

## VOLUNTEER REPORT FORMAT

*To be submitted to CRS at the end of volunteer assignment and shared with the Host*

### 1.1 Assignment information

- a) Volunteer Name: Jason Harris
- b) Host Organization: Sweet & Dried Enterprises Ltd.
- c) Assignment: Website building and branding
- d) Dates of Assignment: 3/14/17 – 3/25/17
- e) Number of days worked: 8

### 1.2.1 Objective 1 in your SOW – Website rebuild

- a) Progress with the objective – website complete, optimizing images and prepping domain name transfer. Current url of new site, [sweetndried.jimdo.com](http://sweetndried.jimdo.com), live and site is functional.
- b) Expected impacts/results- places marketing on par with competitors that are currently operating in Kenya and in US/European markets. Improves communication with prospective customers for bulk and store orders.
- c) Recommendations: recommend that CRS pay for the first year of hosting on the new platform (\$90us).

### 1.2.2 Objective 2 in your SOW - Branding

- a) Progress with the objective – Logo redone and new labels for current and future products completed. Principal Footage for short film, “The Sweet & Dried Story”, shot. Research on replacement for plastic packaging done and possible vendor contacted.
- b) Expected impacts/results – customer will be able to push brand to larger markets nationally as well as international markets.
- c) Recommendations- Customer needs investment to facilitate trademark coverage for new products and rebranded products. Contacted local designer so that customer has additional art direction domestically. Will attempt to cement this connection with host prior to leaving Kenya.

### 1.2.3 Objective 3 in your SOW – Training

- a) Progress with the objective - Mercy is familiar with the basics of the new site, but does not have additional personnel with sufficient computer savvy that could take the responsibility of editing the site. I will continue to work with her and act as the de facto webmaster until we identify an individual that can assist S & D with the site.
- b) Expected impacts/results – TBD. Until Mercy has a tech person local, this will be an issue.
- c) Recommendations – I recommend that S & D set up an internship through Chuka University to create a position for a technical aide that can work alongside Mercy.

### 1.3 Action Plan

Recommendation	Specific Action	Responsible person	By when
1. Solar/Wind setup for facility	Get funding for solar, setup return trip for volunteer	CRS/Mercy/Mageria	June 2017
2. Internship	Setup inquiry to Chuka University	Mercy	Fall 2017

3. Sample products to U.S.	Take to MOM's/Whole foods	Jason	April 2017
4. Funding for S & D site	Pay for first year hosting	Jason/CRS	April 2017
5.			
6.			

#### 1.4 Number of people Assisted

- Through formal training - 1
- Through direct technical assistance (Do not double count) - 2
- Out of these above, number of host staffs
- Training/assistance by field

Category	Total	Males	Females
Members/ owners	2	1	1
Employees			
Clients/ Suppliers			
Family Members			
Total	2	1	1

#### 1.5 Gender

- What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? Sweet N Dried is exception in that it is a Woman led business that has intentionally created jobs for women. This should be highlighted and celebrated, as Mercy Mwende's exemplary work as a businesswoman and community organizer is a shining example of the
- How might CRS or the host organization improve opportunities for the women in this host or host community? Provide any and every resource possible to Sweet & Dried, starting with finding funding (\$10k) for a proper solar/wind power setup for their processing facility. This will allow S & D to scale up their operations and Mercy can then employ more women, and give them additional training (accounting, basic computer training) to make them more marketable in the local economy.

#### 1.6 Value of volunteer contribution in \$

- Hours volunteer spent preparing for assignment - 72
- Estimated value of all material contributions volunteer contributed to host during assignment \$5000.00 (site, photography, videography, graphic design, writing and editing)

#### 1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- Meals - \$50 usd
- Transportation - \$200 usd
- Lodging

d) Other (Specify) Tredd's Gardens is AMAZING. Cannot see staying anywhere else in Chuka.

1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it.

1.9 Recommendations for CRS:

Provide any and every resource possible to Sweet & Dried, starting with finding funding (\$10k) for a proper solar/wind power setup for their processing facility. This will allow S & D to scale up their operations and Mercy can then employ more women, and give them additional training (accounting, basic computer training) to make them more marketable in the local economy. This company, but virtue of the genius of its owners, is poised to lift the economy in Chuka by scaling up to become an international food processing enterprise. This goal is attainable and will happen sooner than later with the help of CRS.

1.10 Press Release

**FOR IMMEDIATE RELEASE**

**VOLUNTEER CONTACT: Jason Harris**

writer-futurist  
443-722-6596  
jhazenpa@gmail.com

**Baltimore Area Volunteer Travels to Kenya to Share Skills with  
Local Farmers**

**Farmer to Farmer program promotes economic growth and  
agricultural development in East Africa**

**FOR IMMEDIATE RELEASE**

**CONTACT: Jason Harris**

writer-futurist  
443-722-6596  
jhazenpa@gmail.com

**Baltimore Area Volunteer Travels to Kenya to Share Skills with  
Local Farmers**

**Farmer to Farmer program promotes economic growth and  
Agricultural development in East Africa**

**Jason Harris, a writer and IT Professional from Baltimore, Maryland travelled to Kenya for three weeks to share his/her technical skills and expertise with local farmers. Jason's assignment**

is part of Catholic Relief Services' Farmer-to-Farmer (FTF) program that promotes economic growth, food security, and agricultural development in East Africa.

**"I never dreamed that I would be able to visit Africa and land smack dab in the middle of an American Success story, but to experience the day to day triumphs and struggles of this erstwhile food processor in East Kenya is exactly that," said Harris.**

Funded by the U.S. Agency for International Development (USAID), the five-year program matches the technical assistance of U.S. farmers, agribusinesses, cooperatives, and universities to help farmers in developing countries improve agricultural productivity, access new markets, and increase their incomes.

In **Kenya**, Jason worked with **Sweet & Dried Enterprises** in **marketing/branding** training and giving technical assistance to **the owners of the firm** to enable them to prepare their company for larger markets. Up to 20 beneficiaries were reached.

Jason's volunteer assignment is one of nearly 500 assignments that focus on agriculture, food security and nutrition in Ethiopia, Tanzania, Kenya and Uganda. This is the first time CRS has been involved in the 28-year-old Farmer-to-Farmer Program funded by the U.S. government.

CRS is partnering with five U.S. institutions to tap into the rich diversity of the U.S. agriculture community: the National Catholic Rural Life Conference, Foods Resource Bank, National Association of Agricultural Educators, American Agri-Women, and the University of Illinois' College of Agricultural, Consumer and Environmental Sciences.

The U.S. volunteers will travel to East Africa for anywhere from one to six weeks, their expenses covered by USAID.

"One thing we are certain of is that this program will be beneficial not just to the farmers in East Africa, but also to the volunteers from America," said Bruce White, CRS' director for the program. "It's going to make the world a little bit smaller for everyone involved."

For more information, visit [farmertofarmer.crs.org](http://farmertofarmer.crs.org)

.

# # #

*Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. The agency alleviates suffering and provides assistance to people in need in nearly 100 countries, without regard to race, religion or nationality. For more information, please visit [crs.org](http://crs.org) or [crsespanol.org](http://crsespanol.org).*