

About Helen's Daughters

Helen's Daughters Inc. is a registered non-profit organization (Company no. 2023/CI12) that focuses on the economic development of women through improved market access, adaptive agricultural techniques, and capacity-building.

We strive to break down barriers and ignite change by providing equal access to education, resources, and opportunities. Our holistic approach integrates agriculture, health, food, and nutrition, fostering empowered individuals who can in turn uplift their communities. Our mission is to create a safe space where women can thrive, breaking down silos and bridging gaps in market access and opportunity.

Vision

At Helen's Daughters, we envision a world where women in agriculture are empowered as key drivers of sustainable development.

Mission

Helen's Daughters cultivates the soil of empowerment for women in agriculture, nurturing growth through comprehensive support, education, and capacity-building programs.

Helen's Daughters operates in St. Kitts and Nevis, Saint Lucia, and St. Vincent and the Grenadines.



Message from the Board

The board of directors of Helen's Daughters reflects a body of professionals who share the common interest of giving back to society. We have the privilege of lending our experience and expertise to address the issues that women in agriculture face and are prepared to continue HD's important contribution to reenergizing agriculture in the Caribbean.

Helen's Daughters has been a trusted partner in the Saint Lucian agricultural landscape for seven years. In 2023, we worked to solidify our presence in St. Kitts and Nevis and St. Vincent and the Grenadines.

In the past few months, we have covered significant ground. Along with support from the legal fraternity, the board of directors played an intrinsic role in revising HD's by-laws which seek to strengthen our structure and processes, contributing to a more structured organisation. The board of directors extends sincere gratitude to every member of Helen's Daughters for their active participation and steadfast trust in our ability to drive progress and transform the established perceptions of women in agriculture.

Kimani Pompelis
Board Chair

Our new board includes representatives from all three countries, ensuring equal representation in everything that HD does.

Message from the Executive Director

Three words ring true for me when I think of the work done in 2023: partnerships, progress and expansion. We brought on three new programme partners last year, The Elizabeth Pemberton Primary School (EPPS) in Nevis, WhyFarm NGO in Trinidad & Tobago and Red Deer Polytechnic (RDP) from Alberta, Canada.

With the partnership with EPPS, led by our Board member, Mr. McLevon “Mackie” Tross, we ticked off a major bucket list item in 2023: bringing agriculture-focused learning to primary school students. In Nevis, we cut the ribbon on an HD-funded shade house at the Elizabeth Pemberton Primary School. This shade house is a dedicated space for EPPS’s students to immerse themselves in protected agriculture, converging technology and agriculture into the classroom. This was completed during our 2023 familiarization visit to St. Kitts & Nevis to promote our upcoming SKN Ag-cademy and to meet with SKN members, government officials and other interested stakeholders.

As part of our celebrations for World Food Day, we partnered, along with the support of the Inter-American Institute for Cooperation on Agriculture and MASSY Stores St. Lucia, to bring agricultural awareness to four of the island’s rural primary schools, in the form of comic book readings, and theatre productions designed to educate students about various aspects of agriculture allowing students to gain a deeper understanding of the challenges faced by farmers, the importance of food security, and the role they can play in shaping a sustainable future.

We welcomed students and faculty from the Red Deer Polytechnic from Alberta, Canada and integrated them into our Ti-Koze sessions that were created to upskill women holistically and covered a range

of topics from climate change to financial literacy, RDP was instrumental in covering the session on trauma-informed care and the management of non-communicable diseases.

We continued to expand our FarmHers Market, transitioning to a monthly FarmHers Market in collaboration with LUCELEC, FLOW, Digicel and Renwick Ltd as well as a Specialty FarmHers Market in partnership with Hotel Chocolat, exposing thousands of Saint Lucians and visitors to the high-quality goods produced by our “FarmHers.”

The organisation has continued to cover the costs for the logistics and promotions of the Market, while our FarmHers keep 100% of the revenues earned.

Furthermore, members in St. Kitts & Nevis participated in the St. Kitts Agricultural Open Day and Night Market. In St. Vincent, we introduced the Women in Agriculture scholarship at the St. Vincent & the Grenadines Community and hope to welcome two new scholarship holders in 2024. We also continued to hold three separate training programmes in our three sister countries covering a range of topics from post-harvest management, agri-tourism, agri-business development and nutritional marketing.

In October, during a ceremony held to commemorate International Rural Women’s Day (IRWD), we honoured our eldest and long-standing member, affectionately called ‘Mama Helen’ with an award in her namesake, the “Felicite Justin Award for Selflessness in Agriculture”. This annual award seeks to highlight an outstanding member who has demonstrated dedication to the sector and compassion to her community members. Every single member was also awarded a gift as part of IRWD celebrations.

Despite our many wins, we continue to face and overcome many adversities. Several of our Saint Lucian members were impacted by Tropical Storm Brett in mid-2023. The effects of its passage continue to be felt well into 2024, as FarmHers are unable to supply some of the produce enjoyed by our customers, only highlighting the continued effects of climate change and the need for us to bolster more support for our farming communities. Nonetheless, we remain excited about what 2024 will bring and we thank our FarmHers, Board, staff and supporters for their continued advocacy and belief in our mission.

Keithlin Caroo
Founder & Executive Director





Partnerships for Progress

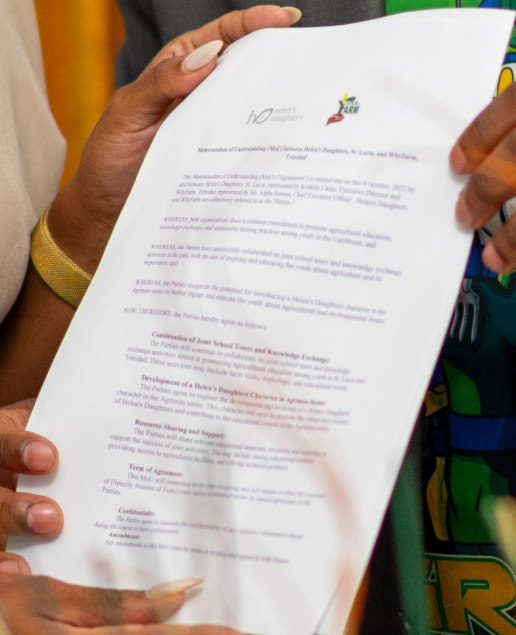
Helen's Daughters actively seeks to build partnerships - locally, regionally, and internationally - to expand the reach and impact of its programming. HD's team believes in partnerships for development, and the power of working together toward a common good.

children to key agricultural concepts, teach the importance of food security, and promote gardening and small-scale agriculture at home.

In 2023, the organisation's executive director, Keithlin Caroo, signed onto a memorandum of understanding (MOU) with WhyFarm, a Trinidadian organisation focused on promoting agriculture among the region's youth. WhyFarm, founded by Alpha Sennon, created a comic book series and agri-inspired superhero (Agriman) to make topics like agriculture and food security palatable and easily digestible for children.

Only one day after the MOU was signed, the two organisations embarked on the first steps in this regional school tour series, visiting four rural schools in Saint Lucia.

During HD's International Rural Women's Day Ceremony, the MOU was formalised and will ensure the two organisations can work collaboratively on a series of school tours in all of the countries where HD currently operates: Saint Lucia, St Kitts and Nevis, and St Vincent and the Grenadines. These tours will introduce school-aged



From The Root Up

Among 2023's highlights was the series of school tours conducted in Saint Lucia in October 2023. Along with the crew from WhyFarm, Helen's Daughters visited the following primary schools:

- Des Barras Combined School
- Roseau Primary School
- Derniere Rivière Combined School
- Reunion R.C Primary School

Between these four rural schools, hundreds of students were engaged in lively discussions on their perspective on agriculture, introduced to Agriman, and gifted copies of the AGRIman comic book and workbook.

Promoting the importance of agriculture to young people is key to ensuring a future that values the sustainability of the sector, particularly in an era of rapid climate change.

Thanks to support from Tropical Theatre's Curmiah Lisette, HD and WhyFarm were able to incorporate music, song and dance, making it easier for students to participate.





International Rural Women's Day

The formalisation of the memorandum of understanding with WhyFarm and the Saint Lucia school tour series formed part of Helen's Daughters' International Rural Women's Day (IRWD) observances.

2023 marked the organisation's third consecutive year of leading International Rural Women's Day celebrations in Saint Lucia. HD hosted its annual IRWD ceremony attended by members, partners, and other local supporters.

IRWD was an ideal opportunity for Helen's Daughter to introduce its first-ever member award. The Felicite Justin Award will be conferred annually to one member who exhibits qualities of selflessness in agriculture. In 2023, the award was presented to its namesake, Mrs. Felicite Justin, one of the original members of Helen's Daughters. She continues to attend as many events and activities as possible and is a source of advice and education for all other members.

International Rural Women's Day is an opportunity to celebrate the significant contribution of rural women in agriculture and the invaluable role that women continue to play in the survival of our communities.

In 2023, the organisation made a special effort to celebrate its **approximately 100 members tangibly**. During the ceremony, all members were gifted a small token, symbolic of HD's appreciation for their passion for agriculture.

Updates from St. Kitts and Nevis

Helen's Daughters was officially launched in St Kitts in October 2022. In August 2023, a team led by the executive director visited St Kitts and Nevis for a familiarisation exercise in the twin island nation. Through community engagement activities on both islands, Helen's Daughters was able to promote its work and encourage women in St Kitts and Nevis to participate in the Rural Women's Ag-Cademy.

A highlight from the familiarisation visit was the formal adoption of the Elizabeth Pemberton Primary School (EPPS) in Nevis. This process allowed Helen's Daughters to commission and construct a shade house on the school's property to allow students to grow their very own produce, promoting a farm-to-table approach. The shade house is constructed to be both climate resilient and ward off the local monkey population that continues to damage farms in Nevis.

In November 2023, HD's board member Mc

Levon "Mackie" Tross was on hand to cut the ribbon on the shade house, along with the school's students and leadership. By December 2023, the seedlings planted by the students had already started to grow beautifully. The team at Helen's Daughters is confident that the shade house will provide the optimum return on investment and teach EPPS's students the value of growing food themselves.

Helen's Daughters is excited to continue working in St Kitts and Nevis and is heartened by the reception from the public as well as government organisations.





HERstory In The Making

The work that Helen's Daughters continues to do is documented through social media and traditional forms of media. However, for additional posterity, the HD team believed it necessary to conceptualize and produce a Helen's Daughters documentary.

Work on the documentary began in the second half of 2023, with filming taking place in October 2023. Alongside a team of talented Saint Lucian creatives, Helen's Daughters documented stories include that of its youngest member, and original members of the organisation who have fed generations of Saint Lucians for decades. The documentary also captures HD's efforts in St Kitts and Nevis.

The team considers this production a most appropriate way to tell the story and Herstory of the Caribbean's rural women, female farmers, and the organisation working in their best interest. Once completed, the Helen's Daughters documentary will be available for viewing by the general public.

This film will capture the stories of those intrinsically involved in the organisation, including its founder, members, staff, partners and other supporters.

The HD FarmHers Markets

In 2022, Helen's Daughters introduced bi-monthly FarmHers Markets: an event where members could offer their products for sale to the public. The markets quickly transitioned from an opportunity to earn additional income, to a major social event. Noting its popularity and aiming to provide more avenues for members to make a viable living off of their agricultural pursuits, Helen's Daughters made the FarmHers Markets a monthly event in 2023.

Soon, the final Saturday of each month was marked off in the calendar of hundreds of Saint Lucians who made the market a regular outing. The product offerings at the market also increased, creating a distinction from other markets across the islands. Patrons were able to purchase fresh produce, fresh fish, hot meals and beauty and wellness products.

Toward the end of 2023, two members incorporated technology into their business dealings and now accept debit and credit card payments.

In 2023, the Helen's Daughters FarmHers Market also expanded to the south, satisfying a request from many supporters. Building on the existing partnership with Hotel Chocolat, HD began hosting a monthly Specialty FarmHers Market at Project Chocolat on the second Saturday of each month, beginning October 2023. This market features special, agro-processed items including honey, sea moss, local punches, soaps and candles.

The Helen's Daughters FarmHers Markets is set to continue in earnest in 2024, with plans for further expansion.





Ag-Cademically Sound

Helen's Daughters continued to make education and training accessible throughout 2023, with the Rural Women's Ag-cademy continuing in each island - Saint Lucia, St Kitts and Nevis and St Vincent and the Grenadines.

105 women graduated from the three combined cohorts after several weeks of intensive theoretical and practical training that remains free of charge. Like previous cohorts, these groups of women were introduced to topics including financial literacy, food safety, and nutritional marketing.

The Helen's Daughters Rural Women's Ag-Cademy remains one of the premier methods of agricultural education in the Caribbean, offering accessible and relevant information to propel agri-entrepreneurs forward.

105

Women
Graduated

Ag-cademy continuing in each island - Saint Lucia, St Kitts and Nevis and St Vincent and the Grenadines.



The Future of Agriculture

Helen's Daughters also supports the education of women and girls in the Caribbean through its scholarship programme.

Due to its overwhelming success, HD expanded the programme to St Vincent and the Grenadines, offering a similar full-ride scholarship to a successful applicant of the St Vincent and the Grenadines Community College. The scholarship recipients are also allowed to intern at Helen's Daughters during their studies, providing them with valuable work experience.

Established in 2022, the programme originally provided scholarships to two young women enrolled in the General Agriculture programme at the Sir Arthur Lewis Community College in Saint Lucia.





Creating Collaboratively

Member input is crucial to the relevance and success of Helen's Daughters' programming.

The **Co-Creation** Retreats are an opportunity for HD's members to review the previous year's programming, listen to plans for the future, vocalize their goals, and suggest amendments to the work programme for the upcoming year.

In 2023, HD hosted its second annual Co-Creation Retreat with the support of Hotel Chocolat and used the feedback to shape the activities and programmes that were implemented throughout the year.

Ti Kozé Sessions

As a means of achieving that goal, the organisation introduced a concept known as Ti Kozé Sessions. This activity took the form of intimate discussions on a host of topics including financial literacy and trauma-informed care.

Members spoke highly of the sessions. The trauma-informed care session, in particular, was lauded by members who continue to use agriculture as a form of self-care.

In recent years, the Helen's Daughters team has been working diligently to create a holistic environment for members to supplement regular training opportunities and income generation through the FarmHers Markets.





Topping Up on Training

In 2023, full-time and part-time staff along with the organisation's then-apprentices participated in a comprehensive training session focused on monitoring and evaluation, the basics of communication, strategic planning and conflict resolution. The session was led by the team's monitoring and evaluation officer, Anastasia Gaisenok.

Then in the final quarter of the year, a cohort of members in Saint Lucia visited the National Agriculture Diagnostic Facility for a crash course on common pests and diseases - crucial knowledge for those growing crops and managing farms. Instruction was provided by experts from the Ministry of Agriculture, Fisheries, Food Security and Rural Development.

Helen's Daughters continues to offer capacity-building opportunities to both members and staff to bolster their knowledge base in various areas.

Here's To An Impactful 2024

The team at Helen's Daughters anticipates a productive and impactful 2024. HD looks forward to more growth across all three territories, with membership applications reopening in the first quarter. Crucial changes will be made to the membership programme to make Helen's Daughter accessible for all.

Plans are also underway to expand the Helen's Daughters FarmHers Market as it relates to increased variety and added convenience. New internal programmes will ensure Helen's Daughters cultivates well-rounded members, and investments in education across the region will continue.

The executive team and the organization's members are excited to break ground on HD's new home in Roseau and provide farmland and other crucial services for FarmHers and members of the surrounding communities.

WITH SPECIAL THANKS TO



Financial Activities

June 2023 - May 2024

Income

Donations and Grants	605,758.86
Membership Dues	0.00
Sales	11,967.59
Total Income	EC\$617,726.45
TOTAL	EC\$617,726.45
Expenditures	EC\$481,825.74
NET OPERATING INCOME	EC\$135,900.71
Other Expenditures	EC\$ -2,184.07
NET OTHER INCOME	EC\$2,184.07
NET INCOME/(EXPENDITURE)	EC\$138,084.78

Balance Sheet

As of May 31, 2024

Fixed Asset

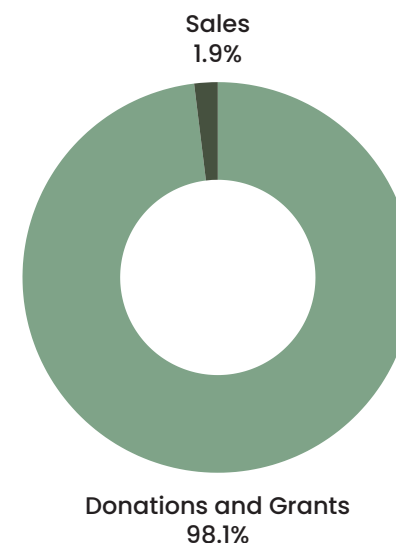
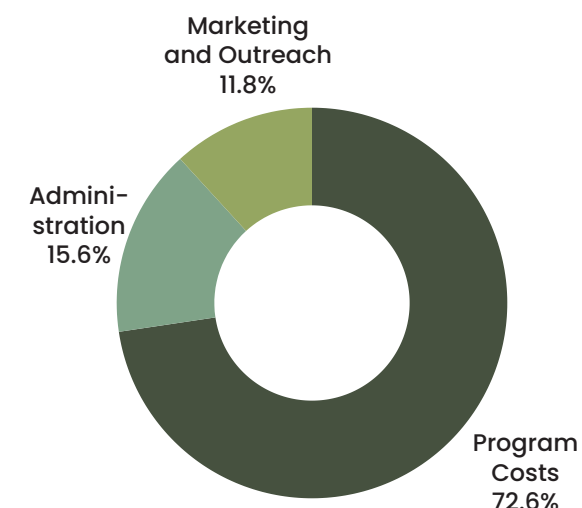
Tangible assets	EC\$50,273.66
Total Fixed Asset	EC\$50,273.66
Cash at bank and in hand	EC\$489,810.09
Debtors	EC\$0.00
NET CURRENT ASSETS	EC\$489,810.09
Creditors: amounts falling due within one year	
Trade Creditors	EC\$12,901.40
Current Liabilities	EC\$13,524.52
Total Creditors: amounts falling due within one year	EC\$26,425.92
NET CURRENT ASSETS (LIABILITIES)	EC\$463,384.17
TOTAL ASSETS LESS CURRENT LIABILITIES	EC\$513,657.83
TOTAL NET ASSETS (LIABILITIES)	EC\$513,657.83
Charity funds	
Retained Earnings	375,573.05
Surplus/(Deficit)	138,084.78
Total Charity funds	EC\$513,657.83

Financial Activities Overview

For the fiscal year June 2023 – May 2024, Helen’s Daughters demonstrated strong financial growth, achieving a total income of **EC\$617,726.45**. This represents our commitment to expanding programs, strengthening partnerships, and increasing visibility. Donations and grants accounted for **98%** of income, enabling us to focus on impactful initiatives that directly benefit women in agriculture.

Income Breakdown:

Donations and Grants:	EC\$605,758.86
Sales:	EC\$11,967.59
Membership Dues:	EC\$0.00



This allocation reflects our priority of maximizing direct benefits to farmers while maintaining lean administrative costs.

Net Income:

With a net income of **EC\$138,084.78**, Helen’s Daughters continues to maintain financial sustainability, enabling us to reinvest in future projects and expand our geographic reach.

Balance Sheet Summary

As of May 31, 2024, Helen’s Daughters remains financially strong, with net assets totaling **EC\$513,657.83**. This reflects a year of careful financial stewardship and increased reserves, ensuring the organization’s stability for future growth.

Key Financial Highlights:

Fixed Assets:	EC\$50,273.66
Cash at Bank and In Hand:	EC\$489,810.09
Liabilities:	EC\$26,425.92

Comparative Growth:

Compared to the previous year, net assets increased by **15%**, reflecting higher retained earnings and effective resource allocation.

These funds supported initiatives such as the HD Ag-cademy, life-skills training for rural women, and climate adaptation workshops. Notably, **EC\$350,000** was directed towards programmatic activities, with the remainder supporting operations and outreach.

Expenditure Breakdown

Program Costs:	EC\$350,000
Administration:	EC\$75,000
Marketing and Outreach:	EC\$56,825.74
Total Expenditures:	EC\$481,825.74



The Pyramid Pointe Seraphine, Castries, St. Lucia.
+1 758-287-7700
info@helensdaughters.org