce.

Opportunities for growth:

- 01 Means of transport to the farm
- 02 Unavailability of labor to carry out operations on the farm
- 03 The unpredictability of climatic conditions
- 04 Waterlogged nature of farm 2



3 TARKWA BREMAN GIRLS' SCHOOL (TBGS)

On the 15th of March 2020, Ghana announced the closure of all schools and universities and suspended public events "Until further notice" to stop the spread of coronavirus. By December 2020, Ghana ranked fifth on the highest number of confirmed cases of COVID-19 in Sub-Saharan Africa, at 54,771 cumulative cases.

The Movement restrictions and lockdown, Household income shocks due to economic downturn and Fear of contracting the virus

brought disruptions to educational progress, social services and care networks, and timely essential health services.

The staff of Tarkwa Breman Girls' School (TBGS) through our regular HOME VISIT project coupled with the public health education and PPE distribution phase of the CoCoPoPP intervention presented over 340 students (both students and none students of TBGS) access to quality teaching and learning in the 8 rural communities amidst the pandemic.

Educational interventions in the midst of covid-19:

340+

students have access to PPEs

85+

students in rural remote villages received home tuition for free

340+

students were reached (female: 205; male: 135)

340+

students received reading and exercise books, pencils, erasers, and sharpeners

Did you know?
 We successfully maintained our 98% attendance rate versus government's sub-70% in rural communities.



TBGS Success Stories:



Set up and implemented foundation class



Set up a canteen which offers a wide range of healthy and seasonal foods



Increase in enrollment



Promotion of community engagement



Introduction of girls football team



Increase in students participation in class after lunch break due to introduction of canteen

Highlights:



Yoshiko Hackett Primary Block (6-Unit classroom) construction



School premises after the closure.

Opportunities for growth:

01

Inadequate classroom facility

02

Inadequate teaching staff (French, Twi, and ICT)

03

No ICT lab

04

Closure of schools due to COVID-19

05

Promote the use of ICT tools and materials among students and teachers

06

Online workshops for teachers





4 TARKWA BREMAN COMMUNITY CLINIC (TBCC)



The novel corona virus showed up unexpectedly posing the most stress on the already weak health systems with inequitable distribution of medical personnel and supplies especially in rural cocoa growing communities.

farmers, the strenght of our model was also tested and on the wings of effective community engagement, the COCOPPP intervention brought relief to the cocoa farmers of Tarkwa Breman and its 7 other surrounding villages wiht outstanding results.

As the pandemic negatively affected the income of the hardworking cocoa

Highlights:

Redefining Rural Healthcare: COCOPPP

53.4% improved healthcare utilisation

15 people were trained on fundamentals of covid19

1330 patients were educated and informed about covid-19 at the TB community clinic

150+ 150+ RTI patients received free treatment at TBCC

Opportunities for growth:

01 Expansion of infant and maternal wings

04 Insufficient staff training

02 Transportation to commute staff and patients especially pregnant women.

05 **Laboratory equipments upgrade:**
The need for a lab technician Currently, the setup for the clinic lab is 90% complete, including the required equipment. The lab however is not active. Our lab work currently consists of using test kits for malaria and Hep-B detection

03 Staff housing for staff for ease in service delivery



Stories from the Clinic:



1 Mr. Effa got a severe burn up to 64% of his body which under normal circumstances the clinic wouldn't be equipped to handle however, the clinic, in view of the fact that Mr. Effa is one of our own (Assistant Farm manager) that they would do everything possible to help him. Fortunately they were able to treat him adequately and he was on the road to recovery. By receiving treatment at the clinic Mr. Effa saved significantly on what would have been very costly care.

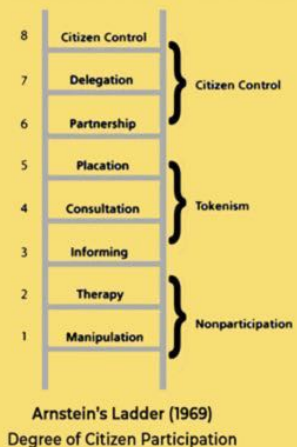


2 Aside from offering free services to RTI patients and free consultation, the Tarkwa Breman Community Clinic staff took active part in training the 15 health frontliners, public education of the community members, and distribution of PPE's in the communities.



EFFECTIVE COMMUNITY ENGAGEMENT:

At Cocoa360, we believe that effective community engagement happens when there is a redistribution of power as described in the Arnstein ladder. This is the central theme of our "Farm-for-Impact" model.



A MATTER OF LIFE AND DEATH

INEFFECTIVE COMMUNITY ENGAGEMENT = NO POWER REDISTRIBUTION



EFFECTIVE COMMUNITY ENGAGEMENT = POWER REDISTRIBUTION TO THE COMMUNITY



HIGHLIGHTS:



Cake-cutting in celebration of Cocoa360's 5th anniversary by the Village Committee Executives.



Regular accountability meetings of Cocoa360 staff with the Board of Implementation Members (Village Committee).

WHAT DOES EFFECTIVE COMMUNITY ENGAGEMENT LOOK LIKE?

THE TRADITIONAL WAY



Manipulative means such as top-down decision making approach and one-way informative efforts.



Tokenism by creating committees that do not wield any power in decision-making

THE COCOA360 WAY



We partner with communities by actively involving them as co-designers of initiatives.



Communities wield power through the creation of their own elected committee members.



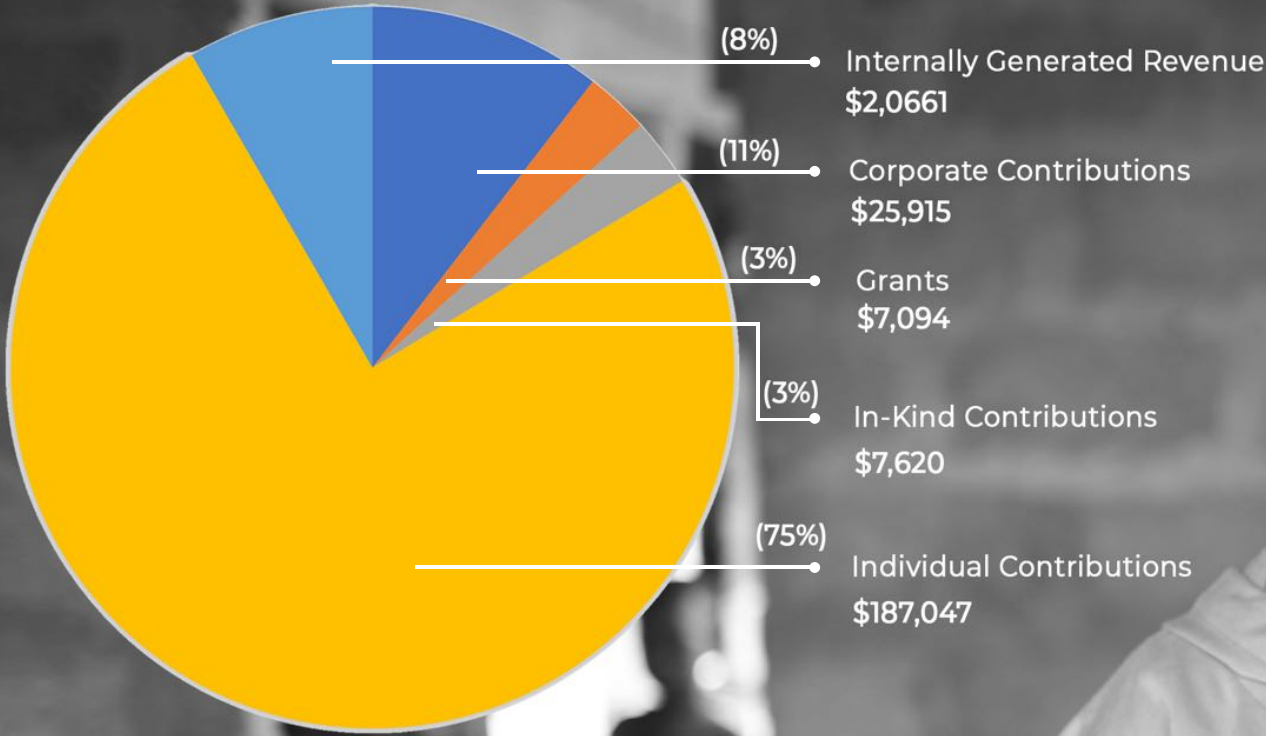
Communities completely control implementation efforts through decision-making

FINANCIALS

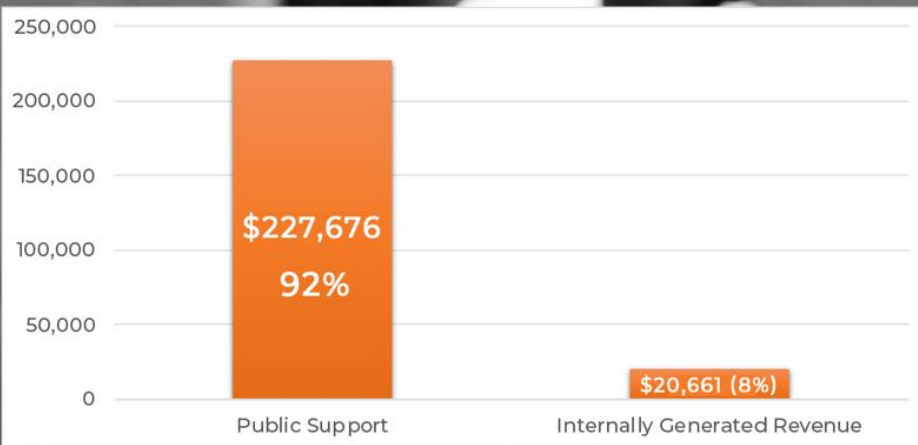
FUNDRAISING AND INCOME

Amidst the invasion of the Covid-19 pandemic, it was thrilling to see the volume of partnerships generated from various sources totaling **\$248,337**.

2020 REVENUE



PUBLIC SUPPORT VS INTERNALLY GENERATED REVENUE





ARKWA BREMI
Redef

LIVING OUR VALUES (COCOA360 STAFF)

STAFF GROWTH 2020



20%
staff strength growth

2.99%
employee turnover reduced from 16.4% in 2019

As an organization that has evolved in various forms, we always need different people to help drive the growth and diversity that we have always worked for. As a result, we go through vigorous and elaborate processes to ensure that we hire the best. One thing that makes this very unique is the involvement of the local community in our recruitment process. We make sure that the Village Committee, the Parent-Teacher Association as well as the Clinic Committee is involved in the recruitment of new staff depending on the department for which the staff is being hired.

- ✓ Our culture of community engagement and the use of a bottom-up approach to delivering development to the people always come in handy.
- ✓ At the heart of our hiring is the culture of communality that is driven by teamwork, honesty, integrity, selflessness, empathy, and sympathy.
- ✓ We operate with open-mindedness knowing very well that the world is our classroom hence the approach helps us to be dynamic and operate under any condition in order to achieve our collective goals.



HR CORNER



Each department also has their own 20mx20m farms on which they are planting varied crops.



The Cocoa360 staff and the Village Committee leadership regularly meets the Community Elders of Tarkwa Breaman.

LOOKING FORWARD
DONOR APPRECIATION



CLINTON GLOBAL INITIATIVE
UNIVERSITY



InnovateHealth **Yale**



QUEEN'S
COMMONWEALTH
TRUST

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