

impact report

SEPTEMBER - DECEMBER 2018



street
BUSINESS SCHOOL

IGNITE POTENTIAL. END POVERTY.

LIGHTING UP THE FUTURE

Dear Friends ~ As I return from Uganda, I am on fire for our work. I had an opportunity the past two weeks to share this spark with nine Street Business School (SBS) supporters who visited SBS for the first time. To witness the connection of supporters and the women we serve was unforgettable. This one-to-one connection that helps women believe in themselves continues to shine through our world-class model.

I'm beaming with pride to share this Impact Report edition with you as we continue to grow our impact. Together, we are, moving towards our goal of reaching 1 MILLION WOMEN and 5 MILLION CHILDREN WORLDWIDE BY 2027!

This year, we will continue our positive momentum by growing our social franchise model. Our goal this year is to certify 80 additional SBS Lead Coaches who will deliver our world-class curriculum within their communities. By training organizations who are already experts in the needs of their local communities, we are modeling the ideal partnership among NGOs. In SBS, we bring a proven formula of building human dignity + expanding entrepreneurialism to shine a light to end poverty. Our partners bring their local expertise to contextualize the curriculum locally. Together, we know we can end poverty in our lifetimes.

SBS alumni shine with transformational results, increasing their income from \$1.35/day to \$4.19/day on average. Women's dreams are coming true as they thrive in their businesses, feeding their families and sending their children to school. As women increase their income, their family's well-being improves exponentially!

With transformation like this, we want to IGNITE our growth, fuel our SPARK of change and build it into a WILDFIRE that the world can't ignore.

I look forward to all our initiatives in 2019 and invite you to join us as we change the world and eradicate poverty. With your help we will reach 1 million women by 2027!

Big gratitude,



Devin Hibbard
CEO, Street Business School



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Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has.

Margaret Mead

one woman's story

MEET MASITULA NAMUGAMBA



“I am only moving forward,” Masitula proclaims with a glowing smile.

Masitula Namugamba, 37, is a recent Street Business School (SBS) graduate and a mother of six. Before attending SBS, life was incredibly difficult for Masitula and her family. Because of lack of money or work, she was only able to send three of her children to school. When Masitula began the comprehensive training program, she was very timid and unsure of what to expect. For Masitula, the confidence piece of SBS’s entrepreneurial training was what truly ignited her potential. She gained the confidence needed to transform her life and her businesses.

With encouragement from fellow alumni who gave live testimonials at the training, Masitula gained the courage to start not only one business, but several. She started by selling avocados door to door around her community. She soon realized that a full vegetable stand would earn her even more money, so she set up the stand just outside of her house. She now supplies vegetables to her entire neighborhood. During the last two months of the six month SBS training, Masitula started yet another business of selling cooked yam,

sweet potatoes and cassava. She goes to her home village weekly, buys the produce in bulk, cooks it at her home and carries to the market every day.

During her SBS graduation in July 2018, it was evident Masitula had benefited greatly from the training.

She was shining with happiness as she recalled, “I cannot believe where my old self went! My children are in school, we eat and drink, and we are very happy.”

Because of her business, Masitula now earns 400,000 UGX (105 USD) per month, which has allowed her to truly support her family. “It gave me so much pride to see my first born graduate from primary to secondary school.” Masitula believes in the impact and benefits that education has on future generations, and is dedicated to making sure her children acquire the education she did not have.

Through SBS, Masitula has turned on her inner light and is making her dreams come true. She feels grateful to SBS for empowering her to pave a pathway towards a better livelihood.

milestones

CONFERENCES & CONNECTIONS

We were busy this fall **sharing our expertise** at conferences and making new connections. CEO Devin Hibbard spoke about Measuring What Matters at the Segal Family Foundation conference, and Fundraising for Women's Empowerment at Opportunity Collaboration. Director of Global Philanthropy, Tiffany Boyles, shared her expertise on Philanthropy vs Impact Investing at Opportunity Collaboration, and took home one of the **audience favorite** votes for her two-minute pitch on Incorporating Women into Every SDG at the GlobalWA conference.

GLOBALWA



Segal Family Foundation

BARRON'S MAGAZINE



We were thrilled that Street Business School was featured in Barron's Magazine which is the premier investing publication in the world. The article "[5 Key Areas Where Philanthropy is Providing a Path for a Better Tomorrow](#)" was part of their December philanthropy feature which was shared with a readership of more than 300,000 US-based investors.

BBB Wise Giving Alliance has awarded us the highest rating possible, meeting all 20 Standards for Charitable Accountability!



SYSTEMS INNOVATOR AWARD

We were incredibly honored to receive the **Systems Innovator Award** from the Segal Family Foundation (SFF) in October. This award recognizes organizations who are true pioneers bringing innovative models to accelerate change in their sector. SFF selected SBS for this honor because of our commitment to partnership, and the glowing feedback they receive from the 14 SFF grantees who are SBS partners.



your impact



2017

▶ 2018

FOUR
COUNTRIES

19 GCPS

Certified Coaches **35**

2,100 SBS ENTREPRENEURS

ELEVEN
COUNTRIES

46 GCPS

Certified Coaches **100**

4,600 SBS ENTREPRENEURS



philanthropic fire

ANNUAL APPEAL

The SBS community stood together this holiday season and broke records. The annual appeal goal was to raise \$70,000 in order to help lift 20,000 lives out of poverty. Remarkably, the community contributed \$97,023, which included two families making matching gifts of up to \$10,000.

A part of this success was SBS' first ever large-scale fundraising event. The bold event "pushed the envelope" with an experimental menu, dynamic speakers, an award-winning chef, and new and old friends coming together. To learn more, read the blog on this excellent evening [here](#). Thank you to everyone who made a gift this holiday season.



THANKS TO YOU, WE RAISED \$97,023



The work of BFL & SBS is truly transformative, inspirational and scalable! SBS creates opportunities for women to start and grow viable, small businesses, while placing them firmly on a path to financial independence for themselves, their families and future generations.

Marianne Iyer, Executive Director, P&G Alumni Foundation Fund of The Greater Cincinnati Foundation



SDL Foundation is proud to continue our funding, partnership and friendship with Street Business School. The passion to 'ignite the potential in 1 million women' of SBS employees, volunteers, alumni, GCP's and the women who are changing their lives is outstanding. We are privileged to be a part of SBS's legacy and look forward to the next steps of their incredible life changing work in Africa and beyond.

Kate Bushby, SDL Foundation Trustee

SPARK SOCIETY

The Spark Society is a group of supporters who annually contribute \$1,000 or more to SBS. In honor of the "spark" that entrepreneurs feel when they realize their inner potential, the Spark Society champions



women working to lift themselves and their families out of poverty forever.

Through their gifts, members of the Spark Society create astounding impact. A gift of \$1,000 sends three women to SBS, empowering them to start their own small businesses. This results in lifting 15 children out of poverty. Spark Society Co-Chairs, Bill Pickett and Marilyn Seitz-Pickett, welcome you to join this incredible community of generous donors. To learn more, visit the Spark Society page [here](#).



challenges & the horizon



CHALLENGES

We are always on the look out for talented staff!

The SBS Philanthropy team is looking to hire a special team member as the Philanthropy Associate. To learn more about this opportunity, review the job description [here](#).

Digital Targeting

We are working hard to make sure that NGOs across Africa hear about the opportunity to bring SBS to their community. Facebook is ubiquitous in Africa, but there aren't enough analytics to allow us to target the right audience. We are exploring other ways to get information about our trainings out there. Have an idea? Email Lindsey@StreetBusinessSchool.org

THE HORIZON



Founder's Corner

This content initiative will give you an inside look to our Founder's passions, personal mission, hot topics and more. Devin has a lot to say about eradicating poverty and empowering women, and this is her space to do it! Follow here to get inspired, see links to articles, and join the discussion about how we, all of us, can end extreme poverty in our lifetimes.

Thought Leadership

One of the ways we are having an impact is sharing our expertise to influence the sector. In the past year, we have spoken or published on topics ranging from the [power of belief](#), [how to prevent sex trafficking](#), the key elements of effective income generation, measuring confidence, and an analysis of how [impact investing is changing the philanthropic landscape](#).

We look forward to sharing our decades of experience with others. Invite us to speak, share a conference we should attend, or let us know what you would like us to write about: Tiffany@StreetBusinessSchool.org

Gathering & Evaluating Data

We are excited that in 2019 we will launch our new smart phone/tablet-based monitoring and evaluation system through TaroWorks. This system will make it faster and easier for us and our SBS partners to collect data on our impact. Better yet, we will have an instant dashboard to see how SBS is performing across the network. Partners will have their data at their fingertips to drop into reports or grant requests so they can demonstrate the transformational power of their SBS implementation.

