

ignite report

JANUARY - MARCH 2020



street
BUSINESS SCHOOL

IGNITE POTENTIAL. END POVERTY.

HELLO!

As we began 2020, our focus was on celebrating the expanding impact of Street Business School (SBS). In February, we reached the milestone of having trained 97 NGOs in 21 countries, including new partners in India and Nepal – our first step into Asia. We are well on our journey to help 1 million women lift themselves out of poverty by 2027.

Then the world shifted under our feet.

Today, our economic empowerment work is more important than ever, as the world grapples with the health and economic crises caused by the COVID-19 pandemic.

The UN has projected that as many as half a billion people could be pushed back into poverty. SBS is uniquely positioned to lead during these challenging times.



SBS alumni triple their incomes, on average, within two years, allowing them to lift themselves and their families out of poverty. Our social franchise model allows us to partner with locally-led organizations which are best positioned to respond to a rapidly changing economic environment, providing SBS to the communities they serve.

In response to COVID-19, SBS has pivoted rapidly to support alumni entrepreneurs and our 97 NGO partners. We have:

- Provided emergency cash grants so families could purchase food, as well as SMS health messages, and a new SBS module called *Get On Your Feet* delivered over the phone to help entrepreneurs re-start their businesses as soon as safely possible.
- Surveyed our 97 partners, and responded to their reported needs with webinars on *Fundraising in the Era of COVID-19 and Scenario Planning*, a website with COVID resources, and 1:1 coaching calls.

This is just the beginning. In the months to come, SBS knows we must be BOLD because today is when people need the opportunity to increase their incomes so they can support their families now and into the future. We are committed to equipping even more partners with our award-winning program to address this crisis.

We remain committed to our work of igniting the potential in women to help lift themselves and their families out of poverty. We will get through this. Together.

Derin

SBS Founder and CEO

one woman's story

MEET SUSAN AKWIR

Susan Akwir embodies the strength and determination that we admire in all our SBS alumni. Susan was introduced to SBS in August 2019 by a community leader who told her about a training program that helped to lift women out of poverty.

At age 14, after enduring multiple attacks against her village by the Lord's Resistance Army and losing loved ones, Susan moved herself and her siblings to Kampala, Uganda. When she met SBS, she was selling roasted nuts to school children, earning the equivalent of about US\$1 per week. She was a single mother, raising her own children, her younger siblings, and the children of her deceased brother.

During her SBS training, Susan recognized that she needed additional businesses to increase her income. So, she started making peanut butter and selling honey. She learned marketing skills that helped her expand her businesses, and she acquired barcode registrations so she could supply her peanut butter and honey to large supermarkets.

Her income grew dramatically -- from about US\$1 to shs.1,000,000 or about US\$300 per month. As a result, Susan joined several savings groups and was able to meet her basic needs, including educating the six children under her care.

Susan was forced to close two of her businesses due to COVID-19. However, she uses social media to sell her products and she ships peanut butter and honey to her local customers. While her income has been reduced, she is grateful for the health of her family and to have enough money to buy food for her loved ones.

Susan says **“I encourage everyone to stay calm during this period. It is every difficult for people, there is no food for many families, but I encourage my fellow women and coaches to remain strong during this difficult time. I believe that this disease will end soon, and we can open our businesses again. We are too strong to give up now!”**

Susan said that SBS changed her life and that of her children. **“[SBS] triggered something in me that I had lost. My fighting spirit and strength returned, and I feel like I started life afresh.”**

GETTING TO KNOW US

We are proud to have a dynamic group of incredible people serving on our Advisory Committee who offer their insight, resources and expertise to SBS regularly. Meet two of our advisors.

MARIA OMARE

Executive Director, The Action Foundation



Maria Omare is the founder and Executive Director of The Action Foundation, a Global Catalyst Partner to SBS. She leads efforts to provide holistic development opportunities for children and young people with

disabilities in under-served communities. Maria is a Royal Commonwealth Society Associate Fellow, Cordes Fellow, US Department of State Professional Fellow and an incredible SBS ambassador.

MARTY CORDES

Co-founder, Cordes Foundation

Marty Cordes co-founded the Cordes Foundation where she currently directs philanthropic and gender-lens investing work advancing economic opportunities for women.

Additionally, Marty is on the board of Nest and is a member of Women Moving Millions.





expansion to asia

We are thrilled to announce that SBS is now in Asia! In February we welcomed participants from [Water for People](#) (India) and [Little Sisters Fund](#) (Nepal) to our Immersion Workshop that was held in Uganda.

Water for People is a global non-profit that promotes the development of high-quality drinking water and sanitation services for everyone. Little Sisters Fund empowers Nepalese girls through education, mentoring and community support.

We recognize that the COVID-19 pandemic is creating an economic crisis worldwide, and will be creating more opportunities for Asian NGOs to incorporate our proven model into their work as a response. If you know an organization based in Asia who would benefit from our training, please [click here](#) to refer them to us.

our response to the COVID-19 pandemic

A Force for Good

COVID-19 reminds us more than ever that we are interconnected. We believe our greatest strength is in community, and that times of challenge are when we show our true character. As we experience this global pandemic, our goal is to strengthen our social fabric and connection, even in this era of social distancing.

Learn more about the work we are doing to be a #ForceforGood on our COVID-19 Resources Page: <https://www.streetbusinessschool.org/force-for-good>



milestones & opportunities

MILESTONES

Blue Avocado featured an article by SBS Director of Global Philanthropy, Tifany Boyles, entitled “[#RiskyBusiness: Why Earned Income Isn't All It's Cracked Up to Be](#)” about the importance of leveraging philanthropic income for nonprofits to create sustainable social impact.



CEO Devin Hibbard attended the InterAction CEO retreat in Phoenix.

Devin keynoted the Posner Center for International Development Symposium 2020 speaking about “Power in the Hands of Local Entrepreneurs.”



OPPORTUNITIES

Thought Leadership

While COVID-19 disrupted in-person events and conferences globally, SBS is proud to have been invited to share our innovative model with the sector. The conferences we were scheduled to attend included:

- London: [Skoll World Forum](#) Ecosystem host and conference attendee
- Yale/CT: Unite for Sight Global Health and Innovation Conference speaker
- Bucknell University/PA: Alumni gathering and live case study speaker
- Boston: New England International Donor Network event
- Rome: Global Sustainability Network Summit at the Vatican speaker

Immersion Workshops

Our Immersion Workshops offer a proven economic empowerment program for organizations working in many different sectors. Learn more and see 2020 dates at www.streetbusinessschool.org/immersion-workshops



CONGRATULATIONS EVELYN

Congratulations to Coach Evelyn Nsubuga Mwonha who was selected as part of the third ever cohort of the African Women Entrepreneurship Cooperative (AWEC). Evelyn was selected as one of 200 participants out of 2600 applicants from 46 different countries! She will be part of a year-long program that provides mentoring, cross-cultural learning, and a network of incredible women leaders from around the world. We are so proud of her.



**NEW 2020/2021 WORKSHOP DATES
ANNOUNCED FOR OPEN ENROLLMENT**

February 2021 in Uganda



philanthropic fire

In January, the entire Board of Trustees of ABSF visited Street Business School in Uganda.

“

SBS enables the people it serves to change their lives and those of their families and their communities. They emanate a ripple effect that spreads for the betterment of all who touch it.

Rachael Knapp Richards, Executive Director of the Arthur B. Schultz Foundation



“

We just love to be able to open doors for our partners and they walk through and make the most of them, like Street Business School. You are doing really great work.

Ron Cordes, Co-Founder of the Cordes Foundation



WAYS TO ENGAGE

MONTHLY GIVING



BECOME A GLOBAL
AMBASSADOR

JOIN SPARK SOCIETY



GET SOCIAL



Sign up for our
Newsletter or
Founder's Corner



Follow us on
Facebook or
LinkedIn



Post about
us using
#SBSinAction