Dear Imani Collective Family,

What an amazing year! We hope you enjoy the inspiring narrative that lies in the pages ahead and take pride in what Imani Collective has achieved over the past five years as we’ve carried out our mission to empower women and create life-changing opportunities for artisans in Kenya. Together, with your support, we deepened our impact among artisans in Mtepeni and Old Town, broadened our influence in Mombasa, and showcased the integrity of our brand. As our organization grows in size and scope, so does our commitment to empower more artisan women, youth, and families in Kenya.

Why?

The artisan sector is the second largest employer in the developing world. Yet the majority of artisans are women who live in rural communities without access to the markets, skills, and tools they need to be successful. We are dedicated to changing that. Imani Collective works with artisan women and men to create a range of handcrafted products using local raw materials and techniques. Since 2013, we have provided artisans with on-the-job skills training, consistent wages, access to education, opportunities for personal + professional growth, a space to dream big, a supportive community, and empowerment through it all. Sustainable socio-economic empowerment of the whole person is at the heart of Imani’s mission.

We believe that women and their children hold the key to this social change. We know that when women rise in the economy, the whole country rises. So, we invest in generations of women because we have confidence in their ability to achieve (and exceed) their goals. We believe that women around the globe have the capacity, creativity, and determination to uplift themselves, their families, and their communities—all they need are the resources. We unleash a women’s greatness through empowerment, opportunity + community.

Our 2018 Impact Report illustrates the incredible progress we have made over the last five years in the communities where we work. We are committed to providing transparent and timely information on our programs, impact, and finances. We continue to learn lessons along the way and we are grateful for those who have committed to learning alongside us. It is with your support that our artisans are actively creating brighter futures for themselves and their families.

Together, we are our best.

With gratitude,

Jenny Nuccio
Founder/CEO

U.S BOARD:
- Jenny Nuccio
  President
- Susan Jenkins
  Secretary
- Gregg Barnes
  Treasurer
- Caroline Turney
  Board Member
- Joan Quintana
  Board Member
- Rodrigo Chavez
  Board Member
- Sean Nuccio
  Board Member

KENYA BOARD:
- Tabitha Oiro
  Chairman
- Sean Nuccio
  Secretary
- Jenny Nuccio
  Treasurer
- Gregory Barnes
  Board Member
- Susan Jenkins
  Board Member
- Nancy Muthinzi
  Board Member
- Belinda Agallo
  Board Member
- Esther Kazungu
  Board Member
- Famida Mohamed
  Country Director

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I. Impact at a glance

61 artisans + staff

48 child tuition sponsorships

12 children in our in-house childcare

200+ lives impacted

260+ hours of training

416+ hours of education

“I am very thankful to be able to support and provide for my family’s basic needs. Even more than that, I am now able to set great examples for my children to follow when they grow up.” - Zawadi, Mtepeni

old town __ mombasa, kenya

zawadi __ seamstress
Dignified employment is a key ingredient for economic development and poverty reduction in developing countries around the world. Over the past 5 years, Imani Collective’s innovative model to provide women, men and their families with empowerment, skills training, community and access to education has proven highly effective at improving artisan livelihoods.

II.

economic empowerment
Approximately 46% of Kenyans live below the international poverty line of $1.90 per day, as defined by the World Bank.

Imani’s compensation is 2.61 times more than the international poverty line.

Of our artisans reported that they are satisfied with their income this year. We provide our artisans with fair, steady wages that honor the time and skill that go into making each and every product by hand, with heart.

Of our artisans reported that they have a secure way to provide for their family. We recognize that in order to empower women, we must also empower their families. Our artisans’ access to a consistent source of income, as well as child education tuition sponsorships, emergency medical funding, in-house child enrichment program and financial literacy training, have enabled our women to invest in their skills and provide opportunities for their children to advance.

The Multiplier Effect

Empowering a woman has a powerful effect; the impact is multiplied. Women invest an average of 90% of their income into the wellbeing of their families. This means creating better futures for generations of Imani families- who, together, will rise above poverty. Imani Collective artisans use their income, trainings and education to support an average of 3 children each - that’s over 200 children’s lives impacted!
We are continually inspired by the beauty of traditional African artisanship and look forward to elevating our artisans’ craft and showcasing Imani’s unique aesthetic each and every year. We have developed a diverse yet cohesive product line that not only spans five years of artisan craft and modern design, but also holds increasingly competitive value in the marketplace!

**it starts local**

We strive to be ethically-responsible and environmentally-friendly when sourcing our local, raw + organic materials. By sourcing from local markets + vendors we are investing in the local economy which is essential to overall economic development in the area.

We support the integrity of ethically sourced, artisan made goods and create opportunities for men and women to make them.

**raw materials**

wool, organic dye, cotton, leather, canvas, felt, stuffing, clay

This year we sold 14,855 products made from locally + ethically sourced, raw materials.

From a uniquely diverse line of bags and purses, to a cohesively designed collection that champions our artisan’s diverse talent, Imani Collective’s brand spans half a decade of artisan skill, modern design and empowerment.
Technique matters both for the profitability of our products and the mastery of our artisans’ skills. Each product is handcrafted, from wool dying and hand-weaving, to hand-stitching and individually stuffing, we create products that support our artisans talents. The skills of our artisans ensures the reliable quality of our brand.

95% of our artisans report that they take pride in their work.

We currently have 33 products in our line, that range from beautifully designed children’s items to blankets, rugs, macrame, in-house screen printed bags + pillows, and other ethical home decor items. Our products are representations of empowerment, sustainable income and artisanship.

new skills highlights:

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<tr>
<th>Screen Printing</th>
<th>Hand Stitching</th>
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<tr>
<td>Macrame</td>
<td>Wool preparation (wash + dye)</td>
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<td>Sewing</td>
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Techniques
Through access to dignified employment and education, Imani artisans are improving their families’ standard of living and investing in the health, wellbeing, and education of their children. In doing so, our artisans are breaking the generational cycles of poverty and are helping to create brighter, more hopeful futures for generations to come.

“I have a new hope that is strong. My prayer for Imani Collective is for us to keep growing and expanding so to be able to help other women who have gone through extreme hard situations in life – giving them hope and a chance to help out their families too.”

-Saumu, Mtepeni

Statistics
95% of our artisans take pride in their work.
94% of our artisans believe they can reach their full potential and achieve their goals in Imani Collective.
97% of our artisans have more hope in a positive future since coming to Imani.
86% of our artisans reported that compared to this time last year, their life has improved.
92% of our artisans said that they are happy.
83% of our artisans feel they have opportunities to develop themselves as a person at Imani Collective.
89% of our artisans said they have a community they belong to at Imani Collective.
80% of our artisans said they expect their life to be better this time next year.
Deborah Niziah

In 2015, Deborah Niziah joined Imani Collective. Our shop has been filled with her joyful song ever since. Deborah was born with spina bifida. Her early years were full of doctors appointments, hospital visits and surgeries. After her mother's passing when Deborah was twelve, the burden of her ailment grew. With unreliable, and all too often nonexistent, support and medical supplies from the government, the consequences of her illness multiplied. Despite the negative stigma, discrimination, and abundance of non-handicap accessible buildings, busses and shops, Deborah refuses to believe she is anything less than anyone else. Indeed, she she is fierce, she is determined, she is talented. Even though her English is perfect and her intellect impeccable, for years, no one would extend employment, training or an opportunity for Deborah to grow beyond the crippled story she was given. Imani Collective provided Deborah her first opportunity to work. She has proven to herself, her family and those around her that she defies all limits, surpasses all barriers and is enough. Since joining Imani, Deborah has not only discovered her talent in hand stitching and artisanship, but has gained the confidence to explore her bigger dreams of becoming a gospel singer songwriter. With confidence, she has sung in competitions and was recently been afforded the opportunity to record her music. In October, Deborah recorded a music video in partnership with Youth One Connection to bring awareness to National Spina Bifida and Hydrocephalus Day 2018 and advocate for youth to believe in themselves. The video was called “Never Give Up on Yourself” and featured images of Deborah defying odds, playing sports, and helping out in her community. Deborah plays on a traveling tennis team that competes all over Kenya and earned a spot on the competing team this year. Selfless to the core, Deborah seeks to encourage her fellow workmates to reach their highest potential, never settling to view any person less than their fullest self. Her love is infectious, her commitment is commendable, and her advocacy is powerful. Deborah draws her strength from Jesus and shines bright for Him.

“I am a decision maker now. I no longer need other people to provide everything for me.” - Deborah Niziah, Old Town

Deborah Niziah seamstress
We’re committed to helping improve our artisans’ economic, spiritual, physical, emotional and social well-being by taking a holistic approach to empowerment. Our holistic approach focuses on the whole person and ultimately benefits the spouses, children and community of our artisans. We know that rising above poverty takes more than a job, it takes dignified employment, personal growth, dream management, a community of support, healthy bodies + minds, and access to education.

Empowering the whole person allows for our artisans to not merely survive, but thrive in the life they live.
holistic programs

dream management

We believe in the power of dreaming and know that it is essential for our artisans know not only how to dream big, but how to create strategies and plans for how they will actualize those goals. Our Director of Holistic Programs, Femida, meets and each artisan individually to discuss their dreams/goals. We then help guide our artisans in planning out steps including training and financial budgeting to achieve their goals.

92% of our artisans reported that the feel their dreams matter to Imani Collective and 100% of artisans defined a dream they wanted to achieve within the year.

in-house childcare

We believe children are the future, and we also recognize that they are the present. This is why we have established and grown our in-house childcare program and school scholarship programs. We currently have twelve kids ages 6 months to 4 years old enrolled in our in-house Child Enrichment Program in our Old Town location and seven kids enrolled in Mtepeni Village location. We have four childcare Directors who conduct monthly themed curriculum that engages our Imani Kids’ imagination. The program begins to orient them to English and teaches teamwork in preparation for them to be successful when they start school. This program includes special events like field trips, Vaction Bible School, English courses, primary school entrance test preparation, and creative crafts + projects.

“My dream is to educate my children until they graduate from university. I want to uplift my entire family.”
- Linah Kopo, Mtepeni

children’s education tuition sponsorship

To thrive, our mamas first need to know their children are safe and gaining an education. Therefore, as a benefit of employment with Imani Collective, we help our mamas cover school tuition fees through our sponsorship programs. We empower our mamas with budget + financial planning trainings so that they alone can cover the additional fees like books and uniforms. This ensures that our artisans feel invested and responsible for their children’s access to education- and bright futures! 96% of our artisans reported that their children have confidence in their ability to be successful in the future.

“My dream as a single mother is to be able to buy a piece of land for myself and my son and build our own home. I want a better life for my son and I finally feel like I have the right opportunities to do that. I am ever so grateful for the sponsorship my son gets from Imani Collective to be able to go to school in Mbewau Academy.”
- Jane, Mtepeni

food program

We care about our artisans being their very best and doing their very best work. To do this, they need to be properly fueled and nourished. Our food program provides tea and a well balanced meal for both the artisans and their kids in our childcare program. This program also allows us to champion two female chefs and give them space to enhance their skills. Our chef at the Old Town location, Meliah, is chasing another dream of hers by preparing to break a Guinness World Record in the new year by cooking for 72 hours straight!

81% of our artisans reported that they feel well nourished + properly fueled during the workday and 85% reported that they are given enough rest throughout the day to have energy to work and not be stressed.

home visits

We are investing in not only investing in our artisans, but their families as well. We pride ourselves in truly doing life with our artisans. Twice a month we visit our artisans and their families in their homes and organize a love offering gift bag to give to them. Building strong relationships and trust with our artisans is essential to our success as a collective.

72% of our artisans reported that their families have benefitted from their employment at Imani Collective.

medical aid

Imani Collective is a family and family takes care of its own. We know that emergencies can be crippling, therefore, we have a fund to help relieve the financial burden these place on a family. We also help our artisans navigate the medical system to learn how to save for unknown emergencies so they can work to cover future bills.

english literacy

English is the language of business and therefore, we believe in equipping our artisans to be successful in both local + global job markets. English literacy classes are taught during the lunch hour break by a professional English Teacher, Mercy Mecha, at each location twice a week.

100% of our artisans at the Mtepeni location are participating in English Literacy classes during lunch and 100% of these artisans reported that their English has improved as a result of participating in this class.

RISE personal development

We believe in investing in our artisans, but we also believe in them investing in themselves. We conduct our RISE (Realize Internal Self Excellence) character building program once a week in both the Old Town and Village locations. Topics range from personal skills to interpersonal skills. RISE is comprised of the working of the work day so that our artisans feel empowered to rise to their greatest selves. This program is interactive and is posted on the Community board weekly so that our artisans can continue to engage with the topic throughout the week and hold one another accountable.

95% of our artisans reported both liking and benefitting from the RISE personal development lessons.

trainings

Part and parcel to income generation is the on-the-job skills training our artisans receive in-house while producing Imani Collective products. Our in-country director and product specialists work closely and consistently with each artisan to reinforce the practical and technical skills they need to successfully complete and continually enhance their craft. These skills equip our artisans to succeed and benefit job financially in local markets. Skills range from taking and following measurements, meeting deadlines, conducting quality control, and producing new, innovative product designs.

89% of our artisans reported that they have learned a new skill this year.

special events

We believe that celebrations are important to morale, future successes and the whole person. We have monthly birthday celebrations, with cake, decorations and a small gift to honor our artisans with birthdays in that month. We also hold an End of the Year celebration in which our artisans and kids from both locations come together to share in each other’s growth, joy and life as Imani family.

90% of our artisans reported that they feel fully supported in both their work and personal affairs.
“My days are good days at Imani Collective, full of laughter, joy and amazing gifts. I am thankful for Imani Collective bringing smiles to our beautiful faces and showering us with amazing love.” - Belinda

Belinda started at Imani Collective as one of the youngest members of our team. She was hired as a shop attendant and excelled in customer service, logistics and organization of the team of attendants. She quickly emerged as a leader and was hungry for more responsibility. Because of her drive and great work ethic she was promoted and now works as the assistant to our country director. Belinda has overcome many obstacles in her life, but she has always stood steadfast in her dreams. She continues to rise within Imani, uncovering new talents and filling many gaps on our team. She is a beautiful + strong asset to our community, unhindered by fear and living out her daring potential.
Over the past five years, we have worked hard to build out our infrastructure and create an efficient and productive supply chain from Kenya to the U.S. We are successful because we have the ability to deliver products with creative design, expert + consistent technical production, and strategic brand growth! Providing income-earning opportunities for our artisans is at the heart of Imani’s mission.
sales distribution breakdown

We placed 112 high volume orders with 44 wholesale clients across five countries. We fulfilled e-commerce orders across 44 states and 4 countries. Our products are sold in 45 retailers across the U.S., Kenya and Europe.

2018 distribution of sales

Wholesale = 38%, E-Commerce = 10%, Custom = 25%, Markets = 27%

wholesale

$55,405
Top selling product: Llama Animal Pillow 654 sold
Returning Customer rate: 44%

e-commerce

$14,514
Total e-commerce orders: 273 up 60%
Top selling product: Llama Pillow- sales are up 43%
Sales by traffic source
Direct: $49,644
People across 97 countries visited our online store
Social: $3,371.73
Visits from Instagram are up 439%
Visits from Facebook are up 302%
Search/Other: $2,367

custom

$35,989
Had 27 total custom accounts

social media

Engagement Growth
followers Jan.15th: 5,765
followers Dec. 11th: 8,977
3,212+ organic followers

markets 2018

$41,252
Las Vegas Market (Las Vegas)
IF Gathering (Northside Christian Church)
Missions Gathering
Simply Fair Ambassador Event (Springfield, IL)
Ministry Architects Retreat (Fraser, CO)
The Market Beautiful (Salt Lake City)
West Elm Pop Up (Dallas)
Susan Loves William Pop-Up (Centennial, CO)
Aga Khan Workshop (Mombasa, Kenya)
Massai Market (Nairobi, Kenya)
March Boho Market (Dallas Farmers Market)
Night on Commerce Street (Dallas)
The Market Beautiful (Denver)
Nomads Craft Fair (Diana Beach, Kenya)
Rosslyn Spring Flind (Nairobi, Kenya)
FleaStyle Spring Show (Dallas)
Denver Flea Market (Denver)
April Boho Market (Dallas Farmers Market)
Half the Sky Market (Denver)
Texas Midwives Conference (Dallas)
Lake-A-Paloza (Dallas)
SLC Women's Show (Salt Lake City)
Boho Market (TUPPS Brewery McKinney, TX)
United State of Women (Los Angelas)
NOYA EmpowHer Event (Dallas Farmers Market)
Mother's Day Event (Denver)
Renegade Craft Fair Spring Show (Austin)
June Boho Market (Dallas Farmers Market)
Dallas Total Home & Gift Show (Dallas)
iLife Women's Expo (Dallas)
The Fearless Event (Dallas)
The Yellow Conference (Los Angelas)
Boho @ La Villita (San Antonio)
Autumn Road (Argyle, TX)
Silohbration (Waco, TX)
### VI. Financials

#### Grant Compensation
- 2015: $1,000
- 2016: $2,000
- 2017: $39,000
- 2018: $0

#### Total Revenue
- 2015: $44,681
- 2016: $81,416
- 2017: $535,359
- 2018: $438,390

#### Sales
- 2015: $11,218
- 2016: $59,996
- 2017: $95,396
- 2018: $147,160

#### Donations
- 2015: $1,000
- 2016: $2,000
- 2017: $400,963
- 2018: $291,230
“Imani Collective showed me the value of my craft and trained me how to do it better. I believe I can do anything now because I am secure, independent, and loved by my community. We are all working together for a brighter future.” - Mwanamzungu

Imani Collective’s impact in Mombasa, Kenya is fortified by the investment and commitment of our faithful and generous donors. Thank you to all our financial partners who have supported our mission of providing opportunities for women to unleash their greatness and rise, together with their family, above poverty. The strides we have made this year were made possible by your gifts.
staff

Jenny Nuccio- Founder + CEO
Ashley Walcher- VP of Sales + Operations
Hailey Bickham- VP of Product + Design
Annette Wilson- Director of Marketing + Events
Kara Bocher- Director of Community + Story Development

staff

VIII.

kenya staff

Femida Aslam, Country Director
Regina Katana, Childcare Director (Mtepeni)
Everlyne Rama, Childcare Assistant (Mtepeni)
Caroline Kavembha, Childcare Director (Old Town)
Everlyne Achieng, Childcare Assistant (Old Town)
John Kirogo, Director of Weaving
Esther Njeri, Director of Weaving
Esther Kazungu, Director of Sewing and Operations
Rama Munga, Director of Screenprinting
Belinda Agallo, Shop Attendant
Esther Kalama, Shop Attendant
Tabitha Oiro, Accountant
Elizabeth Mwangonde, Cook
Malih Mohammed, Cook
Mercy Mecha, Literacy Teacher
David Mwamuya, Night Guard
Purity Maita, Weaver
Theresia Njeri, Weaver
Linah Bahari, Artisan
Mwenda Kea, Artisan
Christine Joseph, Artisan
Patricia Charo, Artisan
Kadzo Ngala, Artisan
Kakala Sadaka, Artisan
Mercy Gona, Artisan
Mary Mumba, Artisan
Linet Mwasemun, Artisan
Jane Jefa, Artisan
Zawadi Nyaza, Artisan
Fatuma Chuma, Artisan
Everlyne Mwarasi, Artisan
Risper Mwahunga, Artisan
Janet Nyamawiri, Artisan
Christine Ndege, Artisan
Loice Karisa, Artisan
Patricia Mwamuye, Artisan
Elizabeth Mungu, Artisan
Pendo Katana, Artisan
Phelister Tsuma, Artisan

stateside staff

Mbhode Tsuma, Artisan
John Mkuzi, Artisan
Mwanaisha Kasim, Artisan
Samira Fundi, Artisan
Grace Keya, Artisan
Dorothy Kea, Artisan
Sara Ososo, Artisan
Immaculate Ambusi, Artisan
Deborah Nzisa, Artisan
Rehema Mangale, Artisan
Racheal Akoth, Artisan
Rukia Mungu, Artisan
Nyeri Tsapi, Artisan
Saumu Tsembero, Artisan
Mwanamzungu Ramadhan, Artisan
Selina Jimhi, Artisan

employees of the month
IX.

methodology

the employee empowerment assessment

At Imani Collective, we are committed to measuring our impact. Each year we conduct our Employee Empowerment Assessment to measure social impact, gathering both quantitative and qualitative information on the ongoing progress of our artisans. Our annual Employee Empowerment 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 globe. 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 artisans.

how it works

Our 2018 Impact Report includes the results of comprehensive interviews with 48 staff members across both locations. Imani’s in-country director, Femida, conducted our Employee Empowerment Assessment and gathered quantitative metrics and qualitative indicators (such as confidence and self-perception) from these women. Femida conducts the assessments in the local language, Swahili, so that our artisans can best answer and elaborate on their responses.