

# 2019 ANNUAL REPORT



**street**  
BUSINESS SCHOOL  
IGNITE POTENTIAL. END POVERTY.

## Dear Friends,

2019 was a momentous year for Street Business School (SBS). SBS was born out of our sister organization, BeadforLife, where fifteen years of development of our entrepreneurial training in Uganda led to the effective program we have today. As SBS started taking this success global, it became clear that we had to give it wings. In July of 2019, we became an independent 501c3 organization. SBS and BeadforLife continue to support each other's work and collaborate on our shared mission to use entrepreneurship to help women out of poverty.

This was also a year of outsized impact as we continued to share our innovative model across the African continent. As of June 30, 2019, the end of our fiscal year, SBS had certified 148 Lead Coaches from 66 organizations in thirteen countries. Through this innovative approach, SBS will reach 24,420 women and over 122,000 thousand children within four years. The spark we started just a few years ago has become a blaze of transformation that is spreading around the world.

Our model of scaling through social franchising is drawing significant interest as an approach that builds on a proven model and incorporates local expertise to create something that is both tested and customized. We have been invited to speak at many conferences this year, and stories about our work have appeared in numerous publications. Perhaps the most significant endorsement of our unique and scalable approach to poverty eradication was receiving the System Innovator Award from SFF.

While all of this is exciting progress to enable 1 million women to lift themselves and their 5 million children out of poverty, we remember every day that these are not mere numbers. Every single one of these women has a story of triumph, a path of hardship she has overcome, and a newfound confidence in her ability to transform her life.

We dedicate this report and our work to the one woman, the one story, to the power of transformation! Thank you for continuing to walk this journey with us.



### SBS Board of Directors

Barbara Lawson • Treasurer  
Cristina Gomez • Member  
Chuck Wilson • Secretary  
Devin Hibbard • Member

Ginny Jordan • President  
Joachim Ewechu • Member  
Karen Paterson • Member  
Torkin Wakefield • Member

# 2019



## **THIRTEEN** COUNTRIES

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**66** NGO  
partners

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**Certified Coaches** **148**

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**24,420**   
**ANTICIPATED  
WOMEN TRAINED\***

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**122,000**  
**ANTICIPATED CHILDREN  
OUT OF POVERTY\***

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\*Women and children reached by existing NGO partners within four years of attending SBS training

# SBS's impact

SBS has trained women entrepreneurs in Uganda for over a decade, having been born out of the successful work of BeadForLife.

Three years ago, SBS launched a bold new initiative to share the award-winning curriculum with local non-governmental organizations (NGOs) which bring local expertise. Through this social franchise approach, NGOs 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 NGO partner customization to meet the distinct needs of the local community.

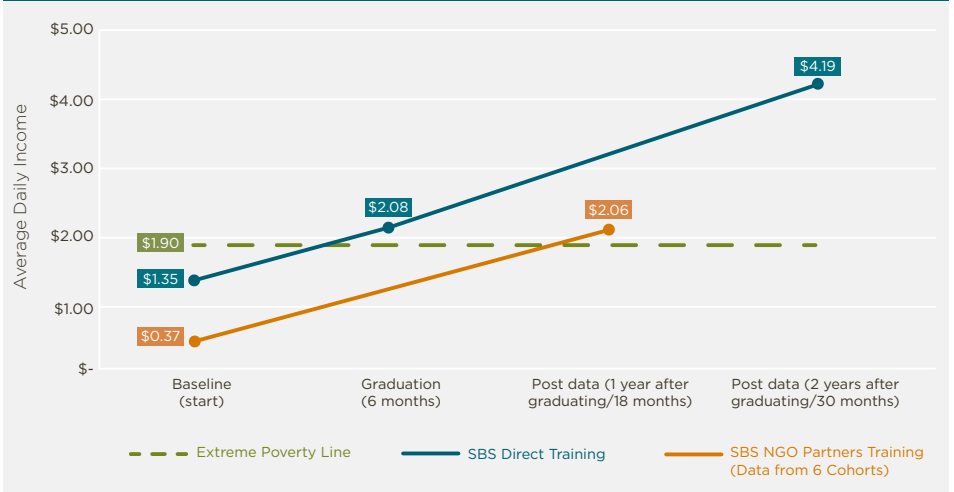
**Through this approach, SBS will reach 1 million women and their 5 million children by 2027.**

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 [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 NGO partners:

- All data demonstrates increasing and sustained growth in income. On average, women experience a 211 percent increase in income (\$1.35 - \$4.19/day) two years after graduating as a result of SBS direct implementation, and 455 percent increase in income (\$0.37 - \$2.06/day) one year after graduating as a result of NGO partner implementation. In all cases, women are moving out of extreme poverty.
- 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 NGO partner graduates have a business one year later.

## SBS PARTICIPANT INCOME INCREASE FOR ALL DATA SETS



SBS works with our partners across multiple goals to leverage our proven entrepreneurship curriculum that empowers women to rise out of deep poverty and create healthier, more sustainable communities. Our partners represent a variety of missions, yet all share an understanding that poverty is exacerbating the issue they are seeking to resolve. SBS can be tailored to meet each organization and its unique needs while delivering the same, quantifiable results. **We are excited to have partnered with the below organizations that work to achieve 14 of the 17 United Nation’s Sustainable Development Goals in the diverse issue areas outlined.**

ACWECA	
ADD International	
AEST	
AGAPE	
Akili Dada	
Bicycles Against Poverty	
Bulogo Women’s Group	
ChangeALife Uganda	
CHDF	
Dandelion Africa	
Faith in Action	
Faith Victory Association	
Father Alex You Memorial School	
FCDE	
Food for the Hungry	
Friends Women’s Association	
Habitat for Humanity Uganda	
HELGA	
Hope For Children	
Indigenous Education Foundation of Tanzania	
Jacaranda Foundation	
JAWCU	
Jifundishe	

Jitegemee Children’s Program	
Kabubbu Development Project	
KADUPEDI	
KaGPWDS	
Katenga Youth Group	
Kaz’O’zah Keza	
Kesho Kenya	
KGSA Foundation	
Kidogo	
Kyanninga Child Development Centre	
L’Oasis D’Espoir	
Lighting the Path	
Lima Rural Development Foundation	
Livingstone Tanzania Trust	
Malkia Foundation	
Music for Life Africa Foundation	
NDONGO United	
Nurture Africa	
NUWID	
Nyaka AIDS Orphans Project	
Partners For Productivity Foundation - PFPF	
Pastoral Women’s Council	
Peerlink Initiative	

Rafiki wa Maendeleo Trust	
RAINS	
Rays of Hope	
Resilience Action International	
Scope International	
SEGA Girls Secondary School	
Sinethemba Women and Youth Development Trust	
Strategy and Innovation for Development Initiative	
The Action Foundation	
The Ihangane Project	
The Maa Trust	
The Purple Ray	
Trust for Indigenous Culture & Health	
Twekeme Development Group	
UCBUM	
Village HopeCore Int’l	
Village Wisdom	
WASDA	
Water for People	
Wildlife Conservation Society	

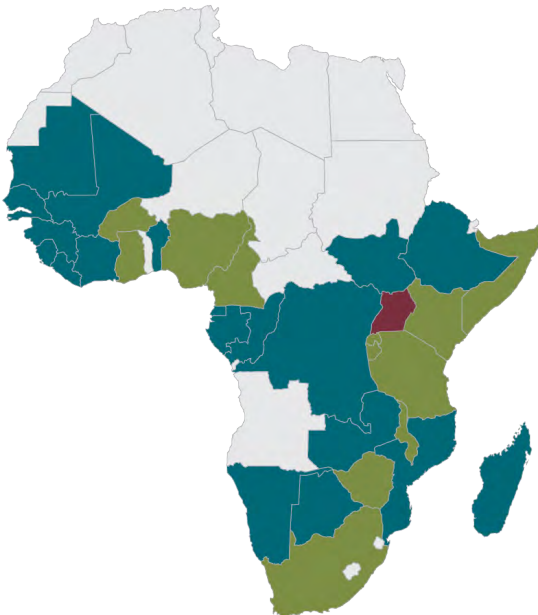




# street business school

## GLOBAL EXPANSION

**A**s of June 30, 2019, SBS had trained partner organizations in 13 countries. In 2020, SBS will expand to other continents as well.



- Where SBS began
- Where SBS is located as of July 2019
- Expansion goals

# one woman's story

## MEET NYAFAMBA ROSE

Meet Nyafamba Rose, a hard working, 38-year-old single mother of seven. When Rose joined Street Business School (SBS) 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.

Due to her incredibly hard work, rose is now the proud owner of four businesses and sells vegetables, smoked fish, cooking fuel, and secondhand 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 increased her income from \$1.30 a day, to \$6.20 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.

# global recognition

Our world-class program is earning world-class exposure. SBS collaborated with other leaders in the fight against global poverty at high impact events throughout the year.

GLOBALWA

Aspen Network of  
Development Entrepreneurs



## AWARDS

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.



CEO Devin Hibbard celebrating the System Innovator Award with SBS partner Virginie Niyizigama, Executive Director of Faith in Action from Burundi.



# audited financials

July 2018– June 2019

## REVENUE

Earned Revenue from Workshop Fees	\$41,415
Donations Received	\$576,822
Pledges to be Received in Future Years	\$1,438,688
Other Income SBS	\$978
Equity Transfer from BeadforLife	\$1,310,274
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$3,368,177</b>

## EXPENDITURES

Program Services	\$1,056,327
Fundraising	\$45,818
Administrative	\$149,546

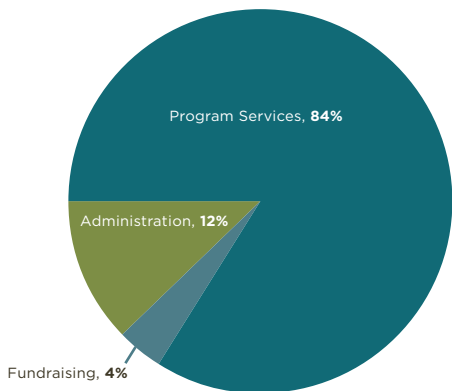
<b>TOTAL EXPENSES</b>	<b>\$1,251,691</b>
Change in Net Assets	(\$2,116,486)
Net Assets	\$2,116,486

**ASSETS** \$2,202,230

**LIABILITIES** \$85,744

**NET ASSETS** \$2,116,486

## EXPENDITURES



SBS was a program of BeadforLife until July 1, 2018 when it was separated and incorporated into its own legal entity. The establishment of this new entity included a transfer of the cumulative net assets that were associated with SBS when it was a project of BeadforLife.



# BeadforLife

We are grateful to our 'sister-organization' BeadforLife for the many ways they support our work, including their financial contribution. Weybale Nyo!

## WILDFIRE DONORS

Schooner Foundation

## BLAZE \$25,000+

Capcon Foundation  
Georgia Welles  
Ginny Jordan  
Moxie Foundation  
Open Road Alliance  
P&G Fund of the Greater Cincinnati Foundation  
SDL Foundation  
Segal Family Foundation  
Swarovski Foundation

## FLAME \$10,000+

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Georgia and Kirk Baddley  
Jernigan Foundation  
Marion Taylor  
Microsoft Matching Gifts Program  
P&G Alumni Foundation Fund of The Greater Cincinnati Foundation  
Victoria, Ian and Lucinda Watson

## ALIGHT \$5,000+

Atlas Real Estate Group  
Bill McFarland  
Elizabeth Wagoner  
Jane Strode Miller  
JoEllen and Steven Muntz  
Judith Haskell Brewer Fund of the Community Foundation Serving Richmond and Central Virginia  
Karen Jain  
Laura and Blaine Dolifka

## thank you TO OUR GENEROUS SUPPORTERS!

Street Business School is building upon its existing philanthropic community in order to scale our capacity as we expand SBS globally. Consider joining our philanthropic community by becoming a supporter.

We appreciate gifts at all levels as our loyal and caring community helps us empower women as entrepreneurs in Uganda, and scale our impact and economic development in new communities. This list recognizes our 2018-2019 donors of Ember level and above.

Reed Jules Oppenheimer  
Foundation  
Lynnaea and Rick Paine Lumbard  
Robin Seiz and Mindy Hall  
Sally Goodwin  
Torkin Wakefield and Charles  
Steinberg  
William and Lizanne Ury

## **SPARK \$1,000+**

Alessandra Pollock and Greg  
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Steven Smolinsky

Taylor McCormick and Lindsay  
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Tiffany and David Boyles  
Tom Huth  
Tova Jacober and Aaron Claman

## **EMBER \$346+**

Alan and Jean Friedberg  
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Brady  
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Wilma Peachey

# WAYS TO ENGAGE

MONTHLY GIVING



BECOME A GLOBAL  
AMBASSADOR

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SPARK SOCIETY



GET SOCIAL



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Newsletter or  
Founder's Corner



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Facebook or  
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Post about  
us using  
#SBSinAction



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