*SPECIAL EDITION* IMPACT REPORT SHARES PHASE 1 PROGRESS: JANUARY 2014 – JUNE 2017

As part of the BeadforLife and Street Business School circle, YOU have helped create transformational change in Uganda and now, in communities across East Africa. This special edition of our Impact Report provides a snapshot of the past three years as we launched Street Business School as a new initiative that grew out of BeadforLife in order to reach 1 MILLION WOMEN WORLDWIDE BY 2027! Thank you for giving, sharing our story, purchasing beads, telling your friends, visiting Uganda and believing in us! Thank you for being part of this journey.

Three years ago, we set out to test whether the incredible business training program we developed for women making beads could create transformation far beyond the borders of Uganda. The idea was simple. Let's share our proven model with other organizations, who are already experts on the needs of their local communities, and help them maximize their impact rather than reinventing the wheel. We started in January 2014 and completed Phase I of this journey on June 30 of this year.

Check out our Milestones to celebrate, as what we have accomplished has far outstripped our expectations. As you read this, Street Business School is being taught in five countries across East Africa with the potential of two more in the near future. The 19 partner groups we have trained will help more than 6,000 women and almost 37,000 children out of poverty. Forever.

We are also encountering challenges and hurdles that we have never faced before, as you will see in our Challenges section. Many of these have been solved with help from YOU, and we value your ongoing engagement and support and we need you for the road ahead!

1 Million is a big number and I'm confident we will reach it. But at the end of the day, what matters to me, is the fact that every single number has a name and a face. Each woman has a story and a family, whose lives are also immeasurable improved when their mothers increase their income.

Thank you for being a true partner, and onward to 1 Million!

Devin

CEO - Street Business School
Maureen Awori is the sole breadwinner in her home, with five sons between the ages of 3-14 years old. Her husband left her in an impoverished situation where she was only able to feed her children one meal per day. Her kids were irregular in attending school and times were tough.

Today, Maureen is thriving and running successful washing, cassava and chapatti businesses and her five children are all in school!

Maureen describes what she gained through Street Business School training. “I got the confidence after my coach told me that starting a business was about me,” she said. Feeling encouraged, Maureen quickly gathered 1,500 UGX (barely 50 cents). She went to the market in Luzira and bought maize (corn) with every schilling she had. She went home, boiled it and sold it all in her neighborhood within minutes, making 5,000 UGX ($1.75). Feeling excited, she paused just a second with curiosity... “How much will I make if I reinvest everything I just made?” Maureen was on fire and went back to buy as much maize as she could, returning to boil it and earn 15,000 UGX ($5). “This gave me so much confidence and I said to myself, “I have missed out a lot”.

Maureen said she used to think that one needs a lot of cash to start a business, but through Street Business School, she realized this is not true. Today, she has increased her income to 400,00 UGX ($110) per month in less than 6 months!
In this last three years, we are proud of the significant milestones we have achieved:

NEW BRAND: In 2016, we created a new brand for Street Business School that is distinct from BeadforLife from which it was born. This allowed us to create a reputation reflecting world-class entrepreneurial training programs.

GEOGRAPHIC EXPANSION: Our goal in Phase 1 was to train nine organizations and we trained 14. We are proud of our 19 Global Catalyst Partners shown on this right column, representing seven African countries.

SUSTAINED IMPACT: In addition to training other organizations, we still run SBS in Uganda, training hundreds of women to become incredible businesswomen each year. We also continue to work with women to earn money making beautiful beaded jewelry.

NEW DATA ON INCOME: New long-term evaluation data shows sustained transformational impact for women and their families. We knew an average SBS graduate could increase their income by 54%, and women who started earning less than 64 cents/day saw a 15X increase. Data collected two years post graduation showed an increase of 211%, meaning women not only sustain their increase in income, they grow it. This means that our average graduate goes from $1.35 a day, to $4.12!

INCREDIBLE RECOGNITION
In 2017, Street Business School was named the Best Non-Profit of 2017 by the 14 Nobel Peace Prize Laureates of Peace Jam. We’ve also been profiled in Good Housekeeping, Entrepreneur.com, and People.

TOP OF THE CLASS: We are incredibly proud to have an “A” rating by Charity Navigator and BBB Wise Giving Alliance, meaning we exceed the standards set for non-profits. In fact, 84 cents of every dollar donated to us goes directly to our successful programs.

CURRENT GLOBAL CATALYST PARTNERS (GCP):
- ACWECA - Malawi/Kenya
- ADD International - Uganda
- Bicycles Against Poverty - Uganda
- Bulogo Women’s Group - Uganda
- ChangeALife Uganda-Uganda
- Dandelion Africa - Kenya
- Faith in Action - Burundi
- Faith Victory Association - Rwanda
- Kesho Kenya - Kenya
- Kyaninga Child Development Centre - Uganda
- Music for Life Africa Foundation - Uganda
- Rafiki Wa Maendeleo Trust - Kenya
- Scope International - Kenya
- SEGA Girls Secondary School - Tanzania
- The Action Foundation - Kenya
- Twekembe Development Group - Uganda
- Village Wisdom - Uganda
- WASDA-Somalia
- Wildlife Conservation Society - Uganda
We see a number of challenges as we gear up for the next three years of our expansion, and are excited to dive in!

**SPREADING THE WORD:** We have been working at the grassroots level in Uganda for over a decade. As we launch this global entrepreneurial training program, we need to get the word out to NGOs across Africa and around the world about how SBS provides a proven model to help them maximize their impact. We are looking for networks of NGOs, events, publications and partners who can help spread the word.

**FUNDING OUR VISION:** As we scale, securing funds from foundations, individuals and businesses will be a key priority. While income earned from our training partners is a key part of our long-term strategy, Phase II will rely on significant philanthropic investments to reach this many people.

**WORLD-CLASS EVALUATION:** We remain committed to driving true and lasting impact to the women we serve and we will incorporate excellent evaluation tools into our global expansion. This involves moving to a tablet-based system that we can share with Global Catalyst Partners, and working with evaluation experts to track impact as we grow. We are also pioneering work on how to evaluate 'empowerment' and 'confidence'.

**CAPACITY:** Our global vision will require strategic growth in our expertise and on our team, so we continue to provide world-class trainings and ongoing support of the network of Global Catalyst Partners.

**THE HORIZON**
Between July 2017 and June 2020 (Phase II) we will train 184 NGOs as Catalyst Partners. We anticipate each SBS Catalyst Partner will train 440 people within four years of implementation. Each woman economically empowered through SBS improves the lives of five children. This means that our trainings these next three years will result in the entrepreneurial education of 81,000 people and will improve the lives of an additional 405,000 children and family members. In order to do this, we need to grow our capacity at all levels.

We will continue to serve as a thought leader for the philanthropic sector. Partnerships in Phase I, many including speaking engagements, include: ANDE, Noonday Collection Ambassadors Meeting, Opportunity Collaboration, Peace Jam Conference, Sankalp Conference, SEEP Wee Forum, Segal Family Foundation, Unreasonable Institute East Africa, Women in Impact series.

Thank you for joining us on this journey. Your financial and moral support has helped us change lives of women and families in Uganda as well as provide the tools to other amazing NGOs doing important work throughout East Africa.

We hope you will continue to support us as we expand into western and southern Africa within Phase II over the next three years. We are ready to change the world!

www.StreetBusinessSchool.org