

# Annual Report •2024•

 **helen's  
daughters**

# About Helen's Daughters

Helen's Daughters Inc. is a registered non-profit organization (Company no. 2023/CII2) 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.

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St. Kitts and Nevis,  
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St. Vincent and the  
Grenadines.**





# Message from the Board

The Board of Directors of Helen's Daughters reflects a body of professionals who share a common interest in giving back to society. We have the privilege of lending our experience and expertise to address the issues women in agriculture face, and we remain committed to supporting 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 (7) years. In 2024, we worked to further solidify our presence in St. Kitts and Nevis and St. Vincent and the Grenadines.**

In the past few months, we have covered significant ground. With support from the legal fraternity, the Board of Directors played an integral role in revising HD's by-laws, spearheading the introduction of term limits and the development of a Board Handbook, and helping to refine the organization's strategic plan. These efforts seek to strengthen our governance framework, structure, and processes, contributing to a more effective and resilient organization.

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 established perceptions of women in agriculture.

**Our new Board also includes representatives from all three (3) islands, ensuring balanced and inclusive representation in everything that HD does.**

**Kimani Pompelis**  
Board Chair

# Message from the Executive Director

When I reflect on 2024, one word rises above all others: resilience. Not the kind that is spoken about lightly, but the kind that is lived—through uncertainty, climate shocks, grief, growth, and transformation. This year asked a great deal of Helen's Daughters and, more importantly, of the women at the heart of this movement. And once again, they answered with courage, creativity, and collective strength.

In 2024, Helen's Daughters continued to deepen its role as a regional platform for women in agriculture across Saint Lucia, St. Vincent and the Grenadines, and St. Kitts and Nevis. We welcomed 353 new members into our community, each bringing her own story, experience, and vision for what agriculture can be. Our onboarding sessions were more than administrative entry points; they were spaces of affirmation—introducing women to our values, our culture of care, and the belief that they belong here.

This year, storytelling emerged as both a mirror and a megaphone. The premiere of Roots of Resilience: Stories of Caribbean Women in Agriculture marked a defining moment for our organization. The documentary was not created to sensationalize struggle, but to honor truth. From its debut at Caribbean Week of Agriculture to screenings across Saint Lucia and St. Kitts and Nevis, and its regional livestream through the OECS, the film sparked conversations about climate justice, policy gaps, and the invisible labor of women farmers. Perhaps most importantly, it instilled pride among our members—seeing themselves, their lives, and their work reflected with dignity and power.

Our commitment to lifelong learning remained central in 2024. Through the Ag-Cademy, 120 women strengthened their technical and business skills, while the Life Academy reached more than 700 women with holistic, trauma-informed education. These spaces reminded us that productivity and profitability cannot be separated from mental health, communication, and emotional well-being. The Ti Kozé sessions, in particular, reinforced that healing and leadership often begin in safe, intimate conversations. Markets continued to be a visible expression of

economic empowerment. By consolidating and expanding our FarmHers Markets in Saint Lucia and sustaining vibrant night markets in St. Kitts and Nevis, we strengthened the bridge between rural producers and urban consumers. These markets are not just about sales; they are about visibility, dignity, and reshaping how communities value local food systems. The Christmas Night Market, in particular, showed us what is possible when agriculture, culture, and community intersect.

2024 also tested our capacity to respond in moments of crisis. Hurricane Beryl reminded us—yet again—that climate change is not theoretical for Caribbean women farmers. Our rapid response supported 197 women with cash, vouchers, and sustained psychosocial care. But beyond the numbers, the experience reinforced a hard truth: resilience must be resourced. Recovery requires systems, trust, and time. Capturing the story of Ms. Annie Bobb allowed us to connect immediate relief with long-term advocacy, grounding global conversations in lived Caribbean realities.

Leadership development took on new meaning with the launch of our inaugural Ambassadors Programme. Through a rigorous nomination and training process, women across our three countries stepped into roles as advocates, grant writers, and emerging leaders. Their presence at Caribbean Week of Agriculture and in closed policy spaces affirmed what we have always known—when women farmers are equipped, they lead with clarity and conviction.

Behind the scenes, we invested heavily in strengthening our foundation. Board and staff retreats focused on governance, strategy, and sustainability, resulting in a refined strategic plan and the development of a comprehensive Board Handbook. We advanced our monitoring and evaluation systems and customized Salesforce to better capture impact, ensuring that our growth is matched by accountability and learning.

Helen's Daughters is often described as an organization, but in truth, it is a community—one built on trust, co-creation, and shared responsibility. Our retreats across Saint Lucia and St. Kitts and Nevis reminded us that the best ideas emerge when women are invited not just to participate, but to shape what comes next.

As we close 2024, I do so with deep gratitude. To our FarmHers, who continue to feed their communities despite mounting challenges; to our ambassadors, board, staff, and partners, who walk this journey with integrity; and to every woman who chose to believe that her voice matters—thank you.

The work ahead remains complex. But if 2024 taught us anything, it is this: when women in agriculture are supported holistically, centered intentionally, and trusted fully, resilience becomes not just a response—but a strategy for the future.

**Keithlin Caroo-Afrifa**  
Founder & Executive Director





# Membership Expansion

“ Our community has welcomed a diverse group of women in agriculture. ”

Celebrating our growth with **372** members from three nations.

Together, we are building a stronger network for women across the Caribbean. Our community has welcomed a diverse group of women in agriculture.

In 2024, we welcomed 353 new members across Saint Lucia, St. Vincent and the Grenadines, and St. Kitts and Nevis. Three onboarding sessions in May engaged 215 participants, introducing them to our programs, membership guidelines, benefits, and organizational culture.

“The onboarding process has been inclusive and empowering, fostering collaboration and support.”

“Together, we are building a **stronger network** for women across the Caribbean”

# Roots of Resilience: Stories of Caribbean Women in Agriculture

2024—we premiered our groundbreaking documentary, Roots of Resilience, a film that captures the voices and journeys of Caribbean women farmers. These women shared how they overcame personal struggles and climate-related challenges while continuing to feed their communities.

The documentary debuted at Caribbean Week of Agriculture in St. Vincent and the Grenadines on October 8 at The University of the West Indies Open Campus in Kingstown. It was later screened in Saint Lucia at Caribbean Cinemas on October 15 and at the Eastern Caribbean Central Bank in St. Kitts and Nevis on October 19. On October 16, the film was live-streamed across the platforms of the Organisation of Eastern Caribbean States, giving audiences throughout the region access to this important story.

The screenings drew wide audiences and sparked powerful conversations about resilience, agricultural heritage, and the need for stronger policy support for women farmers.

Beyond the events themselves, the film created a sense of pride among our members and has become a valuable tool for advocacy in both local and regional discussions.





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# Ag-Cademy and Lifelong learning

Our Regional Ag-Cademy continued to grow, with 120 women trained in 2024. Courses covered topics such as post-harvest management, food safety, agri-business planning, and financial literacy..

Many graduates have already applied their learning to improve their productivity and profitability.

The Ag-Cademy has strengthened not only knowledge but also networks of women who support and learn from one another across the region.

**120**  
women trained in 2024



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# Life Academy & Ti Kozé Sessions

“ Together, these programmes nurtured resilience and community well-being. ”

Members gained valuable tools for both professional and personal resilience.

The Life Academy became one of our most transformative initiatives this year, offering holistic education in trauma-informed care, psychological first aid, financial literacy, and communication for over 700 women across St.Lucia, St.Vincent and the Grenadines and St.Kitts and the Nevis.



Complementing the Life Academy, Ti Kozé sessions created safe, intimate spaces for women to share challenges, learn coping strategies, and strengthen solidarity.



# HERstory In The Making

## Story Telling & Media

The documentary was only one part of our storytelling journey. Throughout 2024, Helen's Daughters featured in regional media outlets, further amplifying the voices of our members and highlighting their resilience.

**Social media campaigns reached thousands of people across the Caribbean and the diaspora, enabling our members to become ambassadors of change.**



By centering HERstory, we continued to establish Helen's Daughters as a leading voice on women in agriculture in the Caribbean.

# Strategic Partnerships Overview



Partnerships were at the heart of our success this year. Attending COP29 in Azerbaijan provided an opportunity to showcase the voices of our FarmHers on a global stage, with the travel and premiere of our documentary supported by the Inter-American Institute for Cooperation on Agriculture (IICA). Partnerships with organisations such as Farmerline opened pathways for integrating AI-powered tools to increase farm productivity. These partnerships are not symbolic gestures; they translate directly into opportunities for training, innovation, and exposure that benefit our members.

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# FarmHers Market Impact

In 2024, our FarmHers Markets significantly expanded their footprint and deepened their community impact across Saint Lucia and St. Kitts and Nevis. In Saint Lucia, the consolidation of our monthly markets—previously held separately in Rodney Bay and Castries—into a single, larger event in Rodney Bay allowed us to better meet the growing demand for accessible, nutritious food. The December Christmas Night Market quickly became a cultural highlight, merging shopping, entertainment, and community spirit into one vibrant celebration.

**“Expansion of markets in Saint Lucia and St. Kitts and Nevis strengthens local communities.”**

These markets continue to serve as vital platforms for women farmers, generating income while bridging the gap between rural producers and urban consumers. In St. Kitts and Nevis, members thrived at dynamic night markets in Basseterre, including their first-ever Christmas Night Market, which drew an estimated 120 attendees. Across all islands, FarmHers Markets are now recognized as symbols of empowerment, community pride, and sustainable food systems.



## 2024 Highlights

**30 total markets held**

**\$233K ECD combined sales**

**Pilot markets launched in St. Kitts & Nevis**

**Approx. 120 attendees at the SKN Christmas Night Market**

**3,992 attendees at Saint Lucia markets**

# Building Resilience: Hurricane Beryl Response.

Hurricane Beryl brought significant destruction, but our response underscored the strength of collective action.

**Beyond immediate relief, we also provided four months of psychosocial support, helping members rebuild both their livelihoods and their resilience.**

We also captured the journey of a farmer, Ms. Annie Bobb, in St. Vincent and the Grenadines, in a video that has gained considerable attention, highlighting the disproportionate effects of climate change on women farmers. This initiative strengthened our capacity to merge immediate relief efforts with long-term advocacy for climate resilience.

**Within days, Helen's Daughters mobilized support for 197 women through CARE-funded assistance: \$300 USD in direct cash support to 49 women and \$200 USD in vouchers to 148 women.**



**“ Every single person in the Caribbean is at risk of becoming a climate refugee. ”**

— Annie Bobb





# Ambassador programme

For the first time, Helen's Daughters introduced its Ambassadors' Training Program in June 2024, which ran through mid-September. Ambassadors were selected through a nomination process, with those receiving the most nominations chosen. St. Lucia has three ambassadors—Diana Remy, Angelina Augustin, and Melika Elibox—due to a tie in nominations. The ambassadors from St. Kitts & Nevis are Beryl Seaton and Robertina Edwin and the ambassadors from St. Vincent and the Grenadines are Natila Franklyn-Pilgrim and Ronita Olliviere.

As part of the program, ambassadors underwent in-depth grant-writing training.

These sessions equipped them with the skills to carefully develop proposals, align with funders' priorities, and build out strong applications. They learned how to identify and approach potential funders, how to articulate community needs in line with donor expectations, and how to complete grants to a professional standard. This foundation will be followed by training in public speaking and leadership development beginning in 2025.

The ambassadors attended the 2024 Caribbean Week of Agriculture, where they were invited to a closed meeting of OECS Ministers of Agriculture. Helen's Daughters also hosted a panel discussion during Caribbean Week of Agriculture focused on "Recovery & Resilience in the aftermath of Hurricane Beryl".



Ronita Olliviere shared her personal story on that panel, reflecting on her own recovery experience and her role as a recipient of our cash and voucher assistance program.

# Co-creation Retreats

These gatherings provided space for members to share feedback, brainstorm initiatives, and co-design projects that address their real needs. Beyond idea generation, the retreats strengthened bonds between members across islands, reminding us that Helen's Daughters is more than an organisation.

**It is a community of support, trust, and collaboration.**

In 2024, we hosted retreats in both Saint Lucia and St. Kitts and Nevis for 272 women.





# Strengthening Knowledge and Training

Capacity-building remained a key priority for us in 2024. Members participated in a range of training sessions covering pest and disease management, composting,

organic farming practices, soil nutrients and water management, seedling production, transplanting, and food preservation.

At the same time, our staff enhanced their expertise through advanced workshops on monitoring and evaluation, emergency preparedness, gender-based violence, policy development, financial management, and communications. We also advanced the development of our monitoring and evaluation system and customized Salesforce to better track impact.



These investments ensure that both members and staff are equipped to meet evolving challenges in agriculture, from maintaining food safety standards to addressing the impacts of climate change.



# Governance and Institutional Strengthening

In 2024, our board retreat centered on refining the three-year strategic plan, streamlining governance, and exploring innovative approaches to service delivery. Staff also engaged in professional development workshops to strengthen day-to-day operations, ensuring greater efficiency and impact.

A key achievement was the development of a comprehensive Board Handbook, serving as a vital resource for governance. It outlines board roles and responsibilities, succession planning, by-laws, and other essential policies.

In parallel, the Board of Directors advanced a new strategic plan, updating our mission, vision, values, priorities, and objectives to guide Helen's Daughters into the future.

# Financial Activities

June 2023 - May 2024

## Income

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

# Balance Sheet

As of May 31, 2024

## Fixed Asset

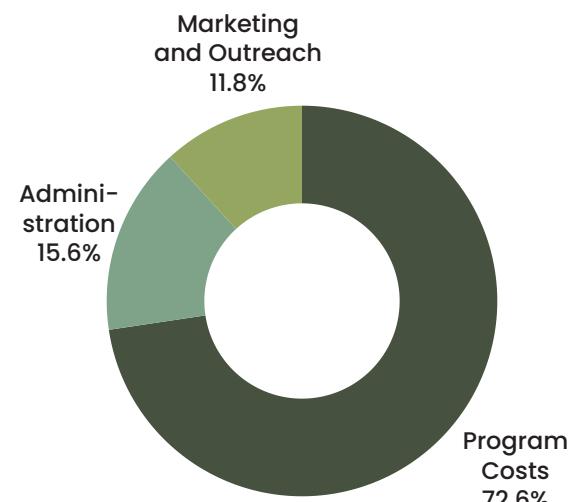
|   |                       |
|---|-----------------------|
| Tangible assets   | EC\$50,273.66         |
| <b>Total Fixed Asset</b>                                    | <b>EC\$50,273.66</b>  |
| Cash at bank and in hand                                    | EC\$489,810.09        |
| Debtors   | EC\$0.00              |
| <b>NET CURRENT ASSETS</b>                                   | <b>EC\$489,810.09</b> |
| Creditors: amounts falling due within one year              |                       |
| Trade Creditors   | EC\$12,901.40         |
| Current Liabilities   | EC\$13,524.52         |
| <b>Total Creditors: amounts falling due within one year</b> | <b>EC\$26,425.92</b>  |
| 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            |
| <b>Total Charity funds</b>                                  | <b>EC\$513,657.83</b> |

## 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 incom, enabling us to focus on impactful initiatives that directly benefit women in agriculture.

### Income Breakdown:

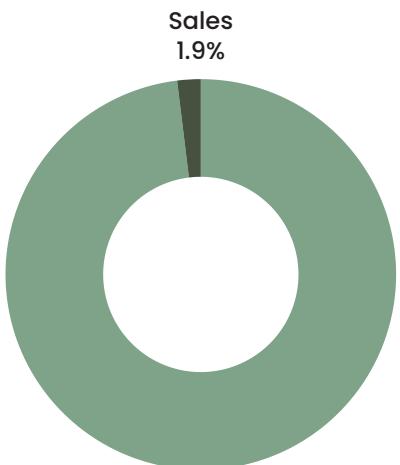
|                       |                |
|-----------------------|----------------|
| Donations and Grants: | EC\$605,758.86 |
| Sales:                | EC\$11,967.59  |
| Membership Dues:      | EC\$0.00       |



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.



These funds supported initiatives such as the HD Ag-academy, 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         |
| <b>Total Expenditures:</b> | <b>EC\$481,825.74</b> |

### 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.



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