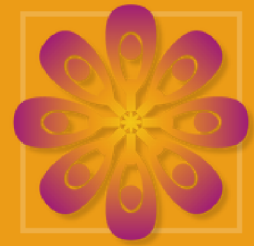


PROSPERITY CATALYST



**BI-ANNUAL REPORT
FISCAL YEARS 2020-2021**



EXECUTIVE DIRECTOR'S STATEMENT

During the two-year period, October 1, 2019 – September 30, 2021, the global pandemic, protests in Iraq, an earthquake and gang-fueled violence in Haiti forced Prosperity Catalyst to get creative to meet our targets in both Haiti and Iraq. Thanks to our amazing staff in both countries, we succeeded despite the odds.

Our new artisan value chain strengthening project in Iraq allowed us for the first time to work with skilled artisans already in business. We helped them design and sell new products, including woolen prayer rugs and reed baskets, using raw materials sourced in Iraq. The long-term success of the Iraqi artisan sector rests on improving the quality and supply of local inputs and producing goods that the Iraqis themselves want to buy. To this end, we helped revive a dying rug weaving craft and linked individual women with each other and local wholesale buyers of their products. In addition, we delivered business feasibility analysis and planning training to close to 1,000 artisans, 85% of them women, who banded together into 142 groups to develop joint business plans. When COVID hit, training went from face-to-face to virtual. This gave us the chance to strengthen artisan computer and internet skills, which paid off in many of them setting up social media storefronts.

Looking toward FY2022, we will start a new project that involves employment training and entrepreneurship in the tourism sector of Iraq. As home to several of the oldest civilizations dating back to Mesopotamia, 6,000 years ago, including the Sumerians, Akkadians, Babylonians, Assyrians, Balabasiens, and Ottomans, a peaceful Iraq has great potential to become a tourist destination and employ many young women and men. Stay tuned for more on this initiative.

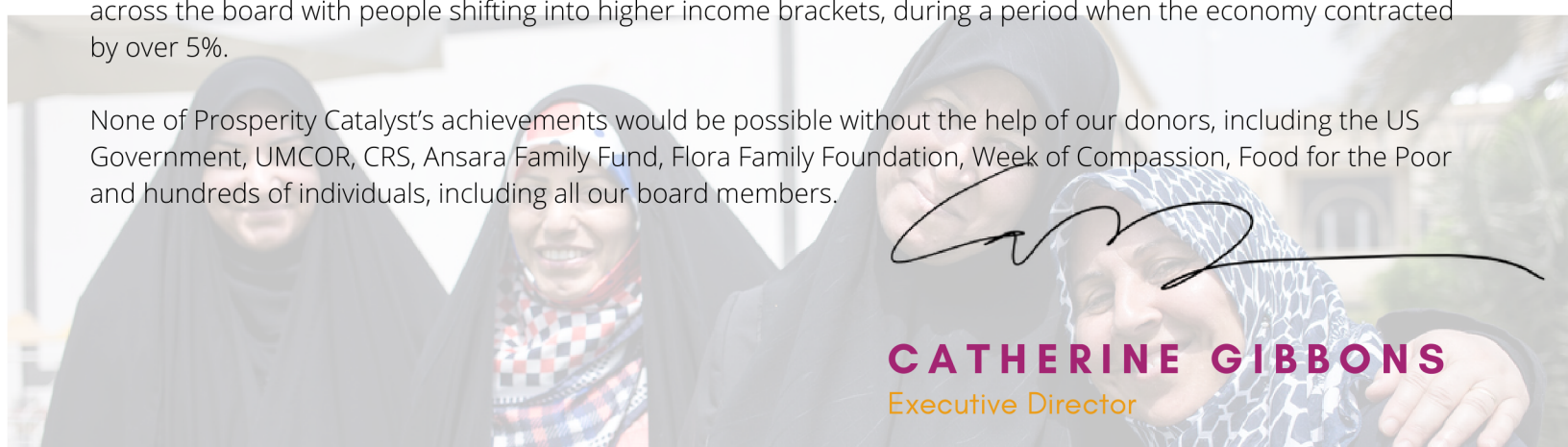
The political and security situation in Haiti went from bad to worse during this two-year period, culminating with the assassination of the President in July 2021 and a rapid descent into all out warfare among competing gangs. While these disturbances, as well as the COVID pandemic, did cause some short-term delays in our field work, our staff continued to achieve results, graduating 38 additional artisan groups, which employ 104, and growing our beekeeping network by another 460 people, to a total of 1,108, 62% women. The sale of our artisan products from Haiti grew significantly during this period from about \$15,000/year in 2019 to \$60,000 a year in 2021. This is thanks to two new wholesale customers. Globeln purchased 72,000 beeswax tealights and Cost Plus World Market purchased 3,700 riverstone hearts and 2,000 metal tealight plates, which put money into the pockets of our beekeepers, who supplied the wax and metal and stone artisans. Moving forward, we will begin importing the Fanm Limye honey and will develop a Spa Gift Box including all Haitian ingredients, largely purchased from our beekeepers.

During this period, UMCOR, our primary donor in Haiti since 2016, performed an evaluation to assess the project model. A survey of 162 artisans and beekeepers with a confidence interval of 93% documented a movement across the board with people shifting into higher income brackets, during a period when the economy contracted by over 5%.

None of Prosperity Catalyst's achievements would be possible without the help of our donors, including the US Government, UMCOR, CRS, Ansara Family Fund, Flora Family Foundation, Week of Compassion, Food for the Poor and hundreds of individuals, including all our board members.



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.



8 YEARS OF EMPOWERMENT

IMPACT

Founded in 2013, Prosperity Catalyst has grown from serving women in the capital cities of Haiti and Iraq to serving communities across each country. In Iraq, we have taught skills in Baghdad, Mosul, Erbil, Dohuk, Thi Qar, Muthana and Hilla. In Haiti we have linked artisans and beekeepers in 32 locations across Port-au-Prince, the West Department and now Nippes.

BY THE NUMBERS

Haiti

Artisans served: **194**, 72% Women

Beekeepers served: **32** Groups and Demonstration sites established, **1,108** beekeepers trained, 62% Women

Startup kits distributed to artisan or beekeeper graduates: **471**

Iraq

Artisans served: **1,695**, 93% Women

Business Management Graduates: **909**, 92% Women

Startup kits distributed to graduates: **680**, 98% Women

Average increase in beneficiary income: **40%**

OUR IMPACT 2020-2021

IRAQ

BY THE NUMBERS

Artisans served: 901

Business Management Graduates: 836

Startup kits distributed to graduates: 142

Average increase in beneficiary income: 51%

AULA'S STORY

Aula Al-Othman returned to Mosul after being a violence refugee two years before the onset of COVID-19. Wanting to protect her family and community, she learned how to make face masks and sold them at a price just above the cost of goods. The demand for her masks has grown over the past two years and she has produced and distributed more than one million masks. Aula is now managing a sewing workshop and employs 14 women to sew with her. She participated in PCat's program to increase her knowledge in business management and expand her network area. With her training, Aula was able to expand her business to hire three other women who were displaced by violence.



REVIVING VALUE CHAINS

Izar Rugs

In 2019, during a search for local artisans, PCat found that embroidering traditional Iraqi blankets (Izar) was on the verge of extinction. These traditional wool rugs and blankets could only be found in a remote area of Muthana, crafted by a group of elderly women. The roots of Izar are embedded in tribal art and each intricate design is hand stitched into a twill base cloth.

With the knowledge gained from the assessment, PCat's Southern Program Manager, Rasha Hameed, made it a goal to help revive this traditional artisan craft and its value chain. One of the elderly Izar master artisans was hired to teach the next generation of young, aspiring artisans.

In addition to teaching Izar embroidery, PCat worked along the value chain, teaching young women how to weave the base twill fabric and how to spin and dye the wool thread used. With master artisan and staff guidance the quality of the wool and base fabric, as well as the stitching technique have all been improved to produce high-quality products that are in demand across all Iraq and the region.



OUR IMPACT 2020-2021

HAITI

BY THE NUMBERS

Artisans served: **104**

Startup kits distributed to artisans: **38**

Beekeepers served: **460**

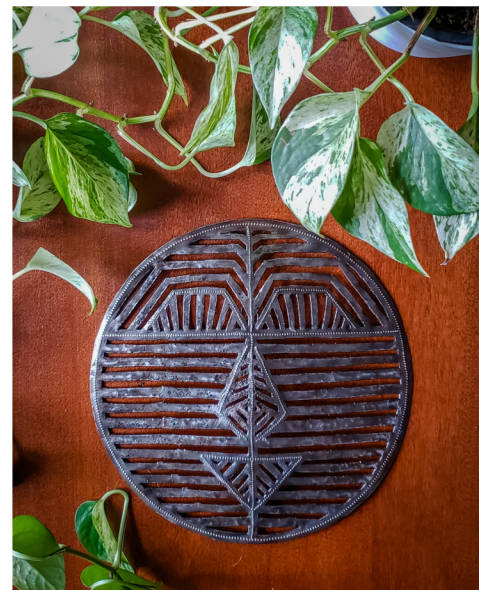
Beekeeping demonstration sites established: **9**

Startup kits distributed to beekeepers: **300**

JOSÉE'S STORY

Josée Rosenie joined PCat beekeeper training program in Petit Trou de Nippes in early 2021. She was one of 300 new beekeepers from three communes trained to help diversify their food production and revenue sources.

After graduation, Josée was elected as one of the five beekeeping group committee leaders in charge of helping to set up the beekeeping demonstration site in her community and organizing the training sessions that served 60 of her neighbors. Having successfully completed the training, Josée received a complete beekeeping kit, which has been set up on her own property.



WEATHERING THE STORMS

Earthquakes, Floods and Storms

On August 14th of 2021 Josée's community was rocked by a powerful 7.2 Earthquake. In the commune of Petit Trou, 19 beekeepers' houses were destroyed and 102 suffered severe damage. Because of their location outside of the town center, these families were ignored by other relief efforts.

Josée recounts: "PCat came to our help right after the earthquake hit, while many other organizations that have been in the Nippes for longer ignored our needs and grief. We benefited from two major relief distributions. I received a food kit during the first distribution. It was astonishing to me to see how much food was included in a package for one household. The kind gesture didn't stop there, soon after the food distribution, the team delivered a well-packed hygiene kit. Words are not enough to express how grateful I am for your kindness, but I send a chain of thanks and blessings in the name of the people of Petit Trou de Nippes."

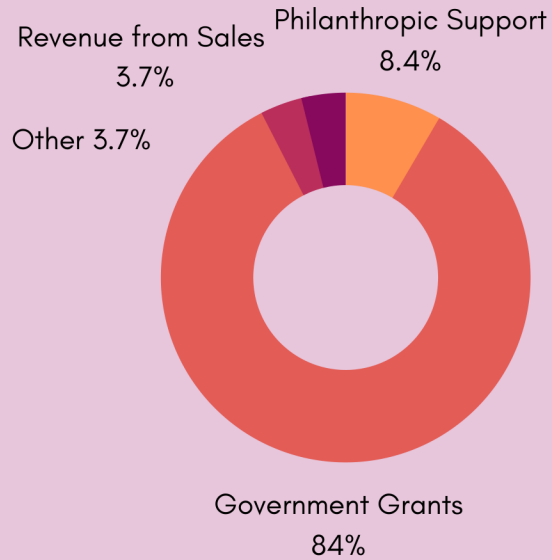
PCat was able to respond to the Petit Trou Beekeepers' emergency needs thanks to the generosity of our donors including UMCOR, Ansara Family Fund, Flora Family Foundation, and hundreds of individual donors.



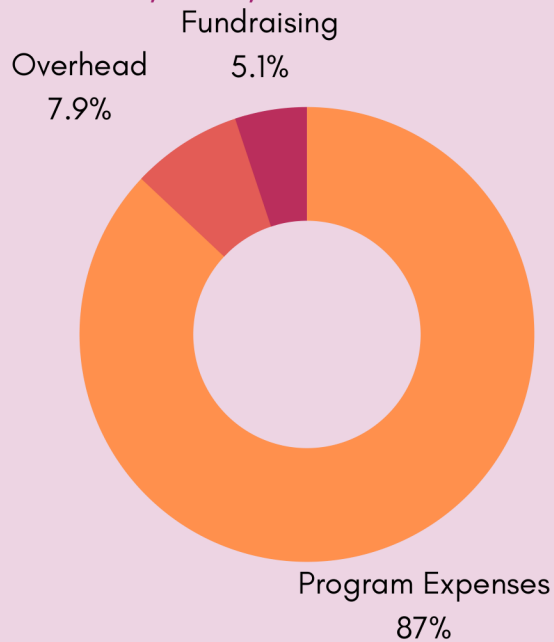
FINANCIALS

OCTOBER 1, 2019 - SEPTEMBER 30, 2021

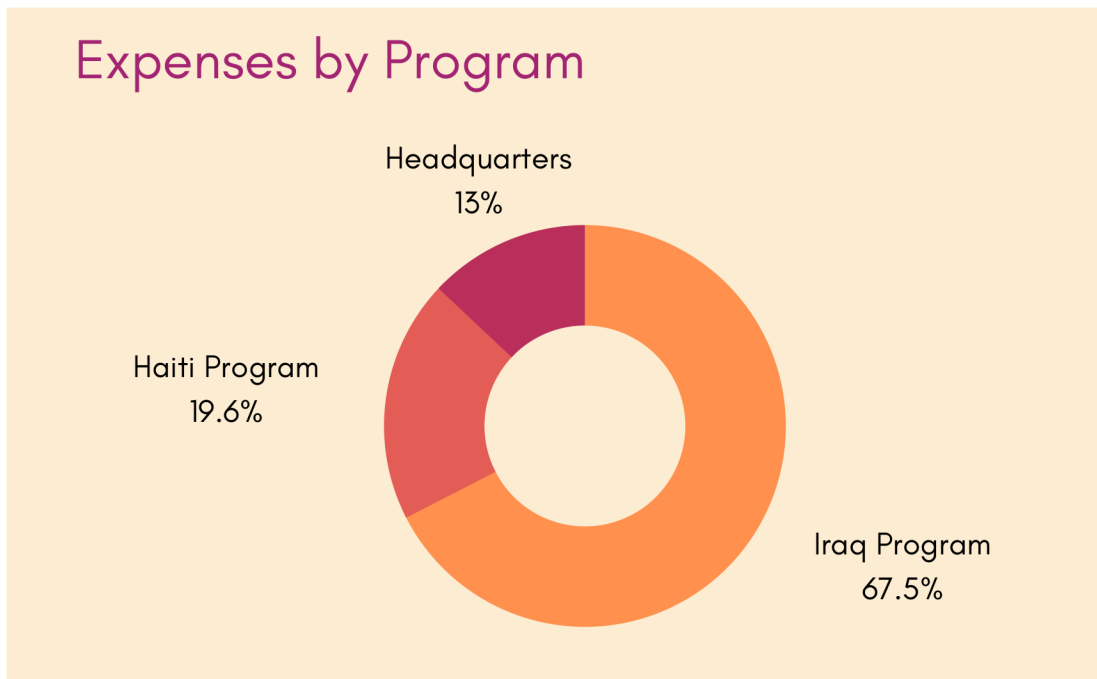
Revenue: \$3,609,423



Expenses: \$3,637,860



FINANCIALS



Thank you to the generous donors, board members and partners who make our work possible!