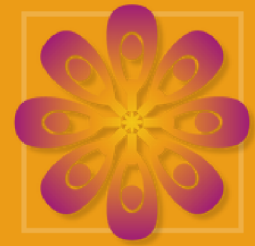


PROSPERITY CATALYST



ANNUAL REPORT
FISCAL YEAR 2022
October 2021 - September 2022



EXECUTIVE DIRECTOR'S STATEMENT

During the period, October 1, 2021 - September 30, 2022, we began a new initiative in Iraq with support from a new donor GIZ, the German governmental aid agency. The focus of this work was to provide entrepreneurship training and skills training in the tourism sector for women and youth. Yes, we were a bit skeptical at first hearing Iraq and tourism in the same breath, but then we did our research.

With over 5,000 years of recorded history, Iraq has great tourism potential. Ancient Iraq is responsible for the development of cities, government, writing, the wheel, mathematics, astronomy, and other key facets of civilization. Iraq is now home to six UNESCO world heritage sites and, according to the Ministry of Tourism, it holds 60,000 undeveloped archaeological sites. If the tourism sector in Iraq continues to grow by 10% a year, it can create as many as 16,503 new jobs per year. Women entering the job market will be key to keeping up with job growth and making Iraq an attractive destination for female tourists, who currently represent a small minority of visitors. Learn how Prosperity Catalyst contributed to job creation and employment in the tourism sector by reading our report on Iraq below.

In Haiti, despite the growing gang violence, we successfully completed a program to train and equip 300 new beekeepers in Nippes, 65% of them women, with support from Catholic Relief Services (CRS) and funds from USAID. We also completed an assessment of over 500 graduates of our beekeeping program that led to the design of a new phase of support for these beekeeping communities to further enhance the livelihoods of the small-holder farmers. For details on this project, read on.

Despite having sold \$66,000 worth of beneficiary products this year, Prosperity Catalyst made the difficult decision to cease our sale of artisan products. Over the last several years, we have had to subsidize our sales activities with unrestricted funds that would be better used if reinvested in our mission. We were fortunate to sell most of our inventory to two buyers, one of whom, has continued to buy from our artisans in Haiti. We will continue to buy and sell honey and beeswax candles on our website www.prosperitycatalyst.org and help our beekeepers link to local and international markets. Our focus for artisan sales in Iraq will be on in-country sales. A new project which was recently funded will promote Iraqi artisan products to local wholesale buyers using a "Buy Local" campaign.

Our sincere thanks to DRL, GIZ, CRS, the Ansara Family Fund, the Flora Family Foundation, and the hundreds of individuals, including all our board members, who generously support our work.



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.

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, Basara, and Hilla. In Haiti we have linked artisans and beekeepers in 32 locations across Port-au-Prince, the West Department and now Nippes.

9 YEARS OF INVESTING

1,108 beekeepers trained, 58% Women
1,952 Artisans trained, 90% Women
909 Entrepreneurs trained, 92% Women
103 Tour Guides Trained, 58% Women
1,005 Strengthening or Startup kits distributed



OUR IMPACT

IRAQ

2022 Numbers

Artisans trained: 37, 76% women

Business Management Graduates: 154, 49% Women

Tourism and Hospitality Graduates: 103, 58% Women

Artisan or Business Startup kits distributed: 154, 36% Women

Zainab and Rusel: Women at Work

Rusel Qusay and Zainab Hussain, both unemployed college graduates registered for the tour guide training last August. They were among the most committed and outstanding trainees and were given internships in the tourism company RAMA. Before the internship began, a RAMA manager offered both Rusel and Zainab a permanent position.

"I feel confident after I participated in the training and I'm ready for jobs in the tourism sector where women are seldom found." Zainab Ali

Omar and Hussain: Restoring Mosul

Hussain Ali is the owner of DHAY Antique, selling small antique and souvenir statues related to Iraq's historic civilizations. Through training, Hussain met Omar Qais, a professional statue sculptor. They now work together to produce products for tourists who are visiting Mosul. They were also contracted by Mosul's Government to build four massive winged bulls which will be placed at the four entrances of Mosul, recreating historic entrances. Once these statues are in place every visitor will see their work.



FROM HANDICRAFTS TO TOURISM

As a labor-intensive sector, tourism offers a range of full-time, part-time, casual, and informal employment opportunities, low barriers to entry, and greater flexibility than many other types of work. It holds vast potential to boost women's employment; significantly improving their lives, and those of their families. Investing in the tourism sector seeps into the handicraft sector as tourists purchase handmade, locally produced souvenirs.

Prosperity Catalyst in partnership with GIZ, employed a multi-pronged approach in Mosul, Baghdad, and Basra to create networks of women and entrepreneurs in the tourism sector. After research and training, PCat staff delivered tourism-tailored business and management skills training to 153 entrepreneurs, all of whom completed a business plan and 75 of whom received a \$500 start-up toolkit. 103 youth were trained in delivering and designing sustainable, local tours and each completed a marketing video promoting tourism in their city. 50 of the graduates received placement in a 3-month internship to provide on-the-job work experience, while 5 were hired directly following the training.

This year's program allowed our network of artisans to expand to Basra in Southern Iraq. After our mentors conducted an assessment of established artisans and the local handicraft sector, we delivered social media and marketing training to 37 artisan business owners. Artisans in Basra, as well as graduates from previous programs in Baghdad and Mosul, were given revolving access to sales kiosks located near popular tourism sites. During 3 months of sales, artisans increased their monthly revenue by \$170 or 248,370 Iraqi Dinar. Across all three target cities, 69 artisans received toolkits to help strengthen their branding and marketing.

By the end of the project, 120 of the 337 beneficiaries reported better or new employment and 20 announced the start of their new enterprise.



OUR IMPACT

HAITI

2022 Numbers

Beekeepers served: 300, 65% Women

Beekeeping demonstration sites established: 5

Startup kits distributed to beekeepers: 300, 65% Women

PROGRAM UPDATE

This year Prosperity Catalyst working with our Haitian Partner, Fanm Limye (Illuminated Women) empowered 300 beekeepers in Nippes, with support from USAID through Catholic Relief Services. These beekeepers learned beekeeping basics at their community-based sites in Petite Riviere, Paillant, and Petit Trou, where they have access to demonstration hives and a full complement of beekeeping protective gear and tools.

Upon graduating from the program, each beekeeper received a hive, built by the beekeepers trained in hive construction. Some have chosen to cluster their hives in community spaces and others have set up hives on their own farms. The beekeepers also planted 25,000 trees and pollinating plants on their farms and at the demonstration sites to increase the local supply of food for their bees and to improve the local ecosystem.

The five beekeeping groups of Nippes decided to organize a regional association to facilitate collaboration and access to market. They worked together to develop a business plan and pooled their resources to rent an aggregation site, where they store, sell, and package honey, wax, and other farm products.



FROM FEARFUL TO FEARLESS BEEKEEPER

My name is Mathurin Marjorie. I am a married businesswoman and a mother of three children. I live in the locality of Saint-Etienne, commune of Léogane. My life changed when I became a beneficiary of the beekeeping project executed by PCat in the commune for the past few years.

When I first heard about the beekeeping project, I was hesitant to join due to my fear of bees. I even recall being scared of bees as a kid when passing by flowers. However, I was determined to overcome my fear and attended the training sessions on beekeeping provided by PCat. Through these training sessions, I learned how to behave in front of bees and found appropriate clothing that prevented bees from stinging me.

With my new knowledge and protective gear, I was able to work fearlessly at the apiary.



Besides beekeeping, I have also received humanitarian aid and seeds from PCat that helped me and my community recover from Hurricane Matthew. As a successful beekeeper, I advise all women to get involved in beekeeping, which is a source of extra income. Beekeeping helped me build a house, pay for my children's education, expand my business, and more. I encourage everyone to protect bees; they are an essential part of our ecosystem.

I express my gratitude and compliments to PCat for their support small-holder, women farmers in Haiti. My story is a testament to the power of education and support in transforming lives and empowering communities.



FINANCIALS

OCTOBER 1, 2021 - SEPTEMBER 30, 2022

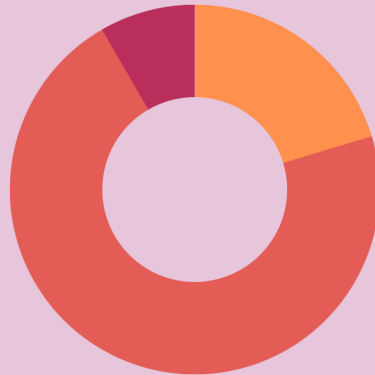
Revenue: \$823,517

Revenue from Product Sales

8.4%

Philanthropic Support

20.4%



Government Grants

71.3%

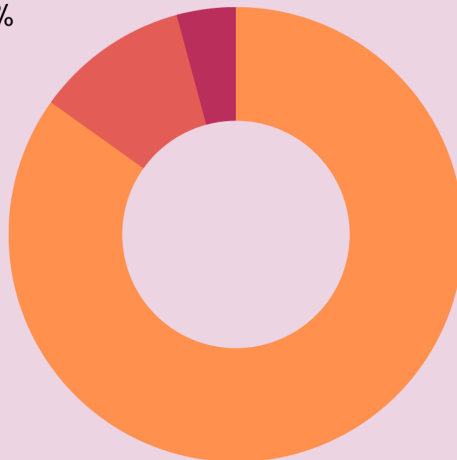
Expenses: \$951,010

Fundraising

4.2%

Management

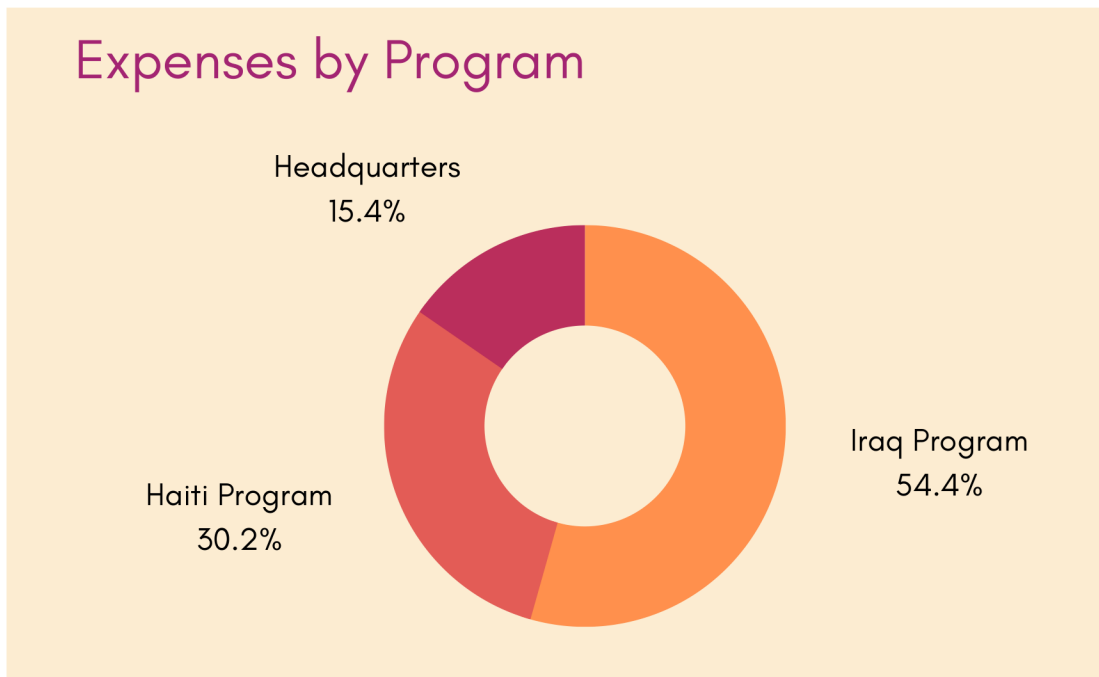
10.9%



Program Expenses

84.9%

FINANCIALS



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