

Project Completion Report
The Haller Foundation Website
September 2016
Project Number XXX

Eagle Foundation generously provided a grant of £ 10,000 in November 2015, to enable Haller to redesign our website and ensure it featured the Haller Farmers App with sufficient prominence and ease of access – and to position it as an integral part of our offering to help small holder farmers improve their livelihoods. The app puts best practice affordable and sustainable farming into the hands of smallholders, connecting them with the information and with the opportunity for practical but digital learning.

The website took around 18 months to complete, involving the search for a suitable digital agency who understood our vision and had the capability of working with the many stakeholders to bring this to fruition and who had a successful track record. The Haller trustees created a pro-bono working group to leverage the board's expertise in strategy and vision, PR, and brand and design and designed a framework which was then populated by the Haller teams in Kenya and UK, together with enlisting a copy writer keen to help tell the Haller story without charging us.

The website went live in the middle of August – accompanied by a campaign to communicate its launch with key donors, high net worth individuals and with our loyal corporate donor partners. It was finished in time for a number of key initiatives – it was profiled together with a film about the app at the recent GODAN (Global open data for Agriculture and Nutrition) conference in New York – an initiative which includes US and UK governments in a movement to bring together politicians, researchers and business leaders to raise awareness of their call for ' agriculture and nutrition to be universally available, accessible and useable' The new website certainly lent us much credibility in this audience.

We have solid analytics built in which will enable us to track usage and will be very happy to share that with you in a year's time when we have had the chance to monitor its performance, and impact on grant funding.

Summary

Despite being an enormously challenging project – the feedback we are receiving indicates it positions us more with more relevance and authority in the efforts to improve the health, wellbeing and livelihoods of some of the most marginalised societies anywhere. The Haller story is communicated more effectively and concisely, and our fund raising pages are more visible.

The website is optimised for use on a mobile or tablet – which research indicates in becoming the pre-dominant way of accessing information – and can be viewed on www.haller.org.uk.

Budget Summary

Initial Project Budget £15,000

Total Cost £16,000 + pro-bono contribution on design, framework and content .from Haller supporters and resources

Fondation Eagle contributed £10,000 and the balance was met by a high net worth individual who was interested in helping to scale the app.

On behalf of all at Haller – I'd like to thank the Fondation's board for their faith and patience while the project was underway – and for their support in helping us communicate our vision. I hope that the trustees have a chance to take a look.

Yours sincerely

Louise Piper

Founding trustee

Sept 2016.