

## Project Alianza

Boston, United StatesMatagalpa , Nicaragua



Kristin Van Busum



Year Founded:  
2013

**Organization type:**

nonprofit/ngo/citizen sector

Project Stage:

Growth

**Budget:**

\$10,000 - \$50,000

Website:

<http://www.projectalianza.org>

**Twitter:**

<https://twitter.com/projectalianza>

**Facebook:**

<https://www.facebook.com/projectalianza>



- [Climate change](#)
- [Child protection](#)
- [Rural development](#)
- [Sustainable agriculture](#)

### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Project Alianza builds a sustainable, community-based alliance to radically improve the quality of life of marginalized coffee farming families by providing field-based agricultural education, necessary tools and resources to access lucrative markets, and educational opportunities for children.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if all coffee farmers in Nicaragua could earn sufficient income to send their children to school?

#### About Project

**Problem: What problem is this project trying to address?**

Nearly 75% percent of the world's coffee is produced by small farmers in the developing world who cultivate the bean on less than 10 acres of farmland. Nearly 25 million coffee farmers live in highly vulnerable conditions, subsisting on an average of \$4 US per day. Many require their children stay home from school to help tend the land or ration food between harvests in a phenomenon referred to in Central America as "thin months".

**Solution: What is the proposed solution? Please be specific!**

We want farmers to be able to produce more coffee and sell it at a better price, but we are most passionate about giving farming families access to the kinds of changes that last for generations. Project Alianza provides farming families: (a) Access to training in sustainable farming and business, (b) Resource loans in form of seed, fertilizer, or technology, and (c) Educational opportunities and health care programs for children.

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Enrique, a father of three, has grown coffee in Nicaragua for nearly eighteen years. He manages a family farm, dealing with the costs of basic farming equipment and transport of his coffee. Enrique is also paying off a loan with an interest rate over 45 percent. Because of this loan, and the other economic, environmental, and social conditions of being a vulnerable farmer growing a crop where the average producer makes less than four dollars a day, he's unable to provide consistent meals for his family or to pay school fees for his children. A technician will visit his farm to teach hands-on planning techniques. With time, he will become a farming entrepreneur. He will generate income sufficient to send his daughter to secondary school.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

We measure. We set goals and look for change and keep track of the impact of the changes on the lives of the small producers. Success can be measured in two ways – metrics and stories. Our metrics are simple: more productive land with higher yields of coffee getting to market and more children in school, eating a well-balanced meal. The stories are what show us how complex problems with innovative solutions affect real people in broad ways. We hope to see food stability, better life-long nutrition, and the ability to grow crops for food as well as for sale. In simple terms, Alianza wants to make sure that their project transforms the lives of the farmers in ways they themselves can feel.

**Source URL:** <https://www.changemakers.com/node306408/entries/project-alianza>