



November 17, 2014

Dear Friends of the Savory Institute,

I hope this message finds you in good health and preparing for a season of reflection and celebration of all the blessings this year has brought to you.

I can not believe we are already gearing to wrap up this year and launch into a new year with new goals and exciting new projects. We are incredibly grateful for all that we were able to accomplish in 2014 with the support of our network of partners.

As you all know, the core of our strategy and business model is to help establish 100 locally owned, led, and managed Hubs around the world by 2015, demonstrating, educating, supporting, and coordinating the adoption of Holistic Management in their regions.

This entrepreneurial approach, we believe is necessary to reach our mission of large-scale restoration of the desertifying grasslands of the world, and addressing the stemming problems of food and water insecurity, climate change, and poverty.

We are excited and humbled by the outcomes of our first ten (10) Hubs, accredited last year, who have been committed to the dissemination of holistic planning and management practices among their region's farmers, ranchers, and pastoralists. Jointly, in 2014, they have:

- Trained 1,780 people
- Influenced the management of 2,340,495 hectares of land.

That is an amazing effort spreading from Patagonia to Mexico to USA, and from Southern Africa to Turkey to Scandinavia! The leaders of these hubs are now knitting a tight community of learning and support, almost a fraternity. The energy, passion, and enthusiasm of this group of leaders is contagious. They are what makes me believe this is truly the beginning of a new era for Holistic Management.

As you will read in our report, more excitement and developments are in the works, with many more communities joining in this large scale, yet grassroots initiative we are seeing succeed and grow stronger every year.

This global network and the Savory Institute share the commitment to the highest quality consistency in the teaching, implementation, and monitoring of holistic planning and management practices.

And we support each other.

Any leads and opportunities the Savory Institute nurtures in a region are passed on to the local Hub for execution. This makes the training or consulting contextually relevant and more affordable, and helps build the Hub's business funnel.

Hubs use Savory Accredited Professionals (AP) to deploy their services. All Savory APs receive ongoing training from Savory Institute as well as updated and enriched materials to stay up to date with the learnings we gather from the work of the global network in the field.



Hubs support the Savory Institute with an annual fee that allows the organization to continue to enhance curriculum and educational programs, establish key partnerships, increase public awareness, conduct relevant research, and welcome new Hubs into the program every year.

Additionally, the Savory Institute secures revenues through public special international projects, key consulting opportunities, public speaking fees, and a variety of products and services, such as the very popular recently released on-line courses.

As the graphs in the report show, in 2014 about 45% of our revenues came from these activities, and 55% came from grants and donations.

Until the entrepreneurial flywheel of our global network reaches a critical mass, we still depend on the support of aligned donors to continue to grow and nurture its success.

You will be seeing some great changes in our looks, gradually reflected in our new logos, our new website and communication materials, and in fresh and clear brand commitments that will position this global network to take off, become a movement, deepen roots, flourish, and express itself in all of its potential, just as the land we are stewarding.

On behalf of the Savory team, I want to thank you for your continued commitment, support, and engagement.

I wish you a wonderful Holiday Season.

Yours Truly,

Daniela Ibarra-Howell

CEO and Co-Founder