

indegof  africa

# SOCIAL IMPACT REPORT 2015





# INTRODUCTION



Indego Africa is a nonprofit social enterprise dedicated to empowering female artisans in Rwanda. Founded in 2007, our mission is to help women lift themselves and their families out of poverty, flourish as independent businesswomen, and drive sustainable development in their communities.

Our model consists of two complementary programs: economic empowerment and education. We provide more than **800** women across **24** artisan cooperatives in Rwanda with fair-trade income by bringing their beautifully handmade products to the international market. We then pool **100%** of the profits from product sales, along with grants and donations, to fund education programs for our artisan partners.

We believe that to make a deep, self-sustaining impact in the lives of female artisans in Rwanda – and across Africa – it is crucial to provide them with opportunities both to earn income and receive education. Life in the developing world often necessitates short-term, day-to-day thinking, such as: “how will I pay for food *tomorrow*?” These precarious conditions make it difficult for women to plan for the future and, in turn, limit their ability to be agents of change in their communities.

Earning steady income enables our artisan partners to provide for themselves and their families; to save for their children’s education; to invest in new businesses; and to become empowered decision-makers in their households.

Through our education programs, women in Rwanda develop the tools they need to convert income earned into long-term financial independence. Equipped with valuable knowledge and skills, our artisan partners can become savvy, confident businesswomen, creative entrepreneurs, and powerful leaders – catalyzing economic and social progress in communities across Rwanda.

## METHODOLOGY

### THE IMPACT ASSESSMENT

At Indego Africa, we believe deeply in measuring our impact – in using data to quantify our successes and participant feedback to inform our evolution. Each year we conduct a social impact assessment, which gathers quantitative and qualitative information on the ongoing progress of our artisan partners, and publish the results.

Our annual Social Impact Reports allow us to assess the efficacy of our programs, identify areas for improvement, and transparently communicate the results of our work to our supporters around the world. As we grow and scale as an organization, this data serves as a powerful tool to ensure that our programs are fully and successfully serving the needs of our artisan partners.

### HOW IT WORKS

Each year, our on-the-ground team in Rwanda travels to each of our partner co-ops to conduct our social impact survey, which collects data including quantitative metrics (see attached appendix for details) and qualitative indicators (such as confidence and self-perception). Our 2015 Report presents the results of comprehensive interviews with a subset of **200** women from across **10** of our partner cooperatives.

We hope you enjoy our seventh annual Social Impact Report!

# COOPERATIVES



**AGATAKO:  
WEAVING**



**UMURIMO:  
COWHORN SHAPING**



**TWIYUBAKE:  
BANANA LEAF**



**COVANYA:  
WEAVING**



**IKU:  
KNITTING**



**ETAINERIE YIHUYE:  
METAL SHAPING**



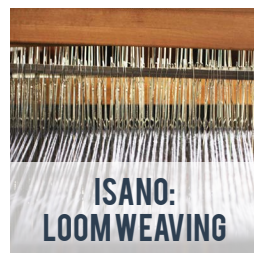
**AJ:  
WEAVING & BEADING**



**ABASANGIYE:  
SEWING & KNITTING**



**COCOKI:  
SEWING**



**ISANO:  
LOOM WEAVING**



**SHIKAMA UKORE:  
FABRIC DYEING**



**IMIRASIRE:  
WEAVING**



**ALL AFRICA CRAFT:  
BEADING**



**IBABA:  
HAND EMBROIDERY**



**HUGUKA  
PALM WEAVING**



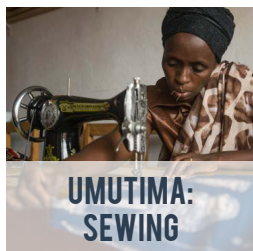
**EJOHAZAZA  
BEADING**



**IBYISHIMO:  
SEWING**



**RULI:  
PALM WEAVING**



**UMUTIMA:  
SEWING**

**NEW 2015 PARTNERS:**  
Ibanga  
Ingobokaruga  
Kaliza  
Korebu  
Handspun Hope

## THE TABLE OF... STATS

**68%** of our artisan partners are the primary income earners in their households.  
**ECONOMIC EMPOWERMENT**..... **PG.3**

**93%** of our artisan partners feel they can manage money well enough to run a business.  
**EDUCATION**..... **PG.4**

**53%** of our artisan partners started their business after partnering with Indego Africa.  
**ENTREPRENEURSHIP**..... **PG.6**

**42%** of our artisan partners support 5 or more dependents  
**MULTIPLIER EFFECT**..... **PG.7**

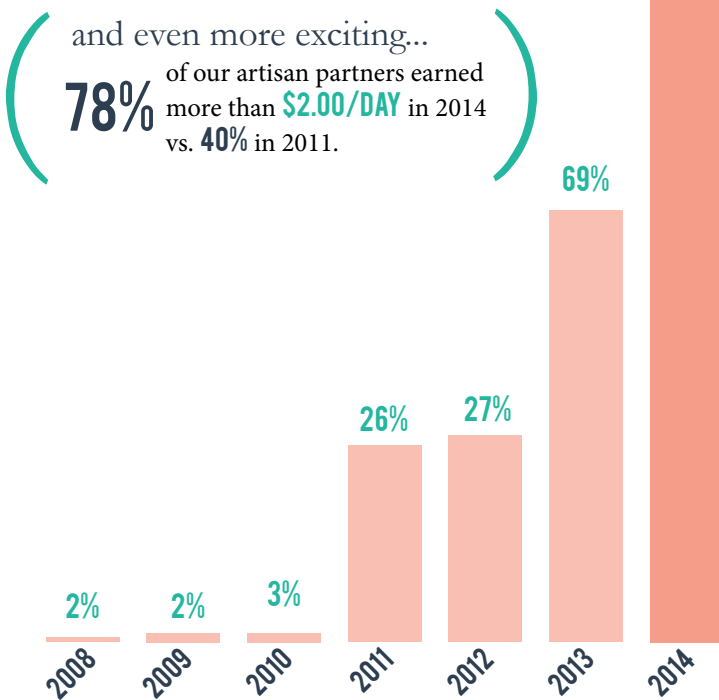


# ECONOMIC EMPOWERMENT

This year, the Indego Africa brand reached new heights – generating more orders that resulted in more income for our artisan partners than ever before. As of July 2015, we have placed more than **\$114,000** worth of purchase orders at our partner cooperatives, a **70%** increase over this time last year.



Since Indego Africa was founded, the number of women earning more than **\$1.50/PERDAY** has increased dramatically:



## ON-THE-JOB-TRAINING

Part and parcel to income generation is the on-the-job training our artisan partners receive while producing Indego Africa orders. Our Rwandan Production Team works closely with each cooperative to help women reinforce the practical skills they need to successfully compete on the global market – from taking and following measurements to meeting deadlines, conducting quality control, and developing new, innovative product designs.

“Working on Indego Africa orders has taught me how to make different products and designs. When we get new orders, I am now confident that I will be able to do them well.”  
 - Dativa Nyiranziza (IKU)

### NEW PRODUCTS, NEW SKILLS

This year, we introduced a range of new products to our line, allowing our partners to master new, valuable skills that they can continue to leverage as they independently engage local and global markets. Here are a few of our favorite examples:

### IMIRASIRE&COVANYA:

pompom baskets & flat platters



### IBYISHIMO:

textile dream catchers



### TWIYUBAKE

beach bags



### IMPACT SPOTLIGHT: J.CREW

In the fall of 2014, we received an order from J.Crew for more than 5,000 units of custom woven home décor pieces. This high volume order allowed us to bring on three new weaving partner cooperatives (more than 200 women!) and also demonstrated our partners’ ability to successfully complete an order within a tight timeline and under strict quality control guidelines.

“Indego has allowed me to earn an income through the orders that they have given us over time. I no longer have to beg for everything. I am clothed, I am fed and I can buy all the necessities that I need.”

- Beatrice Musasanzobe (Covanya)

# EDUCATION



After seven years of providing training courses for hundreds of women across Rwanda, we upgraded our **BASIC BUSINESS EDUCATION** program to make it more innovative, effective, and impactful. And on October 1st, 2014, we launched a **LEADERSHIP ACADEMY** in Kigali, Rwanda to provide our artisan partners with the advanced business training they need to become powerful businesswomen, entrepreneurs, and leaders at their cooperatives and in their communities. The first class graduated in April 2015, and the second class began in June 2015.

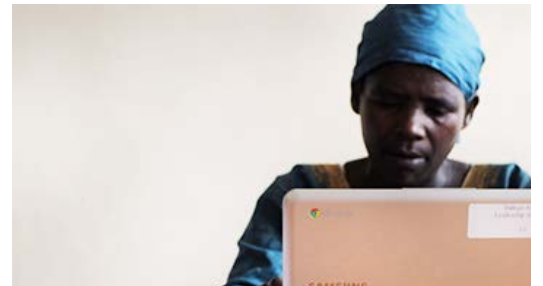
## LEADERSHIP ACADEMY 101

2 days a week, 25 students, 6 month semesters,  
DEEP SUSTAINABLE IMPACT.

## MANAGEMENT & MENTORSHIP

The Leadership Academy trains women whose proven leadership and entrepreneurial drive at their cooperatives position them well to:

- (1) improve the **MANAGEMENT** of their cooperatives;
- (2) take greater ownership of the **SUPPLY CHAIN**;
- (3) serve as **MENTORS & LEADERS** for others.



Our Leadership Academy graduates are using their knowledge and skills to elevate the performance of their cooperatives and increase income generation opportunities for all of our artisan partners. The Academy curriculum includes lessons in:



**INVENTORY MANAGEMENT**  
**BOOKKEEPING**  
**ACCOUNTING**  
**PRODUCT INNOVATION**  
**BUDGETING**  
**SAVING**  
**MARKETING**  
**BUSINESS GENERATION**





## TECHNOLOGY TRAINING

Technology use - on Chromebooks generously donated by Google - is incorporated throughout our Leadership Academy semester to help our partners develop the skills they need to successfully access the global market. Students learn how to track inventory using Excel, create invoices, send emails to clients, and more. Laptops are also available outside of class-time for student practice and research.

## SPECIAL WORKSHOPS

In addition to our education programs, we offer specialized, holistic workshops throughout each year to address our partners' specific needs. **81%** of our artisan partners have participated in these workshops including trainings in:

**54%** PHYSICAL THERAPY

**30%** CERVICAL CANCER AWARENESS

**54%** BREAST CANCER AWARENESS

**23%** SEXUAL HEALTH

**10%** SAVINGS & LOANS



“I feel very confident because of the trainings Indego provided us, which enable me to run my own business efficiently.”

– Juliet (Imirasire)

## IMPACT SPOTLIGHT: DAPHROSE'S BUSINESS

Daphrose is the proud owner of a café at a university in Kigali, as well as a recent graduate of our Leadership Academy. Before enrolling at the Academy, her business was getting by on modest sales. However, “at the Leadership Academy,” she says, “I learned that to sustain and grow my business, I will always need to think of new ideas – to be innovative.” She now plans to start selling hot food options, purchase a photocopier machine (which she will charge students to use), and open a second branch at a neighboring university.



# ENTREPRENEURSHIP



Entrepreneurship can be a powerful force for economic growth in underserved communities around the world. When people open new businesses, they not only generate income for themselves and their families, but also create employment opportunities in their communities. **91%** of our artisan partners who do not participate in a business outside of their cooperatives wish to start one. We are dedicated to helping them get there!

## BANKING & MOBILE TECHNOLOGY

**92%** of our artisan partners have a bank account (vs. 56% in 2011). Access to banking and financial services is a crucial factor in promoting female entrepreneurship around the world. Only **49%** of women in Rwanda have a bank account.

**88%** of our artisan partners have mobile phones (vs. 66% in 2011). Mobile technology is a key driver of entrepreneurship in the developing world. Through cellular phones, our partners are able to: communicate with clients and coworkers, access market information, and perform mobile money transactions.

## SAVINGS & LOANS

In 2014, we partnered with Duterimbere - an NGO that promotes female entrepreneurship in Rwanda – to provide a series of savings & loans workshops for our artisan partners. This year, **43%** of our artisan partners took out loans.



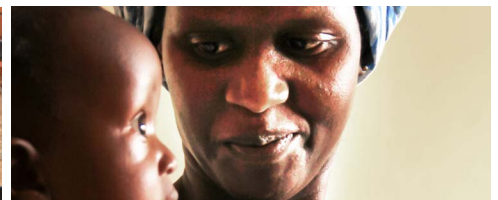
### FLORENCE:

“I took out a loan to buy and renovate a building. I plan to open my own shop there and rent out the remaining spaces to other business-owners.” (Imirasire)



### DONATHA:

“I used my loan to rent land to grow cassava, which I will sell at my local market.” (Imirasire)



### ALPHONSINE:

“I expanded my business and it became big!” (Abasangiye)

## EXCITING NEWS

At the graduation ceremony for the first class of our Leadership Academy, the 25 graduates made an exciting announcement: they are banding together **TO OPEN A STORE**, selling artisan goods in Kigali! This initiative is a testament to the power of our Academy curriculum and classroom experience to spark creative entrepreneurship. Stay tuned for more updates as they embark on this exciting endeavor!



## IMPACT SPOTLIGHT: VESTINE'S WATER PROJECT

Vestine is an HIV+ mother, the co-president of the Ejo Hazaza cooperative, and a graduate of our Leadership Academy. Despite the challenges that she personally faces, she has decided to use her Leadership Academy education to help others. She says: “There is a water problem in my community. At the Leadership Academy, I learned how to identify a need and create a business plan to fill it. I am now saving money to start selling water to help people in my village.”



# MULTIPLIER EFFECT



Empowering a woman has a powerful multiplier effect. Women on average invest **90%** of their income in the wellbeing of their families, compared to **30-40%** for a man. Our artisan partners support an average of **5.5 DEPENDENTS** each and use their income and education to help make their futures brighter – creating better opportunities for generations of Rwandans to come.

**89%** of our artisan partners could afford to send most or all of their children to school this year. When children in Africa go to school, they are significantly more likely to live healthier lives, earn more income as adults, and contribute to economic growth in their communities.

**87%** could afford medical insurance for themselves and their families. Without insurance, basic medical care can be prohibitively expensive for most families in Rwanda. Access to medical coverage helps our partners to: keep their families' healthy and continue to work, earn income, and strive towards future goals.

**64%** never ran out of food or money to buy food. Household food insecurity remains a major challenge in Rwanda, with **43%** of children suffering from chronic malnutrition and its life-long consequences. Our partners' increasing food security is helping their children to reach their full potential.

**48%** have electricity in their homes. Comparatively, only **20%** of people in Rwanda and **24%** of people across Sub-Saharan Africa have access to electricity in their homes.

## IMPACT SPOTLIGHT: THE POWER OF ELECTRICITY

This year, our artisan partner Jeannette was able to purchase electricity for her home. This means that her two children can now do their homework at night, even when it gets dark out. It means that she can use a clean cooking stove, charge her mobile phone, and she hopes, someday, install internet access to conduct market research right from her own home.

## WOMEN REINVEST ADDITIONAL INCOME IN:

SCHOOLFEES  
HEALTH INSURANCE  
ELECTRICITY  
BUSINESS INVESTMENTS

I HAVE A POSITIVE  
OUTLOOK ON LIFE  
BECAUSE I CAN  
PROVIDE FOR  
MYSELF.

Seraphine Nyirabagesera (Imirasire)



I AM CONFIDENT THAT MY FUTURE  
TOO, WILL BE BRIGHT

- Therese Iribagiza (Cocoki)

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