



Prosperity Catalyst
Investing in women changes everything

PROGRAM UPDATE SEPTEMBER 2021

Iraq: Building Artisan Networks

From April - June, Iraq field staff worked to strengthen the business environment for artisan small and medium enterprises, particularly those led by or employing women, by organizing local business networks and guiding their efforts to advocate with government officials for improved policies. The attendees discussed the benefits and obstacles of establishing a business and challenges they face as small business owners in Iraq. Many business owners mentioned the need for more online marketing and the exacerbated shortage of raw materials due to COVID-19.



In keeping with Prosperity Catalyst's focus on women's economic empowerment, 95% of the attendees were women or youth. In Hilla, one of the raw material suppliers in attendance offered raw materials at a special reduced price for the group, increasing the artisan's profitability.

Iraqi field staff also conducted meetings with local authorities in each target location to gain a better understanding of the current role of local government in supporting small businesses and to lay the foundation for future dialogue between government officials and small business owners.

In the following months, staff in Iraq will work with small businesses across six governorates to develop advocacy campaigns. Representatives for the business networks will then meet with government officials to have productive meetings about improving the business environment for artisan enterprises.

US Headquarters: Attending NY NOW

NYNOW gave Prosperity Catalyst the opportunity to showcase the Akkadian and Fanm Limye Collections to wholesale buyers from around the world. Buyers were surprised to learn that the market-ready products were produced by artisans in distressed regions. Many had never seen handmade goods from Iraq and were impressed by the high quality; buyers equally loved the newly designed products from Haiti.

"We made some amazing connections with retail buyers, including museum shops, major retailers, and independent boutiques. The purchase orders from the show will keep the artisans very busy for the next few months."



Haiti: Rebuilding Beekeeping Livelihoods

In response to the 7.2-magnitude earthquake that shook Haiti on August 14th, Prosperity Catalyst established the Haiti Emergency Relief Fund for beekeepers in Petit Trou de Nippes, just 8.4 miles from the epicenter. The Relief Fund will provide direct support to our network of 150 vulnerable households who either lost their homes or need to make major repairs. Beneficiaries will also receive livelihood recovery kits, temporary shelter, a one-month supply of food, and hygiene kits, including face masks and hand sanitizer made by our artisans.

Thank you to the generous Board Members and all those who have given. With your generosity, we surpassed the \$5,000 match goal! Prosperity Catalyst also received three \$10,000 grants from current program funders, Anasara Family Fund, Flora Family Foundation, and UMCOR, bringing the fund's total to \$42,000. There is still time to help restore stability to the lives of Nippes beekeepers and their new livelihoods. If you are able, please consider making a donation towards meeting the emergent needs of our beekeepers.



*"The earthquake completely changed everything for me and my children. The destruction of my house means starting all over again. However, I am very thankful that we survived and for Prosperity Catalyst's support."
-Evelyne Casimir*