



street
BUSINESS SCHOOL
BY BEADFORLIFE

IMPACT REPORT

OCTOBER 2016-FEBRUARY 2017



A LETTER FROM DEVIN



Our Catalyst Partner Kesho Kenya teaching Street Business School in their community.

Photo credit: Kesho Kenya

TAKING FLIGHT

Dear friends:

I am excited to be back in the U.S. after spending a year in Uganda, working with our incredible team and watching Street Business School come alive. One year ago, the Street Business School expansion had just begun; today, it's taking flight.

In the past 12 months, we have created a world-class curriculum and training program, launched a new SBS brand and held our first Immersion Workshop with eight Catalyst Partners. SBS is now active in five countries in East Africa!

We also just received NEW Post-Graduation Impact Report data, outlining the impact of SBS on women two years after they graduate:

- **211% average increase in income**
- **87% of graduates still have businesses**
- **1,462% (15X) average increase in income for those entering the program earning less than \$.65/day**

We are proud to see the impact on women's lives continues to grow over time, which is proof of true sustainability. Building upon this incredible beginning, 2017 is our year to soar. In February, we were honored to partner with SANKALP Forum Africa, which brought together 1,000 people who are using an entrepreneurship-based approach to global development. We were invited to share our expertise on how organizations can stay relevant in a rapidly changing world.

Most importantly, in 2017 we will train 24 new Catalyst Partners from across Africa in SBS, providing them an invaluable tool to help the people they serve increase their confidence and income. These 24 Partners will help over 50,000 people lift their families from poverty. Now that's exponential impact!

With so much gratitude for your support,

Devin

MILESTONES AND CHALLENGES

MILESTONES

- **Six Catalyst Partner groups are now delivering Street Business School in their own communities.** Street Business School is being implemented in five countries in East Africa! This quote exemplifies the type of feedback we're receiving:

"I HAVE NEVER SEEN A TENACITY TO BREAK FROM POVERTY AND DEPENDENCE SO STRONG AMONGST OUR WOMEN LIKE WE SEE IT NOW AFTER THE SBS TRAININGS. 'COACHING AND BELIEVING' HAVE ALWAYS BEEN THE ELUSIVE PIECE IN BUSINESS TRAININGS FOR UNDERPRIVILEGED COMMUNITIES AND WE ARE GLAD TO BE SHARING THAT WITH OUR PEOPLE,"

- EVANS ODHIAMBO, KESHO KENYA (IMMERSION WORKSHOP 1)

- **We launched 1:1 Implementation Support.** Our coaches have begun follow-up calls to support our Catalyst Partners in delivering SBS to those they serve. The feedback has been positive and productive.



- **We continue receiving exciting recognition!** Last week, we participated in [SANKALP Forum Africa](#) as a Strategic Partner, where our CEO Devin Hibbard led an interactive session around the topic of "relevance," and we were honored to share our expertise in this area. More thought leadership coverage came with Devin being featured on [Real Leaders podcast](#). In October, Devin co-lead a session at [Opportunity Collaboration](#) in

Mexico. Devin was also featured on [NBC regional TV Colorado & Company](#) to promote our Street Business School products and introduce the program alongside BeadforLife.

- **Our 2nd Immersion Workshop will be held in Kampala March 5-11, 2017.** Our Global Training group is preparing to host new organizations and teach them how to implement SBS in their own communities.
- **Our 3rd and 4th Immersion Workshops have been scheduled for Fall 2017.** Our third workshop will be held August 20-26 and our fourth, September 3-9.
- **We hired a new Director of Global Philanthropy and Director of Communications.** We have a large goal of expanding visibility, support and building our Pipeline, to create global demand for our world-class training program.

CHALLENGES

- **We are looking for great Catalyst Partners.** If we are to reach our ambitious goals, we need to make sure organizations across Africa and Worldwide know about SBS and the proven model we provide. We are launching an aggressive outreach plan for the next two years to help us find partners who can use SBS to help the people they serve transform their lives. Do you know an African-based group who might be interested? Please contact: carlyla@streetbusinessschool.org.
- **We must clearly communicate the value of SBS.** Part of building demand includes being able to share how SBS will amplify the work and impact of our partners and demonstrate its incredible value.
- **Developing a pricing strategy for the next 10 years is critical to ensuring sustainability.** We have been collaborating to build a strategy and structure that will carry us into the future, covering the real cost of SBS.

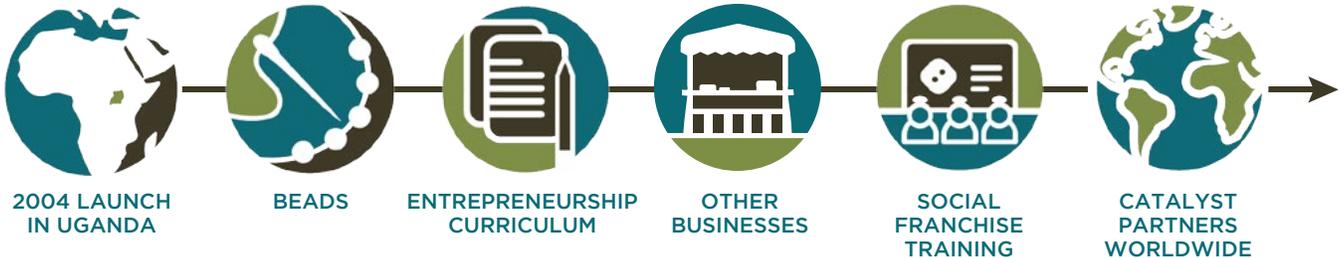


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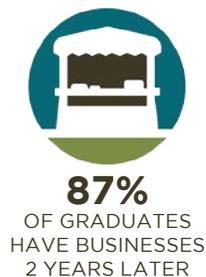


BEYOND BEADS...

Street Business School will ignite entrepreneurial potential in 1 million women by 2027!



Proven by more than a decade of serving women living in poverty, Street Business School creates impact:



JOIN US & AMPLIFY YOUR IMPACT!

StreetBusinessSchool.org

STREET BUSINESS SCHOOL GRADUATE



ONE WOMAN'S STORY

Florence Wanyana, commonly known, as “Mama Jane” is 18 years old, has two children and lives in Bulenga.

Born into a polygamous family with 22 children, her father was a butcher and her mother a stay-at-home mom. She dropped out of school in S.1 due to lack of school fees and joined a catering group that supplied food at functions. She became pregnant with her first child around that time, but the relationship did not last long. She moved out and left her first child with the father.

Florence went to study hairdressing for awhile, but abandoned this when she became pregnant again. After having her baby, she moved to Bulenga. Life was very hard since the father of her second child provided no child support, so she started selling fish.

Florence first heard of Street Business School from some of the alumni in her community who attended Street Business School 7. When the announcement was made in her own community, she was eager to learn more and was compelled to join the training...she knew she wanted to change her life.

The training indeed changed her life, in that she was able to understand her business profitability. Her income has since increased each month. Florence also now understands the importance of having more than one income stream. Her future plan is to start buying produce from the nearby village and selling it in her community to complement her work. She also learned to keep friends that are foresighted and not the type that spend their time in idle chitchat!

Although Florence has been selling fried fish for two years now and still faces challenges, she has plans to improve through the guidance of Street Business School coaches. They have encouraged her to diversify and sell other types of fish.

“THE SUPPORT GIVEN TO ME IN TERMS OF COACHING AND MENTORING HAS REALLY CHANGED NOT ONLY MY BUSINESS, BUT ALSO MY ATTITUDE TOWARDS LIFE,” FLORENCE PROCLAIMS.

STREET BUSINESS SCHOOL: THROUGH MARION'S EYES

A donor who has invested in Street Business School's Global Expansion, visits SBS in Uganda.

For more than a decade, Marion Taylor has shared her innate passion for making a difference through her involvement with BeadforLife. She was one of the first volunteers and has supported our Girl's Education Program. As we continue developing Street Business School, Marion is right there with us. Marion travelled to Uganda in November to get a hands-on feeling for our Street Business School expansion. During her visit, Marion attending SBS training and recruitment and met with many alumni at their businesses. She also travelled to Friendship Village where she helped lay foundation stones 9 years ago and reunited with Maria, the young woman whose school fees she has supported for many years.

Here is some of her documented story:

After seeing firsthand how effective the SBS grassroots model is, she shares her perspective. "To get into the depth of a community is what makes this program so different. I just love the grassroots approach as it's deliberate and purposeful, empowering people with skills so they can choose the business they want to have to lift their families up. Street Business School understands they are dealing with peoples' lives and is not trying to put a Band-Aid on the issue of poverty, but dive in woman-to-woman, human-to-human and slum-by-slum. The Street Business School model will make a difference, and this type of work is more important now than ever," Marion says.

Marion saw firsthand how this training impacted SBS business owners today. One woman she visited, Christine, had gone through the training one year ago. "We visited Christine's clean and tidy little room. We washed our hands to help her cut fruit (mango, jackfruit, watermelon, orange), placing small pieces in little Tupperware containers with a carrot slice and toothpick atop...it was as beautifully arranged as you'd find in a nice restaurant here in the US," she says. Christine would eventually carry these fruit arrangements on her head to sell in her community. She also owns three pigs and uses the rinds and fruit peels to feed them. With her savings, she's purchased a plot of land to build a home and plant fruit trees, so she can grow her own fruit vs. purchasing it at the market. She also runs businesses doing laundry and making tea and porridge to sell at night. Like most of these hard-working women, she has no husband and is raising her two kids alone.

In addition to her experience visiting Christine, Marion has documented many pieces and parts of her journey, which we will share in the future.

If you would like to visit Uganda to see our work on the ground, please contact Tiffany Boyles: tiffany@beadforlife.org.



CHRISTINE, WHO MARION VISITED



CHRISTINE'S LOVELY FRUIT

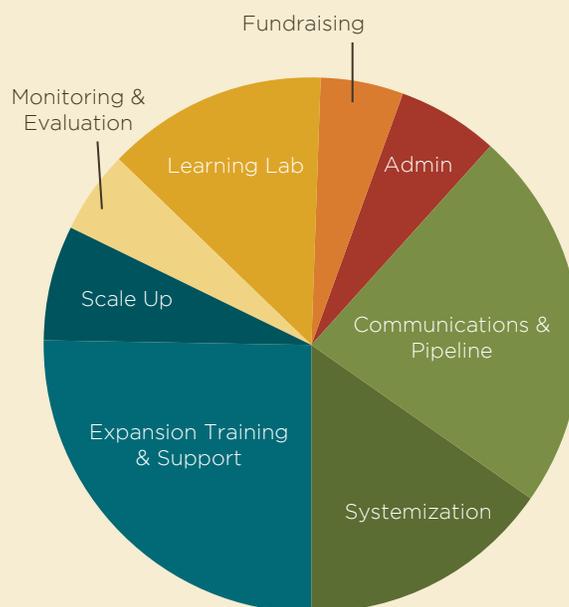


CHRISTINE'S PIG EATING FRUIT SCRAPS

EXPENSES

We are on track with our financial expenditures and are proud to operate as efficiently as possible.

October 2016 - January 2017	
Communications & Pipeline	36,886
Systemization	23,636
Expansion Training & Support	38,719
Monitoring & Evaluation	8,665
Scale Up	11,114
SBS Uganda Learning Lab	20,678
Fundraising	8,123
Admin	9,958
TOTAL	\$157,779



JOIN THE MOVEMENT: HELP US BUILD OUR PIPELINE!

Our Pipeline is the foundation upon which we cultivate new Catalyst Partners and share our story with the world. We're creating strategies to reach many NGOs through key initiatives that will increase visibility for our brand.

Key areas for our pipeline outreach:

- Conferences
- Networks and Associations
- Media Coverage
- Speaker Opportunities
- Thought Leadership

If you feel you could contribute through this type of creative collaboration, please contact: amy@beadforlife.org.

THANK YOU FOR YOUR SUPPORT. YOUR
GENEROSITY HELPS WOMEN STAND PROUD
AND TRANSFORM THEIR LIVES!



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