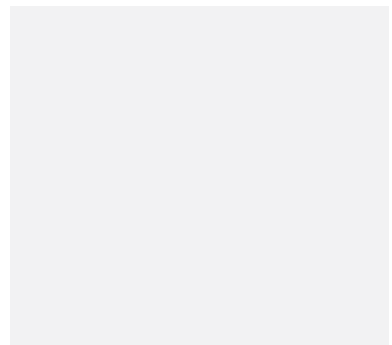
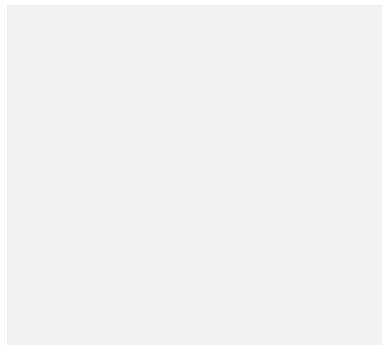


The World We Want Foundation



The World We Want Foundation (3W) is a Stockholm based philanthropic organization finding effective ways to advance social and environmental change in developing countries.

Our strategy is to identify outstanding social entrepreneurs who are providing high-impact solutions to poverty and environmental degradation, and to accelerate their progress by our financial and organizational resources.

Our focus is to provide poverty alleviation to the most vulnerable through education and job creation – and to foster environmental responsibility and revitalization.

“Charitable investments are no different than any other kind of investment. They require thorough due diligence, commitment, engagement and nurturing for maximum results and impact.”

– Paul, 3W Founder

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## A letter from Paul



This was the first full year that The World We Want worked as a proper organization, which has had a tremendous, positive effect on our projects. As a team we have become much more effective in managing and nursing the projects and our relationships. The Board members have given us valuable support on a number of occasions.

**Going into this year** we had enough planned to ensure a full work schedule. However, on January 12, 2010, Haiti experienced an earthquake with catastrophic consequences. Over 230,000 people died, many more were wounded, and some 1.5 million people left homeless. Even before the quake, Haiti was the “country that God forgot” and the poorest place in the Western hemisphere.

I had heard of Haiti and its plight before. Kirsten suggested we try to do something once the early catastrophe response had run its course. For some reason I was a bit skeptical, perhaps because Haiti is part of the West, perhaps due to its turbulent history and lack of political framework. But Kirsten convinced me this was the right thing to do. She found interesting, local organizations and off we went in May 2010.

**We were in for a strong experience.** The poverty and level of destruction were more overwhelming than anything we have encountered. The absence of a functioning society, seen in other poverty-stricken areas, for example, urban slums in Mumbai, was alarming as was the overall lack of country governance. Although more NGOs (Non Governmental Organizations) are present in the country than anywhere else, we had deliberately set up meetings with smaller organizations with a long-term, local presence on the island, as well as with local entrepreneurs. The key take away is that the large NGOs cannot reach out to create the necessary conditions for job creation and thus sustainable poverty alleviation. For this to happen it is necessary to identify people, companies and new opportunities that can help to create jobs from the bottom up.

Even in the educational field the large NGOs and international government money fail to materialize. That is really one of the things that the billions committed at the International Donor Conference for Haiti are supposed to help achieve. Unfortunately the billions cannot find their way to Canges in the Central Plateau region, although its only a couple hours by car and there is an organization in place to put thousands of children in school for 150,000 USD per year. This was one of the opportunities we found and have since supported.

If large NGOs and state backed/government aid organizations want to get more effective they have to either set up branches of experts who are capable of hiking around in the hinterlands or give funding to entrepreneurial organizations with such capabilities. However, both initiatives need to be long-term and run by very skilled aid workers who spend considerable time on the ground.

**To underscore the partially fluid state of our portfolio,** we finally backed out of one of our projects where we had committed the most organizational resources. We thought we had a strong case in Hand in Hand (HIH),

which is mainly active in India. 3W was involved for over one year, trying to understand the true state, strategy and dynamics of the organization. What we found was that there was no room for questioning issues that in our view would have benefited from being challenged in an open way. For a successful organization to find a balance, between being run as a one-man show or a Board driven organization, is always hard.

However, we gained important lessons that are already helping us. We need to spend more time understanding what drives the key people of an organization. Being “the best or the biggest in the world” and achieving personal recognition is not a bad motive in any activity, but there are no shortcuts in achieving this. My conclusion is that we are more likely to function best with like-minded entrepreneurial organizations that welcome active involvement, or what we refer to as “active philanthropy”.

**We visited our projects in the Mumbai slums** of Baiganwadi and Shivani, which are run by the Indian organization, Pratham. The needs in these slums are vast, but Pratham has built an organization that is able to achieve impressive results for very little money. We were encouraged to hear that the educational work in itself is creating a high number of jobs. Most teachers are recruited from within the slum ward, are females under 20 and earn a very low, but still meaningful salary. After a year or two they often study to become teachers in the higher paying state education system.

**Field visits are vital in our work.** They give us a chance to fine-tune programs in an expedient way in collaboration with the organization. We typically try to venture off from the prepared road and make spontaneous and unannounced visits and interviews. Venturing off and travelling around with representatives of the local organizations rather than the representatives from the head offices often give a better picture of the situation. This is how we can get close to the real people who are the intended benefactors.

While in India we tried to better understand the dynamics and situation in the MFI industry – Microfinance Lending Industry. Our partner Root Capital promotes another model that is directed toward SGBs – Small and Growing Businesses – and often lends to farmer cooperatives. Economic theory often claims that individual agents rather than, say,

a co-operative are best equipped to take decisions. But the role and profile of the lender is important as well as the ability of the borrower to use a loan in a meaningful way. A benevolent lender who identifies a deserving and well-placed borrower and even sometimes educates him has proved very effective. And as with all investments, it is important to be mindful of the underlying intentions; some players in the MFI industry have turned into profit-machines.

**We have continued to deepen our co-operation with Root Capital.** It seems that here we have found a nimble partner which welcomes a cooperative dialogue. This enables us to jointly take on the job of finding ways of creating jobs and income in Haiti. Our fast response to Root Capital helped to secure additional funding from CBHF – The Clinton Bush Haiti Fund - for the same projects we are targeting. In addition to Root Capital support in Haiti, we also have direct investments in education and agriculture that are well underway in the continued, very difficult environment.

**Immediate relief efforts are not our focus area,** but when we become witnesses on the ground to a highly effective solution we are ready to step in. We consider the “Lifesaver JerryCan”, which is distributed by Operation Blessing in Haiti and Pakistan, to be an ingenious invention.

**“Our high level of engagement with a few trusted partners allows us to be proactive and nimble – important elements for achieving impact.”**

**In the environmental space** I do not feel that we are doing enough yet. The challenges are as big as ever but the aftermath of the financial crisis has meant that economy is put ahead of ecology. President Obama has not been able to put the climate as high on this agenda as he probably would have liked to. The UN initiatives and various protocols seem to be leading nowhere at the moment.

But there are some positives. China is one. As the world’s “factory” it is the biggest polluter, to a large extent on behalf of the global consumers

elsewhere in the world. China acknowledges the problem and is driving hard to build renewable energy sources such as solar and wind power. As a result it added the most wind capacity in the past year, which is highly encouraging. It is also working hard on protecting forested areas and its fauna including the great panda.

One initial idea of mine had been to build wind power mills, but this seems to be taken care of by both private and public interests.

**We will continue the work** to find suitable landscapes where protection of the environment can be done in tandem with job creation and poverty alleviation. One prerequisite for us must be that we are able to travel freely and under acceptable security to such areas to enable regular visits. We broke that rule when we financed a survey in North-Eastern Congo led by the Jane Goodall Institute. I recognize that we will most likely never invest large sums of money without good accessibility for us to work. One immediate outcome, however, was that we got to meet Jane Goodall herself. Jane is a wonderfully charismatic and friendly person with the most amazing combination of passion and knowledge.

To hedge our bets we are working with some regional organizations in trying to identify other, already safer, areas where our mutual skills and resources can create something viable.

The enlargement of the Sweetwaters Chimpanzee Sanctuary that we are co-financing with Arcus Foundation finally got under way and we hope to see it ready in 2011.

**In much of what we do we have to dig deeper**, get behind the first impressions and meetings and really understand the underlying causes of why some things work where others do not. We have to find more channels and ways of improving the work on the ground and achieving bigger impact together with the organizations with whom we work. Getting to know our partners even better and their strengths and weaknesses is a part of that. We have learned that we need to team up with strong local organizations in order to achieve things at a distance.

**A small organization must**, where possible, try to stay the course with its projects and live with them for a long period. That will make additional value-added work much easier to achieve. We have learned that

the due diligence we carry out before embarking on new projects must be solid and this takes time, typically more than a year.

This year we will put some work into developing an experience and fact-based “best practice”-framework that we can use when we evaluate the potential and opportunities in situations and projects that we encounter. This will entail identifying and summarizing the best results and approaches to date from our partners and our proprietary lessons learned to date. We will continue to increase our expertise in job creation and to become more familiar with the regions where our partners and we are active. I envision that the tools in our “toolbox” of approaches and ideas will continue to become sharper as we access the experience coming from our various projects around the world. Ideally this will help us to find common features between opportunities, and as a consequence, to help us determine which set of tools to apply.

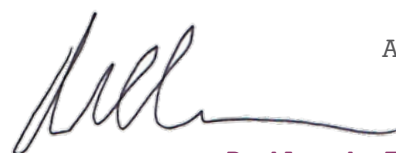
**The objectives for this year can be summarized as follows.**

**To assist our partners** as they scale their projects, and alternatively to look for opportunities of successful reapplication and replication. I believe we can help to catalyze further success and spur our partners to even greater achievements.

**To continue the work on Haiti** irrespective of the headwinds. Trying to nurture and build Caribbean Harvest deserves special mentioning.

**To identify holistic conservation opportunities** that could encompass and benefit from several of our focus areas; education, livelihood programs and sustainable use of the resource base.

I want to thank Kirsten for her passionate and excellent work, and Jacob for his interest and valuable advice. It is with enthusiasm that I look ahead. I strongly believe that we will continue to learn more about how we can help people around the world and also how to treat other creatures and the Earth better.



April 2011

**Paul Leander-Engström**  
 Founder and Chairman of 3W  
 – The World We Want.

## A letter from Kirsten



When Paul and I started this journey in August 2009, I was eager to set a mission statement, to pick our cause, to set out on a specific course from which we could measure success. Paul, thankfully, resisted the pressure to create the perfect elevator pitch. At his insistence, we decided to feel our way through the maze of buzzwords: sustainability, scalability, social entrepreneurship, impact investing, social impact. Being small with a single investor, 3W had the luxury to be flexible and opportunistic. That is not to say that we neglected our duty to perform diligence, nor skirt accountability; only to say that we are able to also play a catalytic role by relying on our gut feeling or by supporting vital initiatives that would not be entirely justifiable from a balance sheet perspective.

The end result is what I refer to as our sweet spot. We have created a space for ourselves – as an active and engaged partner, willing and ready to add value not only financially, but also on an organizational level. We strive for success, but do not shy from obstacles. On the contrary, once we have vetted a partner and tested each other, building confidence along the way, we are there for the long haul, ready to work through issues to reach ultimate success – which always must translate to positive and meaningful impact to our beneficiaries.

In this second year, we have built a portfolio of partners and projects that we hope will not only achieve the required results on the ground, but also help us to grow our knowledge base, learning potential, and subsequent future impact. From the social worker in the urban sprawl of Mumbai and

the mango farmer in the Central Plateau of Haiti to the industry superstars, we are accumulating the knowledge necessary to reach greater heights. We still do not have that one great one-liner outlining our goals for the next 10 years. Instead, we have a treasure chest of amazing partners who are making the world a better place. We are honored to support

*“The journey has not always been easy, but with every misstep has come invaluable lessons, and with every success comes meaningful impact to people and places in greatest need.”*


these people and organizations, and are not afraid to get our hands dirty to increase their success. So no elevator pitch, but time willing, over a cup of coffee, we are all about full disclosure – no hidden agendas, no prestige, just an openness to get this job done. I am fortunate to have been given this rare opportunity, and to benefit from the guidance and support of 3W’s founder, Paul, and our active Board, led by Jacob. I now hope to continue to apply our lessons learned and look ahead to greater impact through solid partnerships. The world we want can only come through hard work and collaboration.

April 2011

**Kirsten Poitras**

Managing Director of 3W  
– The World We Want.

## PROJECTS



Our focus is to provide poverty alleviation to the most vulnerable through education and job creation – and to foster environmental responsibility and revitalization.

## Impact Investing through the Acumen Fund

Through this new portfolio focused on Education and Skills Training, we hope to expand Acumen Fund's impact



We are very excited to embark on this partnership with the Acumen Fund. Although our support is in the form of a grant, the Acumen Fund invests in for-profit enterprises that provide basic services to communities and individuals at the bottom of the pyramid. Acumen Fund is, in fact, one of the pioneering forces of impact investing in a variety of areas including housing, electricity, and agriculture. Education and Employability, or Skills Training, is a new portfolio being launched this year.

### Why Education and Skills Training?

A person's ability to make better decisions leads to better choices, better outcomes and ultimately increased income. Developing countries typically have a poor record of ensuring education access and quality. In fact, 70% of all children not in school globally are in South Asia and Sub-Saharan Africa. Educational outcomes for those who do go to school in these geographies are abysmal. 9 of 10 children in Sub-Saharan Africa fail to complete basic education, and in rural Pakistan, only 65% of the students in Grade 3 could subtract single digits. And an education is no guarantor for employment. 88% of the 15-29 year olds in India have no vocational training at all – resulting in massive gaps in employability across sector, skill level, and location. Investing in education, with a focus on creating economic impact, is a critical lever in creating better opportunities for all.

Academic studies show that one standard deviation increase in student's performance on math and science tests leads to a full 1% increase in annual GDP growth (equal to \$10B in Kenya by 2020), and more than 10% increase in student incomes at the end of high school. While it will always be a challenge to make these claims with certainty, we believe that education is a basic tool for improving income and quality of life, and a critical platform for creating human dignity.

### Why invest in the private sector?

Manish Sabharwal, CEO of India's largest temporary staffing company – TeamLease, puts it best, "There is no question that government cannot accomplish this task... the privatization of education is not an ideological debate... it is a physical imperative. We have 1 million people joining the labor force in the next 20 years, every month... the government has no capability, institutional capacity or money to train these people, educate them or employ them."

The scale of the challenge, and the scarcity of public resources, is evident across all the countries we work in. The private sector has a critical role to play in delivering education and employability to the poor. Not only are public finances scarce, but structural barriers also exist – flexibility, innovation and accountability. Official vocational curriculum in India still teaches auto-mechanics to repair carburetors, even though carburetors are no longer found in modern cars.

'Learning by doing' in science, math and language, represent breakthroughs in instruction away from an emphasis on rote memorization. Finally, fees paid by students and job candidates tend to enable feedback between customers and service providers, offering accountability and higher quality.

Investment in private sector education and employability is both absolutely necessary, and positive. However, we are not market purists, and believe the public sector also must play a significant role in solving market failures and enabling scale. We've seen many opportunities for public-private partnership in which governments enable and subcontract successful and robust market-driven services. When designed well, this approach allows market mechanisms to build innovative, responsive, and robust companies with public resources to take these models to scale.

## Education in India with Pratham

Since 2007, 3W has supported education in India through an ongoing partnership with Pratham in the slum areas of Mumbai



Education in India with Pratham

Indian law guarantees the right to an education to all school-age children. Unfortunately, many gaps exist in the governmental education programs. To address this issue, 3W funds a very successful education initiative, Pratham, in the slums of Mumbai.

The organization promotes educational activities for children ages of 3–14. The mission of Pratham is very clear: Every child in school...and learning well. 3W initiated its support for the organization in 2007. Our funding has been strategically placed to increase the educational level of children in the slum areas of Baiganwadi and Shivajinagar in Mumbai. With 3W's support, Pratham has been able to expand its critical services in these areas (the M(e) ward) by 300%, from 71 to 212 communities.

3W's support enabled Pratham to reach an additional 27,700 children in 2008-2009. Programs

such as "Read Mumbai", the English program, tutorial scholarship programs, learning labs, the nursery school program, and community library services have increased knowledge of reading and math at all age levels. We have decided to continue our support of Pratham's program at the current level, as well as initiate two pilot programs. 3W will fund an anemia control and prevention program that will cover 14-18 year olds (4,000 teens) in our 212 communities. We will also provide a nutritious meal to all Balwadi students – 1,300 children in total.

## JOB CREATION WITH ROOT CAPITAL



A significant part of our activities this past year were spent on job creation and increased economic opportunities. We have become very active with our Partner organization, Root Capital. Not only do we provide financial support, but we also allocate significant organizational resources to increase Root Capital's scale and impact throughout Latin America. Having seen first-hand the impact of their business model, we were also instrumental in initiating their activities in Haiti.

## Job Creation Latin America

**In order to move forward on two of our priorities in Latin America, Poverty Alleviation through Job Creation and Rainforest Preservation, 3W began a long-term partnership with Root Capital.**

Our initial support in 2010 was through a grant to fund the lending activities in Latin America. Throughout the past year, we have conducted on-site visits with Root team to better understand their model, its impact, and our ability to add-value as an actively engaged partner. We have decided to increase our financial and organizational involvement and are finalizing plans for 2011.

Root Capital pioneers finance for small and growing businesses (SGBs) that are trapped in the rural “missing middle” – the gap between micro-finance and traditional banking. They bridge this gap by providing capital, delivering financial management training, and strengthening market connections so that small and growing businesses can lift rural communities out of poverty and strengthen the health of our planet.

Since inception almost 10 years ago, Root Capital has disbursed over \$200 million in loans, reaching over 400,000 farmers and artisans in 30 countries in Latin America and Sub-Saharan Africa while maintaining a 99% repayment rate. In 2010 alone, Root disbursed \$80 million to 250 SGBs representing almost 200,000 small-scale producers.

The Root Capital vision of success for this project involves social, economic, and environmental benefits to the borrowers and communities they serve. Social and economic benefits for the workers and members of the SGBs Root supports include increased producer income, access to education and health services, and basic food security. As a result of Root Capital financing, the SGBs themselves experience better growth, profitability, and stable access to international markets. A primary criteria for choosing client businesses is the requirement that the SGB is environmentally sustainable, therefore Root’s work ensures that the rural poor do not have to resort to environmentally destructive




endeavors to succeed. On the contrary, borrowers find that the market for sustainably and ethically sourced goods provides a long-term, lucrative endeavor compared to the short-term, destructive activities to which they may have resorted before.

**Why Root?** Firstly, Root’s core activity enables us to significantly move forward on our priorities today. Secondly, Root provides an innovative tool for real solutions: assessing collateral on future sales rather than existing assets. The lending model, i.e. reaching the ‘missing middle’ while mitigating the risks, is not only innovative but also self-sustaining. By 2011, the Latin American portfolio is expected to break even and then move to surplus – helping to fund the Africa portfolio. In addition, self-financing of much of the financial activity is expected in 2013 (now funded through philanthropic grants).

The Root focus on agricultural communities and the resultant slowing of deforestation and degradation due to improved livelihoods is one of the few proven options currently on the table. The model has successfully shown how to financially engage with the “missing middle” in the agricultural space, as well as how to work with commodity purchasers in the West through innovative financial and supply chain arrangements. The model is proving that business models can help to save the world’s forests and prevent climate change, by engaging the stakeholders who rely on forests, or land near forests, for their income.

Our 2010 grant supported and strengthened the core financing activities of Root Capital in Latin America, by facilitating the provision of credit, financial management training, and market connections to small and growing businesses (SGBs), with the ultimate aim of helping to move rural communities away from destructive deforestation activities. As mentioned, we have committed to continue to partner with Root Capital for the long-term both through our organizational engagement and financial support.

## HAITI



After the devastating earthquake that hit Haiti on January 12th, 2010, 3W made the decision to help this impoverished island-nation. We waited for the relief and rescue effort to end, and then investigated the best ways for our active engagement, identifying education and job creation as our areas of focus.

## Job Creation in Haiti

3W supports job creation in Haiti by helping Root Capital finance small and growing businesses



A major obstacle for Haiti is a lack economic opportunity. To address the issue, 3W teamed up with Root Capital and supplied the start-up funding to get Root Capital's innovative model up and running in Haiti. Root Capital pioneers finance for small and growing businesses (SGBs) by providing capital, delivering financial management training, and strengthening market connections so that these businesses can lift rural communities out of poverty.

Just after the earthquake in 2010, 3W went to Haiti to try to understand the issues facing the devastated and impoverished country. We decided that we would make it a priority to support innovative tools and programs that could address the overall lack of economic opportunity in Haiti, thereby focusing on job creation and the development of some key industries.

3W has committed to work with Root Capital to bring their unique model of capital access and market linkages to Haiti. Our initial grant will provide the first-loss loan capital to initiate Root Capital efforts in Haiti. As first position capital, these funds are particularly difficult to secure. With this grant, our funds leveraged other donors — such as the Clinton Bush Haiti Fund. We have also committed to build organizational capacity in Haiti through local investment officers. We will continue to actively work together to increase lending and training activities.

## Aquaculture with Caribbean Harvest

Supporting Aquaculture in Haiti with Caribbean Harvest, a Haitian non-profit venture with a strong social agenda



One of 3W's areas of focus in Haiti is job creation and increased economic opportunity. The lack of jobs is a symptom of the shortage of viable industries. We have partnered with Caribbean Harvest, a Haitian non-profit established by Val Abe, to help grow the fresh water fishing industry. Not only will Caribbean Harvest create sustainable incomes and a high-protein local food source, but the organization has a strong social agenda.

Caribbean Harvest, a Haitian non-profit established by Dr. Val Abe, is a remarkable fish-farming program that has potential for long-term impact for thousands. The current plans for 2011 will provide food and sustainable incomes for nearly 300 families. 3W has partnered with Dr. Abe since May 2010 and plans to continue this partnership through long-term organizational and financial support.

The model to date is that families receive a starter kit (\$1,500 value) containing a floating metal cage, 2,400 baby fish and a four-month supply of fish food.

Caribbean Harvest's staff teaches the family how to raise the fish and then provides ongoing

weekly oversight. In just 4 months, fish are fully grown and can be sold in markets. Profits earned from the sale of the fish give each family approximately \$500, in addition to covering the cost of purchasing another 2,400 baby fish and four-month supply of fish food. The harvest cycle repeats almost 2.5 times a year, helping each family earn an annual income of around \$1,200. This is in line with what a school-teacher makes annually.

Our initial funding was to provide the start-up cages, fingerlings, and fish food for 60 families. The aim is that with these initial supplies, and continued engagement by Dr. Abe and his staff, these families will embark on a sustainable and profitable enterprise.

In the spirit of creating lasting economic opportunity and development in Haiti, we are also working with Dr. Abe to scale operations of both the non-profit and for-profit side of Caribbean Harvest. To increase capacity, 3W provided a grant for administrative build-up. We will also take an active role on the Board to help drive impact on the ground.

## Education

### Current commitment for three years to Partners in Health / Zanmi Lasante— a well-established local NGO with 25 years experience in Haiti



Partners in Health was founded by the world renowned, Dr. Paul Farmer, who now serves as the Special UN Envoy to Haiti.


Believing that education is a fundamental tool to overcoming the cycle of poverty and disease, 3W will support and expand the Adolescent Program. This education program is designed specifically to meet the needs of children who have been unable to enter primary school in grades appropriate to their age; they are among the most vulnerable children in the Central Plateau and Lower Artibonite regions of Haiti. Adolescent classes meet Monday through Friday for four hours in the morning, and the content

of the courses includes reading, writing, math and science. Students progress over four years through Levels 1 through 4, after which they have the opportunity to take a state certificate exam to document that they have completed primary school. The certificate itself, a very rare signification of achievement and interaction with the government, is incredibly meaningful to the children.

More broadly, the education that they gain enables them to catch up with their peers and gives them a shot at improving their life prospects, including further schooling and economic opportunity. In 2009 there were 1,475 children enrolled in the program. In the aftermath of the earthquake and with 3W funding, this program has expanded to accommodate children who have moved into the area. In FY 2011, the Adolescent classes are being consolidated into fewer schools for greater efficiency, and the number of children enrolled will expand to 3,360.

As with all our projects, we will work with the local team to maximize impact. We are currently looking for ways to improve the actual school structures, to provide one high-protein meal during school, and to address the shortage of secondary schools for our graduating students.

## GREAT APE CONSERVATION



Historically, conservation initiatives have had noble intentions but with little collaboration among various stakeholders. We believe that if donors, conservation agencies, and local stakeholders work together on an agreed plan, the overall impact will be significantly greater. Together with the Arcus Foundation and others, we are working on various initiatives to conserve the most threatened Ape Habitats. We have a three pronged approach towards our conservation of these great animals:

- 1) to conserve habitat through projects on the ground,
- 2) to support the data gathering and scientific research required for policy change, and
- 3) to support sanctuaries.

## Ape Habitat Conservation

### Following the lessons learned in Virunga Park, we are developing a Conservation Action Plan in DRC (Congo) with Arcus and the Jane Goodall Institute



This project is the first, of hopefully many to come, within our portfolio of specific habitat conservation. Our current ape habitat conservation work is centered in the Maiko-Tayna-Kahuzi-Biega Landscape in the Democratic Republic of Congo (DRC). We are particularly interested in preserving this landscape as it is home to an estimated population of 15,000 eastern chimpanzees (*Pan troglodytes schweinfurthii*) and 5,000 eastern lowland gorillas (*Gorillaberingei graueri*). It is globally significant for: 1) its rich biodiversity (high species richness, high numbers of endemic species, significant numbers of globally threatened and endangered species); 2) encompassing nearly the entire range of the eastern lowland gorilla; and

3) its large blocks of intact forest. These forests at the headwaters of the Congo River not only regulate local climate and soil protection but are critical to maintaining global ecological services – storing carbon that counteracts global climate change and playing a role in regulating one of the world’s largest river basins.

Our support will allow for JGI’s development of a detailed great ape conservation action plan in partnership with the Institut Congolais pour la Conservation de la Nature (ICCN). This plan will identify threats to species and habitats in a critical landscape of the eastern Democratic Republic of the Congo, and develop recommendations for a range of conservation, livelihood and social infrastructure interventions that will directly address those threats. The end result of this process will be a comprehensive plan for the entire landscape that has the buy-in from all stakeholders, including local communities, local and state governments, and the various local and international organizations on the ground.

## Mapping Ape Populations

3W is supporting a database that will provide relevant knowledge on how to take into consideration ape populations in areas of interest for various stakeholders



As part of our Ape Habitat Conservation interest, we support programs that will increase data collection and data dispersion of ape populations. The output of this work is an integral element in sustainable natural resource planning and conservation policy for local governments.

Decision makers interested in supporting conservation of Great Apes in the wild, including donors, need information to support their decision-making processes, in order to ensure that actions are targeted appropriately, with the best possible long-term impact. The information needs to be readily accessible, easy to interpret, and fit for purpose. It should be as up-to-date as possible and allow a wide range of questions to be answered. Any deficiencies in the data should be readily identifiable. With these parameters in mind, the Apesmapper database is under development by UNEP-WCMC, the Max Planck

Institute for Evolutionary Anthropology (MPI) and the SSC Great Ape Specialist Group.

Given existing deficiencies in collaboration and knowledge dispersion, the database will be a useful tool to increase the effectiveness of overall conservation. By providing timely and integrated knowledge, this website/database is a one-stop center for policy makers, conservationists, and donors. This database will provide relevant knowledge on how to take into consideration ape populations in areas of interest for various stakeholders. It will enable effective decision-making for policy-makers, local governments, conservationists, and industrial actors. The database will link information from the UN (Great Ape Survival Plan), JGI, FFI, Max Planck, etc. Such collaborative knowledge sharing strengthens the ability to lobby for ape conservation.

## Ape Sanctuaries

Although our focus is habitat conservation, we also support sanctuaries that care for victims of the illegal poaching and exotic animal trade.

The Sweetwaters Chimpanzee Sanctuary is incorporated within the Ol Pejeta Conservancy and is the only place in Kenya where this highly endangered and remarkably intelligent species can be seen.

The sanctuary facility was initially established to receive and provide life-long refuge to orphaned and abused chimpanzees but has increased its scope, accepting chimpanzees rescued from traumatic situations from west and central Africa. The sanctuary now provides safe refuge to 43 chimpanzees. At Sweetwaters Sanctuary, chimpanzees are being carefully nursed back to health so they can enjoy the rest of their days in the safety of a vast natural enclosure. The chimpanzees live in two large groups separated by the Ewaso Nyiro River.

3W, in partnership with Arcus Foundation, has funded the construction of a new night house. This structure will allow the sanctuary to increase its capacity 100%, to 90 chimps. Furthermore, the night house will enable Sweetwaters to use an additional 100 acres of currently unused land. Construction is to be completed in 2011.



3-yearly health checks are conducted on all the chimps at Sweetwaters, where they are vaccinated against a range of diseases, their health (faeces, blood, parasites, organ function, etc) is checked. In this photo, Eva, an adult chimpanzee is being checked by Lawrence Mugisha, a vet from Uganda with many years of chimpanzee experience.

## EXITED PROJECTS



Although we strive to stay with our projects for many years through active engagement, we have exited four projects this year.



### Hand in Hand – Tamil Nadu

Hand-in-Hand boasts a highly efficient job creation model. Through the combination of self-help groups, micro-finance, and enterprise training, the organization is able to generate sustainable livelihoods. Although the job creation model is focused on women, each new job/enterprise impacts all members of the women's family. The additional, and more regular, income affords the family access to greater educational opportunities, better nutrition, and an overall higher economic welfare. Additionally, the women earn a greater standing in the family and society as a whole.

Although the core competency of the Hand-in-Hand organization is the self-help, job creation program, Hand-in-Hand also works on a holistic level within education, health, environment, and information. In order to support the valuable services provided by Hand-in-Hand, 3W provided a grant to the India organization over 2009 and 2010.

The 3W model involves active involvement, i.e. our approach to philanthropy is very similar to Paul's approach as a capital investor – to invest time, talent and treasure. We hope that our time and engagement will increase impact. Much like a traditional investment approach, we want to have influence over our significant investments, hopefully maximizing results. We put a great deal of time into the HIH organization – and have learned some important lessons. When we are a major donor in an organization, we want to be involved at the top of the decision making chain—through welcomed, active engagement. The HIH International Board did not provide an appropriate environment for our type of active and critical engagement, and we therefore made the decision to focus on other impact opportunities. Despite our withdrawal from the Hand in Hand organization, we do admire the important service they provide and the significant results they achieve.



### Stree Mukti Sanghatana – Mumbai

Stree Mukti Sanghatana (SMS) was founded by Mrs. Jyoti Mhapsekar in the 1970s as an apolitical organization with the aim to support women, irrespective of caste class and religion. In 1998, SMS started the Parisar Vikas program to address the problems facing waste-picking women and the overall problem of waste management in Mumbai. The organization cooperates with other NGO's and has a close relationship with the Municipal Corporation of Mumbai.

3W initiated its support for this project in 2006. To date, the impact of the Parisar Vikas program is impressive. Currently 2,500 rag pickers are organized into self-help groups in four areas in and around Mumbai. These groups not only empower the members with knowledge and education, but also provide much needed emotional support. The Parisar Vikas program also provides educational services to the 2,000 children of the participating rag pickers. These services include tutorial classes, life-skills training, and access to much-needed reading material. Finally, since inception, Parisar Vikas has moved almost 500 women into permanent employment.

We evaluated the project on a quarterly basis with the help of Social Initiative. We also visited the project and Mrs. Mhapsekar in April 2007 and again, in September 2009. Our support was continuous from 2006 to 2010.



#### **Tretjak Orphanages Exchange Program (TBU)**

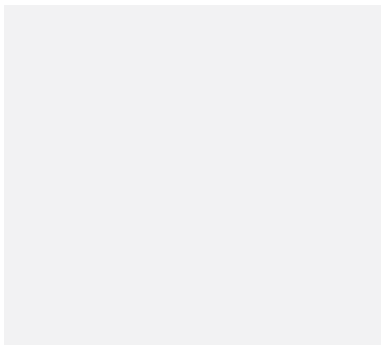
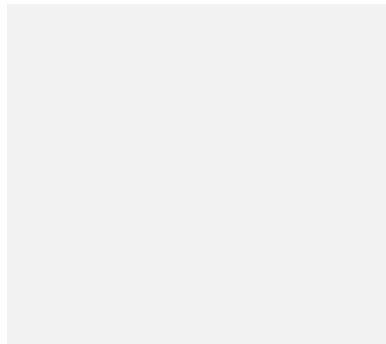
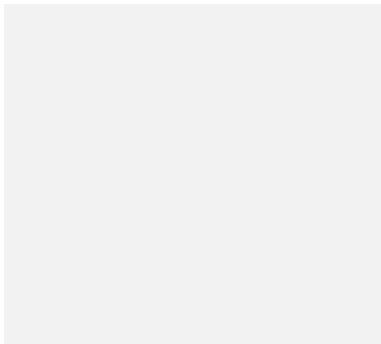
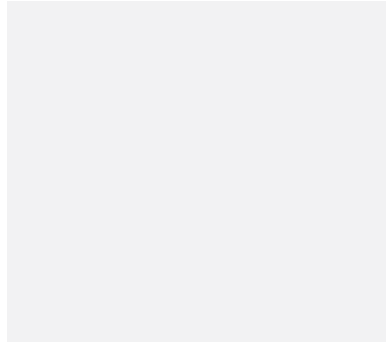
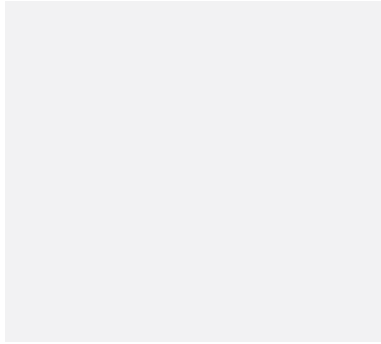
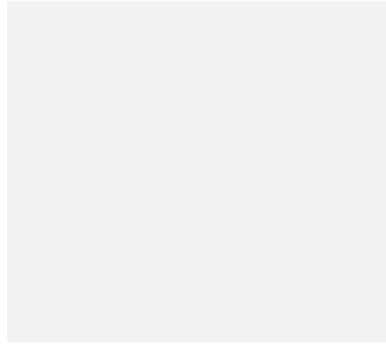
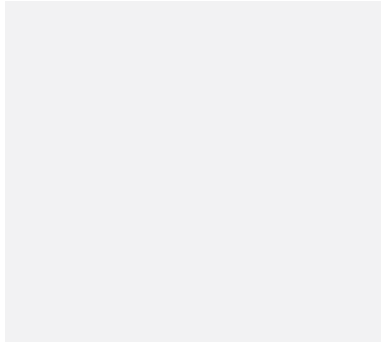
Paul, the founder of The World We Want has significant experience with Russia and supported TBU prior to the establishment of 3W. As Tretjak's largest sponsor, 3W provided annual contributions from 2004-2011. These funds have been used to bring Russian orphans to Sweden for a few weeks every summer. The visits allow the children to understand and experience the dynamics of family life – an important aspect of psychological development. Other sponsors include the World Childhood Foundation.



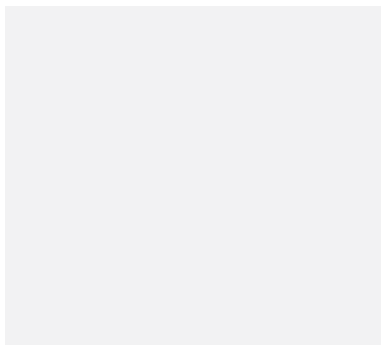
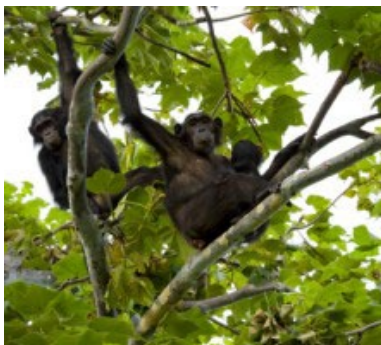
#### **Awacachi Corridor – Ecuador**

Throughout 2010, we benefitted from the help of Evan Bowen-Jones, contracted to assist in the development of a result-oriented conservation project with proven local organizations. Evan Bowen-Jones is an expert in conservation management and implementation and has worked in the South Pacific, South-East Asia and China, Latin America, the Caribbean and Africa. During our due diligence process, we supported the efforts to conserve the Awacachi corridor in Ecuador through FFI Latin America and the local Sirua Foundation. In the end, however, we felt that the local organizations were not a suitable match for 3W, and therefore decided to step away from the project.





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