

# FIDE, The Faith & Development Network IN AFRICA



# Ghana, West Africa



# Ghana

## Women at work



# Ghana

## Children at work



# FIDE, The Faith & Development Network

Whom We Serve

## Africans living in poverty in cities and rural communities



# FIDE, The Faith & Development Network

## About Those We Serve

- 70% of Ghanaians are **small farmers** growing **food** for their families.
- Two-thirds of these farmers are **women**.
- **Rural women** also cook, care for children, clean house, carry wood and water, and sell surplus produce at the market.
- At least half of these farm women are **illiterate**.
- Only **one-third** of high school students are **girls**. (Two-thirds work at home or in the fields.)

# The Pangaea Network

## The Problem We Want to Solve

Technologies, information, and training reach the developing world

but don't penetrate to the people who need them.

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## The Paradox

- Much of what rural Africans need is already there:
  - In the cities
  - In the universities
  - In the polytechnics
  - In nonprofit agencies
  - In government bureaus

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## What Is Lacking?

- **A “diffusion network”**
  - An information and influence system
- **A “supply chain”**
  - A retail distribution system

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## Our Core Beliefs About Change in West Africa

- The religious leaders of Africa—the pastors, priests, and imams—are the “influentials” who can generate the changes the continent needs.
- The churches and mosques of Africa can be mobilized to become the “diffusion networks” and the “supply chains.”

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## The 2-Step Flow Theory

- First step: the new ideas and possibilities get to “influentials” and “opinion leaders.”
- Second step: the “influentials” reach those in their social and organizational networks.

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## The 2-Step Flow Theory in Action



Paster Kofi Ofosuhene preaches on the Light of the World and solar energy at Ebenezer Presbyterian Church, Patriensa, Ghana

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- Denominations as development networks
  - As diffusion networks
  - As links in a supply chain
- Churches and mosques as community development networks

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## Our Initiative

# FIDE, The Faith and Development Network



# FIDE, The Faith & Development Network

## Our First Initiative: The Presbyterian Alliance

- The Presbyterian Church of Ghana
  - 2,900 congregations; 400,000 members
  - Organized into districts and presbyteries
  - Highly disciplined communications network
- Asante Akim Presbytery
  - 92 congregations, 20 clergy
  - All clergy and congregations are ready to pilot FIDE

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## The Presbyterian Church of Ghana



(l-r) Moderator of the General Assembly, The Rev. Yaw Frimpong-Manso; Clerk of the General Assembly, The Rev. Herbert Anim Opong; National Director of Social Services, The Rev. Kwabena Yeboah-Duah

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## The Presbyterian Alliance: Asante Akim Presbytery



Chair of the Presbytery, the Rev. David Kofi Anokye (3rd from left), with clergy of the presbytery, Mrs. Sarah Blackmun-Eskow, and Dr. Steve Eskow

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## The Presbyterian Alliance: Asante Akim Presbytery



(left) The Rev. Kofi Fosuhene, pastor, Ebenezer Presbyterian Church of Patriensa; (right) congregants gather in the afternoon for solar lighting presentations and seminar

# Partners in Ghana

## Ebenezer Presbyterian Church, Patriensa



**In a companion  
relationship with  
Goleta Presbyterian  
Church in California**

# Partners in Ghana

## Ebenezer Presbyterian Church, Patriensa

(below) Construction on the bakery funded by Goleta Presbyterian Church



(above) Women working at the bakery, with ovens in the background

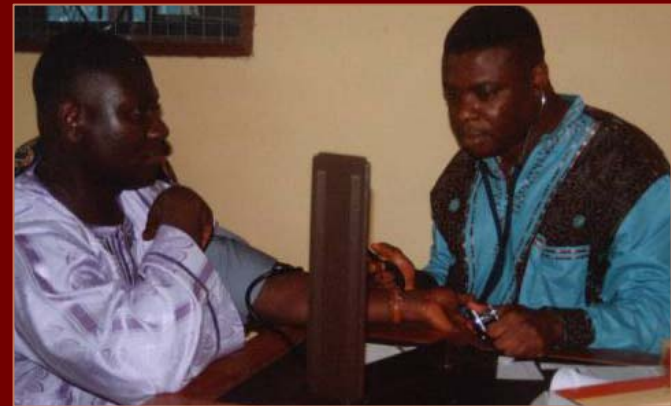
# Partners in Ghana

## Asante Akim Academy & Community Centre



# Partners in Ghana

## Asante Akim Academy & Community Centre



# FIDE, The Faith & Development Network

## What Is Needed

- Information and education
- Services
- Tools and technologies
- Jobs and income
- Allies

# FIDE, The Faith & Development Network

## Information and Education, cont'd

- Small business training
- Coaching and mentoring
- Accounting and business systems

# FIDE, The Faith & Development Network

## Information and Education

- Health information; e.g., malaria prevention
- Agricultural methods; e.g., seeds, fertilizers
- Energy alternatives; e.g., solar lighting instead of kerosene
- Literacy, technical training, higher education

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## Services

- Traveling clinics; e.g., Unite for Sight
- Women's health
- HIV prevention
- Microcredit

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## Allies

- Organizational partners (partial list)
  - UNESCO Santa Barbara
  - UCSB College of Engineering
  - Engineers Without Borders
  - Goleta Presbyterian Church
  - Opportunity International
- Investors and donors
- You and me

# FIDE, The Faith & Development Network

## Tools and Technologies

- Solar-powered lanterns, radios, ovens
- Solid-state lighting
- Irrigation pumps
- Water purification devices
- Nonmotorized transportation

# Partners in Ghana

Ghana  
Telecom  
University  
College



# Partners in Ghana

## Ghana Telecom University College



# The Pangaea Network

## Overview of the Operating Plan

(Detailed budget available)

### ■ Ghana Presence

- Accra
- Asante Akim District

### ■ U.S. Presence

- Santa Barbara/Goleta  
CA

# The Pangaea Network

## The Operating Plan

- Accra Office and Distribution Center
  - Coordination with U.S. and Asante Akim
  - Coordination with partners and Vendors
  - Management of FIDE members
  - Conference and workshop planning and implementation
  - Technology research
  - IT management
  - Microcredit management and liaison
  - Purchasing, receiving, warehousing, transport to Asante Akim
  - Bookkeeping
  - Customer service

# The Pangaea Network

## The Operating Plan

- Asante Akim Academy/Technical Institute
  - Functions
    - Women's Development Centre
    - Technology Demonstration and Training Centre
    - Asante Akim Presbytery coordination
    - Conference and training programmes
    - Warehousing
    - Distribution
    - Customer support

# The Pangaea Network

## The Operating Plan

- Santa Barbara/Goleta
  - Functions
    - Executive management
      - Board of Directors
      - Advisory Council
    - Development (fund-raising)
      - Liaison with donors, funding agencies
    - Public relations
    - Finance and accounting

# The Pangaea Network

## Our Funding Needs

- Over the first year:
  - \$573,600 for Ghana operations
  - \$368,000 for U.S. operations
  - \$87,090 for capital purchases
  - \$327,500 for inventory to be resold
  - Offset by revenue from inventory sold:  
\$196,500
  - TOTAL needed in Year 1: \$1,159,700