leap forward, look back.

STREET BUSINESS SCHOOL FORGES AHEAD

This Impact Report edition provides a snapshot of the past quarter, as we persevere with our partners and build Street Business School to reach 1 MILLION WOMEN WORLDWIDE BY 2027! We are grateful for your giving and support, purchasing beads and sharing the SBS story with your friends. Thank you for walking on this journey with us to empower the most oppressed population in the world.

This year, we will continue our good momentum by training 40 organizations how to run Street Business School in their communities, and they will collectively reach more than 13,200 women, lifting more than 66,000 children out of poverty across Africa. By sharing our proven model with other organizations, who are already experts on the needs of their local communities, we are helping them maximize their impact rather than reinventing the wheel.

We know that building human dignity and expanding entrepreneurialism is our proven formula that can end poverty. Alumni of our programs experience transformational results, increasing their income from $1.35/day to $4.19/day within two years of graduating. These numbers confirm our belief that other groups need our proven curriculum to complement their mission and help women transform their lives.

Please celebrate our milestones on page three with us, as we expand into new communities, where people will be empowered to lift their families from poverty. As we leap forward, we also look back and learn from our challenges. We continue refining and improving our curriculum, our team, and our strategies to uphold the integrity of the world-class program we have created.

My favorite part about this work is that each day I am more confident in reaching our goal of igniting 1 million women out of poverty. These women’s dreams are coming true as they build their businesses and continue to thrive, feeding their families and sending their children to school. While we will reach 1 million, every woman has a story. As this woman increases her income, her family’s wellbeing will improve exponentially.

Let’s always remember the one, while striving for 1 million together.

Onward,

Devin Hibbard
CEO - Street Business School
In our 14 years of empowering women, meeting women where they are has always been a foundation. Coach Eva has embraced this idea by opening her church gates to transform the worship area into an SBS training classroom for her community. Not only does she donate the space, but her deeper connection with SBS is that she calls herself a member. Coach Eva joined SBS to stand in solidarity with the women in her community. Being the pastor, she uses her voice to mobilize and encourage women to attend SBS. She said when people see her, the pastor, in the class session, they believe. “I know these women who are suffering and never went to school, so SBS was an opportunity for them to come here and study what they never could have before,” she says.

“When SBS came to Kasokoso I was interested, because I love a working woman. I don't want to see women suffering. I want to see a woman growing, earning her own money and building her own business. In my church, no one is allowed to just sit without a job or business.”

On the same property as the church, Pastor Eva runs a primary school to help women without resources send their children to school. These women are without jobs, widows or single mothers. It is Pastor Eva's dream to see that every child can get an education. She also plans to open businesses on-site selling beverages, fresh fruit and school supplies. Money Management is one of the modules that is helping Pastor Eva improve her school. Her enrollment has increased and so has the income.

Macklin Ayebazibwe, who attended SBS at the church, has four children in Pastor Eva’s school. Eva allowed her to divert the school fees for one term, and this gave her the capital to start a restaurant. Today, Macklin’s business is doing so well, that she pays school fees in advance and has hired two employees.

“Would encourage people to join Street Business School, because I'm seeing many women like Macklin are benefiting.”
GENEROSITY TIMES TWO:
We’re thrilled to report that our annual appeal this holiday season was a success. In partnership with Heath Podvesker and Sara Hodgdon, we created a dollar-for-dollar match for all gifts up to $10,000 made during the annual appeal.

2016 Annual Appeal Results - $16,000
2017 Annual Appeal Goal - $50,000
2017 Annual Appeal Results - $61,004

The Podvesker–Hodgdon Match Challenge encouraged people to double their impact. Funds raised allowed us to give SBS to four countries outside of Uganda and provide entrepreneurial education to thousands of women, children, and families.

Heath and Sara are a young couple with a son, yet they budgeted a match of up to $10,000 that would inspire others to prioritize SBS for their end-of-year giving. Our partners, Heath and Sara, share why their family joined us on this matching challenge.

"Why do we give? Because SBS empowers women with the confidence and knowledge they need to navigate the entrepreneurial journey and succeed for themselves and those around them.

Heath Podvesker & Sara Hodgdon"

CONTINUED EXPANSION: We’re proud to have 19 enthusiastic and engaged Global Catalyst Partners (GCP) bringing SBS to their communities in seven African countries.

NEW DIGITAL CHANNELS: In October, we activated our Facebook page, which today has more than 19,000 followers. We’ve formed connections with many organizations around the world and continue growing this channel. Stay apprised of our progress by liking our page! In 2018, we will embark upon even more digital strategies to amplify our brand.

CONTINUED RECOGNITION: SBS participated in the following fall conferences:
- ANDE Annual Conference
- Global Washington
- Opportunity Collaboration
- Segal Family Foundation Annual Meeting
- Women’s Funding Network

GCP NETWORK ENGAGEMENT
We continue reaching new communities through our incredible Global Catalyst Partners. The following data is a snapshot from our first two cohorts:

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<th>500 members trained</th>
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<td>71% of the first 14 GCPs have begun implementation</td>
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An average of FORTY TWO people trained per group

Organizations find out about us in so many ways. We need your help in referring groups that could use SBS by sending them to StreetBusinessSchool.org.

milestones
As we move into the next phase of our global expansion, we continue gaining momentum and milestones:
CHALLENGES
As we leap forward with incredible momentum, we carefully look back to reflect upon the challenges and great learning opportunities we have to uphold our world-class program.

BRAND DILUTION
We’ve learned there is a disconnect surrounding our two brands (BeadforLife and Street Business School) and how they live and breathe together. We’re delving into the core of our brands to explore how we strengthen the persona for each so they can shine independently.

CREATING DEMAND
When organizations learn about SBS, they want to be trained. Our challenge is to make sure hundreds and thousands of groups learn about our proven training model so they can apply. We are unveiling new ways to spread the word. If you know an organization that should attend, please contact: info@streetbusinessschool.org.

FUNDRAISING TOOLKIT
Reaching into the heart of impoverished communities, we find that many organizations lack the financial resources to attend Street Business School training. To address this, we’ve launched a Fundraising Toolkit to help them get to SBS and improve their fundraising skills overall. This is just one more way we are trying to strengthen the NGO sector and end poverty!

THE HORIZON
We wouldn’t be here without your support!

• We have reached more than 52,000 people in Uganda since we started in 2004.
• 89% of women who start a business during SBS are still successfully running that business two years after they graduate.
• SBS graduates go from living on $1.35 a day, on average, to $4.19 a day two years later.
• We are committed to a long-term strategy to track data and capture our impact. To support this, we are hiring a Monitoring & Evaluation specialist to join SBS’s global team. This person will implement new tools that will also help our partners track their own impact, and share it with us. See the job description here.
• We continue to partner with donors to create transformation for women living in poverty. Generous supporters help us achieve our Phase 2 goals. Make a gift today by visiting our website.

By expanding entrepreneurialism and creating confidence, we are truly affecting change for some of the most impoverished populations in the world.

We are excited to train 26 new organizations in the first six months of 2018 alone, teaching even more GCPs to bring SBS to their communities across Africa.

Thank you for believing in our work and the people we serve together. Your support and confidence in Street Business School is changing more lives in Uganda and throughout Africa.

We invite you to join us - like us on Facebook, subscribe to our updates and follow our next phase of growth, transformation and impact.

Let’s change the world together!