

# **Creating Business as Mission in Haiti**

**To carry the work of Ambassadors Football Haiti into the next decade**

**Update on the  
“Give a kid a kid in Haiti”  
Program  
presented to**

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**by**

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**Ambassadors Football Haiti’s plan to help AFH volunteers and**

## **players raise goats**

Did you ever wonder why Abraham, Isaac, and Jacob in the Bible were so wealthy? Did they mine gold? No! They raised goats and sheep. Goats in particular are relatively easy to raise and give off two liters of baby goats a year each with between 2–4 baby goats(or kids) in each. Young goats can be sold after 5 months and so in less than a year, you have essentially replaced your initial investment!

Haitians love goat meat. In any restaurant and in many homes, you will find goat being consumed.

It turns out that many in the US and Canada love goat meat, too and that most of the goat meat imported to North America comes all the way from New Zealand and Australia! (Please see appendix 1 for more information about demand in North America).

We are naming the overall program The “Give a kid a kid in Haiti” program because this is the name that Dr. Kelly Crowdis chose for her program that has been in place since 2009. We will be working together with Dr. Kelly Crowdis, a veterinarian who works with Christian Veterinary Mission (CVM) to spread Boer goat stock throughout Haiti through this project.

The partnership with CVM will provide technical expertise that will help us manage veterinary care, purchasing and breeding of the goats. In addition our volunteers and players will benefit from the experience CVM has gained from running a successful project in the village of Merge since 2009. Please see Appendix 1 for the story of one of their students, Franso.

In addition to contributing her professional expertise, Dr. Crowdis also contacted a donor who gave \$7,000 toward the purchase of goats for the program

### **Location of Program:**

**We chose two locations for the first distribution of goats: Verrettes and Gonaives**

**We have chose Verrettes for the following reasons:**

Some members of the Regional Committee of Verrettes already raise goats and have many years of experience.

Verrettes has an ample supply of water and vegetation

We have 8 teams in the region with 144 players and 24 volunteers.

Verrettes is only 2 ½ hours from Port-au-Prince which makes supervising the project simple.

We have a purified water business in Verrettes where we could store supplies if necessary.

Verrettes is centrally located and has good roads making transportation easy.

CVM already works near Verrettes.

We chose Gonaives for similar reasons, and also because it is the principal city in the Department of the Artibonite. The regional committee of Gonaives also includes teams from the towns of Ennery and Gros Mornes. Therefore two teams in Gonaives received goats and one team in Ennery and one team in Gros Mornes also received goats.

### **Goals of the project:**

Through partnering with our local volunteers and players, we hope to accomplish the following goals:

Provide on-going income for our volunteers and some of our players.

Help support the work of AF Haiti through this local business.

Teach our players how to be responsible, take care of someone other than themselves, and learn the basics of business through raising a goat on their own.

Discover which volunteers and players have a talent for business

Show the community how to improve their goat production.

### **Structure:**

From July until October, our volunteer leaders trained our players how

to raise goats. This training consisted of lessons in animal husbandry, record keeping and basic business skills using participatory methods which incorporate biblical principles and scripture. In addition to these lessons, students will start a “forage bank” in order to have an adequate year-round supply of food for their animals. When school is in session, the program will be incorporated into the school day.

#### Phase I: Training of Trainers

On April 20<sup>th</sup>, 2013 we did our first goat training in Gonaives. This was a “Training of Trainers” seminar to teach our volunteer leaders how to teach our players to raise goats. The course was attended by 66 leaders from 20 teams in the Gonaives and Verrettes areas.

Then on May 25<sup>th</sup> we did our second goat training in Gonaives.

A finals exam was given to the course participants on July 17<sup>th</sup>.

#### Phase II: Distribution of Goats to leaders

On August 13, 2013 we give the leaders from Gonaives, Gros Mornes and Ennery their own goats to raise so they could gain some practical experience in animal husbandry as they teach their players. Then on August 15<sup>th</sup> we distributed goats to the 12 leaders from four teams in Verrettes.

Results of our first goat distribution: The goats that we distributed were pregnant females. The Haitian female goats were bred with a Boer male goat, making the offspring 50% Boer. One female has already given birth to a buck. Three of the goats have died to no fault of their handlers and will be replaced. One goat got loose and was hit by a car. This goat will not be replaced because it is the responsibility of the owner to make sure the goats are secure at all times.

#### Phase III: Distribution of Goats to Players

On October 19, 2013 we will give the players from 4 teams in Gonaives, Ennery and Gros Mornes their own goats (18 per team) and start supervising them. Then on Nov. 9<sup>th</sup> we will distribute the goats to 3 teams in Verrettes. One team is not ready to receive the

goats. Each leader will be responsible for 6 players. Once a week the team and leaders will meet to pray, read the Bible and share problems and concerns about their goats and lives.

Each leaders and player has signed a contract that states that, over a period of 3 years, they will give 3 goats back to the program so we can expand the program to other teams and eventually support AFH from the profits.

## **REWARDS**

The rewards of this program will be the following:

- Help us understand the actual cost of raising goats in Haiti.
- Uncover the risks involved in raising goats in Haiti.
- Determine which volunteers have a talent for business.
- Allows us to determine actual profits and how to split them between the volunteers, players and AF Haiti.
- Helps us build good relationship with the community as we take good care of the goats and teach them how to do so as well.

## **RISKS:**

Wherever there are financial rewards, there are always risks. Here are some of the risks we fore see, and how we plan to address them:

- Risk of theft:** This usually occurs at night and we will build pens where the goats will sleep at night. In addition, we will tag each goat so we know who it belongs to.
- Risk of Disease:** Dr. Crowdis will train our volunteers how to take care of goats and prevent disease. However, she is stationed in Port-au-Prince, and may not be able to get to a sick goat in time.
- Risk of mismanagement:** We plan to hire a Haitian who will manage this project and visit the different regions were we have implemented it. He has experience raising goats himself. In addition, we will teach our volunteers how to keep good accounts and manage money.
- Community problems:** Goats tend to get into other people's gardens and eat things they shouldn't eat. We will invest in pens and fencing to avoid this. Also, Haitians make a wooden triangle and put it around a goat's

neck to keep it from pushing through fences, etc.

Economic Risk: There is always a risk of the price of goat meat declining, however, this has rarely happened in Haiti and inflation will probably keep the price of goat meat rising.

Risk of Natural Disasters: We will try to keep our goats out of river beds, ravines and other places where a heavy rain could cause a flash flood. But in some cases, there is nothing you can do (like the earthquake!).

### **LEGAL RISKS:**

It is not clear what kind of legal structure the pilot project would need to take. Most agriculture and animals sales are a part of the informal economy of Haiti and are rarely ever taxed. We will start the pilot project on this basis and talk to local authorities to see if a legal structure is necessary.

### **Overall Strategy:**

Our strategy is to partner with those who have volunteered with AF Haiti for several years. We will supply the goats to get them started, give the project participants basic training in how to breed and raise goats, help them build suitable pens, etc. The volunteers and players will contribute 3 goats to participate in the project. The volunteers will take care of the goats, under the supervision of 2 part-time staff members. Most female goats give off one kid for their first pregnancy. After the first pregnancy, they can produce between 2 and 3 kids. Female goats can give birth every 5 months, so in less than a year a female goat should be having multiple births. Since the participants only have to contribute 3 goats in 3 years, they should see a good return on their labor over the next 3 years.

Crossworld, through its Haiti fund provided a grant of \$5,000 and a loan of \$5,000. The loan is no interest loan with a grace period of 14 months before payments are required with a 4 year term.

DepartmentTownNumber of Schools# of Volunteers# of Players# of

Goats Artibonite Verrettes 4127284 Artibonite Gonaives 263642 Artibonite Ennery 1  
31821 Artibonite Gros Mornes 131821 Artibonite Other leaders 4242 Totals:  
866144210

**Pilot project Budget for first year :**

Description	Quantity	Price in USD	Total Cost	Male goats
-50% Boer goats	4250	1000		Female
Female goats	21050	10500		
Veternarian	12 visits (once a month)	50600		
Supervisor	12 visits (once a month)	25300		
Food supplement	210 adults + 210 kids=	42052	100	
Shelter	4 shelters	75300		
Medicine	210 adults + 210 kids=	21052	100	
Travel & Telephone	12 months	50600		
Total :USD			17500	Funds in Hand : 17000

Stakeholders :

AF Haiti

AF Haiti Regional Committees

AF Haiti Volunteers

Local Churches

Schools

Community

AF Haiti Players

### **Biography of Crossworld missionary / AF Haiti Director:**

#### **Bio of Richard C. Mears, III**

Mr. Mears is a graduate of the University of Pennsylvania's Wharton School with a B.S. in Finance. In 2006 he earned a Masters Degree in Organizational Leadership from Philadelphia Biblical University. He wrote his Master's thesis on Youth Unemployment in Haiti.

In 1992 he started a consulting company with a friend that continues to this day.

He is currently the Country Director of Ambassadors Football Haiti (On loan from Crossworld – Crossworld.org) Ambassadors Football is an International Organization with offices in over 15 countries. ( HYPERLINK "http://www.aisint.org/" [www.aisint.org/](http://www.aisint.org/))

The goal of AF Haiti is to use sports as a platform to teach Christian character to youth in Haiti. AIS Haiti believes that Christian character is the foundation of a good business.

He lives in Port-au-Prince, Haiti and is married to Carol Mears. They have 3 children: Grace (25), Joy (23) and Ricky (19).

# Boer goat

From Wikipedia, the free encyclopedia [HYPERLINK "http://en.wikipedia.org/wiki/Boer\\_goat"](http://en.wikipedia.org/wiki/Boer_goat) [http://en.wikipedia.org/wiki/Boer\\_goat](http://en.wikipedia.org/wiki/Boer_goat)

SHAPE \\* MERGEFORMAT

SHAPE \\* MERGEFORMAT

A Boer goat buck

The **Boer goat** was developed in South Africa in the early 1900s for meat production. Their name is derived from the Dutch word " [HYPERLINK "http://en.wikipedia.org/wiki/Boer"](http://en.wikipedia.org/wiki/Boer) [Boer](http://en.wikipedia.org/wiki/Boer) meaning farmer. The Boer goat was probably bred from the indigenous goats of the [HYPERLINK "http://en.wikipedia.org/wiki/Namaqua"](http://en.wikipedia.org/wiki/Namaqua) [Namaqua](http://en.wikipedia.org/wiki/Namaqua) [HYPERLINK "http://en.wikipedia.org/wiki/Bushmen"](http://en.wikipedia.org/wiki/Bushmen) [Bushmen](http://en.wikipedia.org/wiki/Bushmen) and the [HYPERLINK "http://en.wikipedia.org/w/index.php?title=Fooku&action=edit&redlink=1"](http://en.wikipedia.org/w/index.php?title=Fooku&action=edit&redlink=1) [Fooku](http://en.wikipedia.org/w/index.php?title=Fooku&action=edit&redlink=1) tribes, with some crossing of Indian and European [HYPERLINK "http://en.wikipedia.org/wiki/Bloodline"](http://en.wikipedia.org/wiki/Bloodline) [bloodlines](http://en.wikipedia.org/wiki/Bloodline) being possible. They were selected for [HYPERLINK "http://en.wikipedia.org/wiki/Meat"](http://en.wikipedia.org/wiki/Meat) [meat](http://en.wikipedia.org/wiki/Meat) rather than [HYPERLINK "http://en.wikipedia.org/wiki/Milk"](http://en.wikipedia.org/wiki/Milk) [milk](http://en.wikipedia.org/wiki/Milk) production; due to [HYPERLINK "http://en.wikipedia.org/wiki/Selective\\_breeding"](http://en.wikipedia.org/wiki/Selective_breeding) [selective breeding](http://en.wikipedia.org/wiki/Selective_breeding) and improvement, the Boer goat has a fast growth rate and excellent carcass qualities, making it one of the most popular breeds of meat goat in the world. Boer goats have a high resistance to disease and adapt well to hot, dry semi-deserts. United States production is centered in west-central [HYPERLINK "http://en.wikipedia.org/wiki/Texas"](http://en.wikipedia.org/wiki/Texas) [Texas](http://en.wikipedia.org/wiki/Texas), particularly in and around [HYPERLINK "http://en.wikipedia.org/wiki/San\\_Angelo,\\_Texas"](http://en.wikipedia.org/wiki/San_Angelo,_Texas) [San Angelo](http://en.wikipedia.org/wiki/San_Angelo,_Texas). The original US breeding stock came from herds located in New Zealand. Only later were they imported directly from South Africa.

Boer goats commonly have white bodies and distinctive brown heads. Like the [HYPERLINK "http://en.wikipedia.org/wiki/Nubian\\_goat"](http://en.wikipedia.org/wiki/Nubian_goat) [Nubian goat](http://en.wikipedia.org/wiki/Nubian_goat), they possess long, pendulous ears. They are noted for being docile, fast growing, and having high fertility rates. Does are reported to have superior mothering skills as compared to other goats. Mature Boer bucks weigh between 110–135 kg (240-300 lb), and mature does between 90–100 kg (200-220 lb).

Note: A Boer goat typically bears two kids every 5 months.

## The Story of Franso

Three years ago (2009) when Franso entered the Give A Kid To A Kid Program he was 16 and ranked last in his fourth grade class because his mom didn't have enough money to send him to school every year. He lives with his mom who has a small garden from which she sells produce, his little brother and twin sisters. His parents were never married and after the twins were born decided to move on. His father still lives in the community but with another woman and rarely speaks and never supports his first family. Franso was a young man headed down the wrong road hanging out with gangs looking for acceptance and hope.

The Give A Kid To A Kid program offered Franso what he needed, someone who cared, structure, responsibility and the good news of the gospel. After three months of classes Franso failed the exam children must pass to receive a pregnant female goat. He sat and watched the other children receive theirs and saw their joy and the chance they had to change their lives for the better. That day he made some decisions about his life and took a month long revision class and received a goat after passing the exam. The moment he picked up the rope and led his goat home his life changed. He had a purpose, responsibility and hope for the future. During the next 6 months of classes he not only learned how to properly care for his goat but he learned about God being our good shepherd the same way he was being a good shepherd to his goat and he accepted the life-saving message of the gospel and let Jesus into his heart. His goat had twins, he kept one and gave one to the church, his grades improved and he finished the year number one in his class. He is mentoring several young boys and they are hanging out with him and not the gangs where he was. He brings them to church and is showing them Christ in his life.

Today Franso has passed the test to enter high school (7<sup>th</sup> grade) and is number one in his class. He donates the offspring of one of his female goats to the church for missions outreach, he sings in the church choir, he is working for the goat project in the forage garden. With the money from selling the offspring from his now 4 female goats and what he earns in the garden he has purchased a cow who will soon be having a baby.

He has changed his life all because of one small goat. He is able to pay for his sisters and brothers to go to school and they will graduate at the appropriate age. He is anxious to finish high school and go on to University and become an engineer.