GREETINGS!

I want to talk about IMPACT! At the end of the day, creating true and lasting impact is why all of us – you and me together – support Street Business School. I’ve always said that if we ever find that we aren’t helping women measurably change their lives forever, we should all just go home.

This is why I’m excited to share with you our recently published evaluation report, which includes data from our Global Catalyst Partners (GCPs), who are implementing SBS in 13 countries across Africa.

The results here confirm what we have seen: Street Business School is creating positive, significant, and sustained impact whether delivered by SBS directly in Uganda, or through GCPs. The positive impact is across all factors measured, including business ownership and the number of businesses each person has, increase in income, and people everywhere moving out of extreme poverty. I’m incredibly proud of these results, and hope you are, too!

Because we are so committed to impact, this quarter we rolled out SBS Impact Tracker, our custom built, tablet-based evaluation system that we will provide to all of our partners. Not only will this allow us to see the global SBS network results in real time, every SBS partner will have an individual portal to see their results, run reports, and continually improve their impact.

Not only is the depth of our impact growing, but our breadth is increasing as well! This month we offered our first training outside of Africa, heading to Honduras to deliver a exclusive training for the international NGO Soles4Souls.

Together, we are accomplishing our goals of helping women increase their income and confidence to forever change their lives and the lives of their children!

Thank you for your partnership to create impact at a global scale.

Devin

SBS Founder and CEO
Meet Nyafamba Rose a 38 year old single mother of seven. When Rose joined Street Business School in August 2018, she had no business or steady source of income. She occasionally worked as a day laborer on other people’s farms, and was paid $1.30/day. In those times, she was able to feed her children only posho (corn meal) and thin stew and they ate only once a day.

Rose is now a proud owner of four businesses and sells vegetables, smoked fish, cooking fuel, and second hand clothes! Rose was inspired immediately upon joining SBS. She says that once she attended the first two modules, she became restless and on day three she showed up with her business selling a few boiled eggs in the classroom. From selling eggs, Rose quickly saved up money and started selling smoked fish within her neighborhood, a business that brings in $42 a month. Her vegetable stand earns another $42, cooking fuel brings in $66 a month, and the second hand clothes earn about $36 a month. That brings her total monthly income to $186, allowing her to feed her children regular nutritious meals, and send them all to school.

Rose never completed primary school but illiteracy does not stand in her way. As she learned at SBS, she tracks her business expenses and income by separating her money in metal boxes. As Rose talks about her businesses, you can hear the joy in her voice and the excitement of knowing that she is creating a vibrant future for her kids.

“I used to be a laughing stock. I felt that I wasn’t human enough. My self-esteem was low. I felt I was the worst in the whole village, but today everybody loves me because I, too, have businesses. I can afford many things that I didn’t even dream of. We now eat and drink and I am actively saving money to buy land.”

In just 14 months Rose has gone from making about a dollar a day (5,000 UGX or $1.30 USD) to making six dollars a day. She has risen above the global poverty line and is now steadily progressing to completely kick poverty out of her family and secure a better future for her children.

GETTING TO KNOW US
We are proud to have a dynamic group of incredible people serving on our Board of Directors who offer their insight, resources, and expertise to SBS regularly. Meet two of our members.

CRISTINA GOMEZ
For more than 10 years, Cristina Gomez has connected good people to good causes raising more than $550 million as a nonprofit fundraiser. Today, she is the Finance Director for the Texas Democratic Party. She has an MPA from USC and lives in Austin, Texas.

REBECCA NAMATOVU
Namatovu is a senior lecturer at Makerere University Business School in Uganda and served on the Global Entrepreneurship Monitor (GEM) Board. She has conducted extensive research on resource mobilization and strategies/mechanisms for entrepreneurial growth in small businesses. Rebecca just accepted a position at the Copenhagen Business School, researching informal sector entrepreneurship in Sub Saharan Africa.
SBS's impact

SBS has trained women entrepreneurs in Uganda for over a decade, and in that time, has witnessed the truly transformational impact of its program.

Additionally, over the past three years, SBS has scaled this impact through a social franchise model, in which non-governmental organizations (NGOs) called Global Catalyst Partners (GCPs) are trained to deliver the program to their beneficiaries in their local communities. This partnership approach enables even greater impact and effectiveness, combining the successful SBS training model with GCP customization to meet the distinct needs of the local community.

**Through this approach, SBS will reach 1 million women and their 5 million children by 2027.**

Throughout its existence, rigorous evaluation and data gathering has been central to SBS’ work and in supporting the global expansion of the SBS program. Our new 2019 M&E report lays out evidence that the quality and impact metrics of the SBS program can be sustained at scale.

The findings contained in our report demonstrate positive, significant and sustained impact created through SBS training, whether delivered by SBS directly, or through GCPs:

- All data demonstrates increasing and sustained growth in income. On average, women experience a 211 percent increase in income ($1.35 - $4.19/day) as a result of SBS direct implementation, and 455 percent increase in income ($0.37 - $2.06/day) as a result of GCP implementation.

- All data shows that business ownership increases significantly as a result of participation in SBS, and that business ownership is sustained over time. 89 percent of SBS direct implementation graduates have a business two years later, and 80 percent of GCP graduates have a business one year later.

- Longitudinal data show significant growth in income such that women are moving out of extreme poverty. Women earn an average of $4.19 a day (above the global poverty line), two years after graduating from SBS direct implementation, and women earn an average of $2.06 a day (above the global extreme poverty line), one year after graduating from GCP implementation.
To scale globally, SBS collaborates with other organizations across many sectors to combine and leverage the respective expertise of each partner through social franchising. SBS brings a world-class program with tested results, and its partner organizations, GCPs, bring place-based relationships and cultural expertise to their communities. Each GCP is trained by experienced coaches to customize SBS to their community and deliver it locally to help women increase their incomes and lift their families out of deep poverty. This, in turn, helps each organization magnify their impact in the sector in which they work. SBS partners currently work in 14 of the 17 sectors outlined in the Sustainable Development Goals.

The primary goals and achievements generated by SBS training include:

- **Income generation**: Women in SBS increase their income significantly to lift themselves and their families out of extreme poverty.
- **Confidence**: SBS helps women build the needed confidence to succeed as entrepreneurs.
- **Education**: Women’s increased capacity creates critical and tangible benefits for the entire family, including investment in children’s education.
- **Resilience**: Significant growth in the percent of women who operate at least one business a year after graduating from SBS.
- **SDGs**: Leveraging SDG 1, 5, 8 and 17, SBS creates new income for women. This contributes to many other sectors including food security, children’s education, improved shelter, climate resilience and access to health services, among other life- and environmental-enhancing opportunities.

For more information contact: [info@streetbusinessschool.org today!](mailto:info@streetbusinessschool.org)
MILESTONES

• SBS leadership attended and presented at the Segal Annual Meeting and the Global Sustainability Network Summit on how SBS is leveraging its entrepreneurial education to help other NGOs achieve their goals and protect the most vulnerable from predators.

• SBS launched our monitoring and evaluation tool, SBS Impact Tracker, in September. By digitizing our reporting, we are able to capture in real time the success and impact of our graduates.

• SBS was published in End Slavery Now about its work leveraging entrepreneurship as a tool to prevent human trafficking.

• Director of Programs, Evelyn Mwondha, travelled to the U.S. from our Uganda headquarters and hosted nearly 30 meetings with individuals, corporations, foundations and NGOs to discuss how she is seeing SBS change lives every day on the ground in Uganda.

OPPORTUNITIES

Expansion to Asia

In 2020, SBS will be expanding to Asia and we are looking for partners to bring our proven, effective and empowering business training to a new continent. Please reach out to our CEO and Founder, Devin Hibbard, with any suggestions on partner organizations for this new expansion effort: devinh@streetbussinessschool.org

Connect with us

We will be at the following conferences and cities in the coming weeks - and we want to connect with you! If you are attending or in the area, please let us know. If you would like to visit with us, suggest a conference for us to attend or reach out to have us come visit you: devinh@streetbussinessschool.org.

- Opportunity Collaboration, Mexico October 13-18th
- Trust Conference, London, November 13 and 14
- Boston, Dec 16 - 19

Our upcoming Immersion Workshops in Kampala, Uganda are:

- November 9 - 17
- February 8 - 16

Share this information or sign up for updates today!
I strongly believe that efforts to make change happen need to begin with the heart and soul of the people. SBS is an initiative that maintains the dignity of women while instilling confidence to start and build a business within the safe constructs of coaching and mentoring support system. With this education available to them, SBS graduates in turn will help their own families get up and out of the lowest rung of poverty. SBS works and is changing lives for the better, one woman and her family at a time.

Marion Taylor, Taylor The Gap
WAYS TO ENGAGE

MONTHLY GIVING

BECOME A GLOBAL AMBASSADOR

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