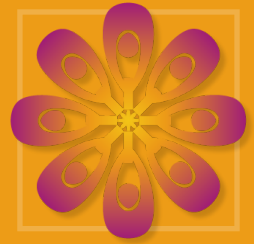


# PROSPERITY CATALYST



ANNUAL REPORT  
FISCAL YEAR 2019



# EXECUTIVE DIRECTOR'S STATEMENT

At Prosperity Catalyst, we are driven by the belief that economically empowered women are safer, happier, and play a bigger role in decision making. When women have purchasing power, they invest in the health and education of the next generation. We are committed to supporting women in Haiti and Iraq, two of the most distressed parts of the world.

In 2019, Prosperity Catalyst launched a major new initiative in Iraq to improve the business environment and strengthen the value chain for hundreds of artisans and suppliers throughout Iraq. This year, work has been focused on laying a solid foundation to ensure programmatic impact. A network of 80 youth mentors were deployed across six regions in Iraq to map the existing value chains, which allowed us to identify artisan businesses and their suppliers of raw materials. This field work will allow the design of a sustainable Akkadian product line that relies on affordable local inputs and existing artisan skills, while generating increased income for vulnerable women. The value chain mapping process carried out by the mentors brought together 85+ artisans and suppliers, 51% women, to solidify business relationships and work together toward amplifying their voices within Iraq.

In Haiti, despite wide-spread civil unrest, we made great progress thanks to our partners, particularly our lead funder, the United Methodist Committee on Relief. We graduated another cohort of 15 artisan businesses. For the first time, the class was 93% female. We started recruitment for our next class of artisans, which will be the largest yet with 30 businesses. Our candle-makers were challenged with their first large retail order for 8,000 beeswax candles. Their success in fulfilling this order could bode well for a much larger follow-on order next year, which would bring us closer to our dream of creating a sustainable enterprise hub in Haiti. The order also drove a 126% increase in US sales of the Fanm Limye line of artisan products.

Our work with beekeepers in Western Haiti continued. 18 new beekeeping demonstration sites were established and an additional 139 new beekeepers were trained, 71% of them women, bringing the total trained to date to 648. In partnership with the microcredit foundation Fonkoze/Zafen, we delivered financial literacy training to 239 beekeepers, 94 of whom chose to apply for a loan to purchase more beekeeping equipment. To ensure that there will be enough equipment available for those receiving the loans, we contracted a local carpenter to train women beekeepers to build hives. We are also working with one of the seamstresses that graduated from our program to sew beekeeping protective gear for our beekeepers. The beekeepers will supply the wax for the GlobeIn order and other beeswax candles.

This is what Prosperity Catalyst's value chain approach looks like. Our approach puts money in the hands of women up and down the value chain. Income in the hands of women means healthier families and communities.

We couldn't do it without the commitment of artisans, beekeepers, local businesses, business networks, partner organizations, designers, customers, retailers, donors, and countless others. Our headquarters in the United States, which oversees the programs and manages U.S. sales, is funded primarily by individual donors- thank you to the supporters who make our work possible. Whatever role you play, thank you for investing in women.



**CATHERINE GIBBONS**  
Executive Director



# INVESTING IN WOMEN CHANGES EVERYTHING

## OUR MISSION

Prosperity Catalyst develops and strengthens women-led businesses in distressed regions, providing business and technical training, creating opportunities for women to achieve economic and social empowerment. We provide tools, training and community for women in these regions to thrive as skilled entrepreneurs and leaders.

## OUR VISION

We envision a world where all women have the opportunity, capacity and support to become powerful catalysts for social and economic change.



# OUR IMPACT

## IRAQ

### BY THE NUMBERS

Artisans served: **117**

Business mentors trained: **80**

Startup kits distributed to graduates: **129**

Average increase in beneficiary income: **18%**

### HALAT'S STORY

Halat, an entrepreneur and skilled crochet craftsperson, is considered to be the first businesswoman in Dohuk, a large city in Northern Iraq. Halat makes beautiful items crocheted in wool. She began by selling her handicrafts in a small shop with help from her daughter and a few friends. After implementing her business plan, she often receives and successfully fulfills bulk orders of up to 700 pieces. She has trained dozens of women from her community, sharing her technical skills and her hard-earned business expertise. Halat looks forward to training more women in her craft.



# OUR IMPACT

## HAITI

### BY THE NUMBERS

Artisans served: **90**

Startup kits distributed to graduates: **33**

Beekeepers served: **648**

Beekeeping demonstrations sites established: **18**

### MYRLANDE'S STORY

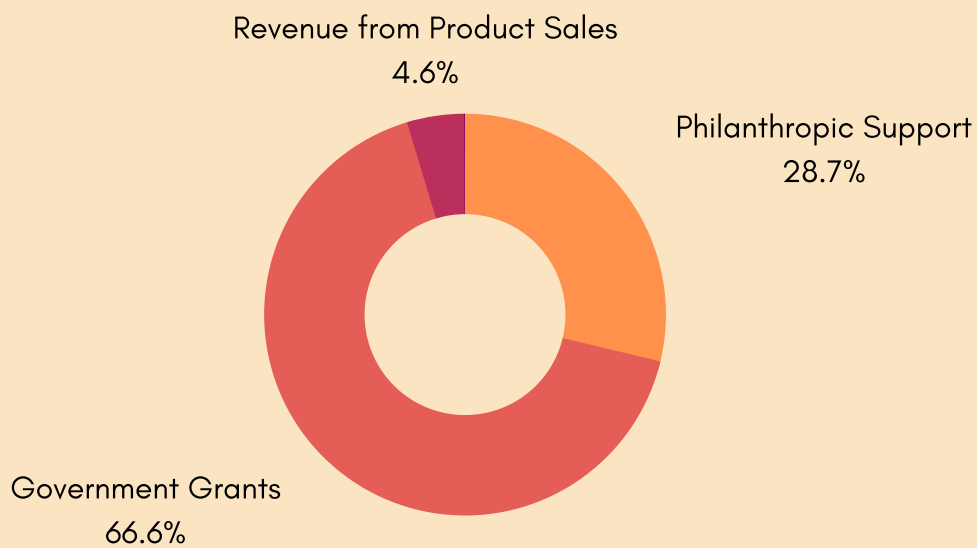
Myrlande launched her sewing business in 2010 in Cité Soleil, one of the poorest neighborhoods of Port au Prince. With support from Prosperity Catalyst, Myrlande developed a business plan to grow her enterprise. When Prosperity Catalyst launched a beekeeping program, Myrlande recognized an opportunity and learned to make beekeeping suits for women living in rural areas of Haiti. The additional work allowed her to offer employment to 5 women. Together, they make high-quality protective gear for hundreds of women beekeepers. All along the beekeeping value chain, Haitian women are finding opportunities and earning income.



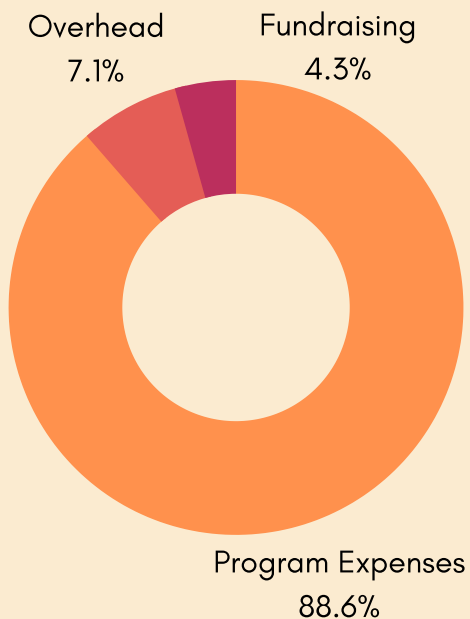
# FINANCIALS

OCTOBER 1, 2018 – SEPTEMBER 30, 2019

Revenue: \$1,403,566

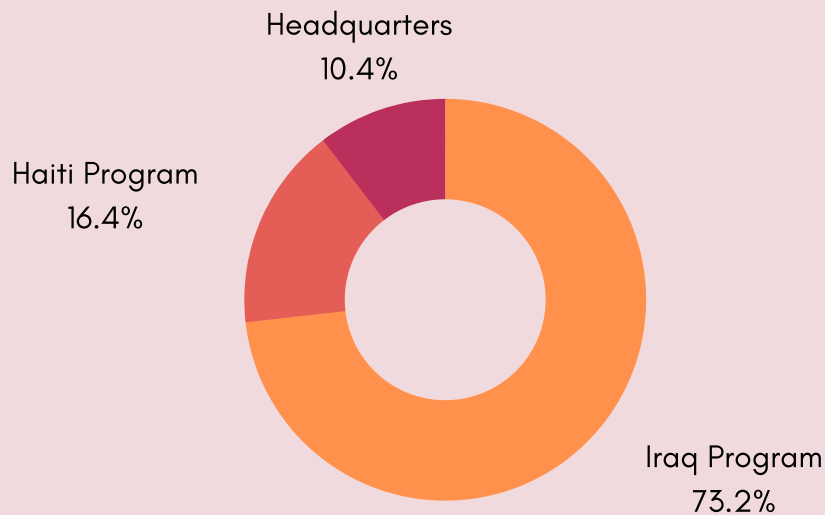


Expenses: \$1,411,708



# FINANCIALS

## Expenses by Program



### Total Revue Vs Prior Year

FY 2018: \$1,009,851

FY 2019: \$1,403,566

**Annual Growth: 38.9%**

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**Thank you to the generous donors and partners who make our work possible!**