



**Prosperity Catalyst**  
Investing in women changes everything

## Fall 2022 Update

### Haiti

This summer, Prosperity Catalyst completed its commitment to 300 beekeepers in Nippes, Haiti by distributing a hive and colony to each beekeeper. An aggregation site has been established where they can store, transform and sell their honey, wax, and other agricultural products. This project was supported by USAID through Catholic Relief Services (CRS), who also financed the training of women to build hives locally. Recent rains have created the right environment for the new bee colonies to thrive.



Several of our artisan partners are no longer able to go to their workshops due to gang violence that continues to plague the capital of Haiti. However, rural areas continue to be relatively calm. For this reason, PCat has focused its efforts on raising funds to deepen our investment in our 1,108 trained beekeepers across 8 rural communes. This initiative will supply hives and colonies to those graduates who have yet to own a hive. It also aims to deliver advanced beekeeping training to maximize hive yields and deliver agroforestry training to boost farm productivity and plant 50,000 trees. This initiative will also organize two more women-led regional associations and aggregation sites.

### US Headquarters

Thank you to everyone who attended our Prides Crossing Fundraiser and to our gracious host, Robin Brown, for supporting our new Haiti Program. This event led to \$22,000 in donations plus an additional \$50,000 in donations from our board. With this support, PCat has reached out to past institutional donors seeking funds for the remaining \$500,000 project budget. Some donors subsequently requested a proposal to help fund this remaining balance.



# A Shift in Sales



Prosperity Catalyst made the difficult decision this fall to close its online retail store, Catalyst Collections, since costs continued to exceed revenues. Unfortunately, this decision has resulted in the layoff of Nathalie Tancrede, Sales and Marketing Manager, and Richard Knight, Logistics Manager, both of whom will be greatly missed.

We will continue to link our artisans in Haiti and Iraq with interested wholesale buyers. Currently, we are in negotiations with two buyers who are interested in purchasing our remaining inventory and buying directly from the artisans whom we have trained. Our project in Iraq, continues to introduce artisans to the growing tourism industry and local sales points.

## Iraq

With support from The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), German Federal Ministry of Economic Cooperation and Development (BMZ) and the European Union, Prosperity Catalyst started a new program in February in Mosul, Baghdad, and Basra. This initiative created partnerships between tour guides, business owners, site managers and artisans to build Iraq's tourism and hospitality offerings. Our team has trained 100 tour guides, 40 artisans, and 150 entrepreneurs in the tourism sector. According to the World Tourism Organization, Iraqi tourism could generate thousands of full-time, part-time, casual, and informal employment opportunities. Tourism has low barriers to entry, and offers greater job flexibility than many other types of work, especially for women.

This project is helping to expand the local market for artisan products since tourists are a major consumers of artisan souvenirs. PCat can connect tour guides and fledgling tourism businesses with a network of skilled artisans. The ability of these artisans to demonstrate their crafts to tourists gives these tour guides a competitive edge and allows them to gain a foothold in the industry.

