



k u l a
2018 ANNUAL REPORT

OUR MISSION



WE BELIEVE
CHARITY WILL
NOT ERADICATE
POVERTY,
BUSINESS WILL.

KULA OVERVIEW

Kula eradicates poverty through the development of entrepreneurs. Through our business fellowship that provides industry training, business investment, and life & leadership skills, our fellows are empowered to build profitable businesses, raise healthy families, and provide an education for their children.

To our Kula Family,

On behalf of our team and beneficiaries, I'd like to sincerely thank you for your support in 2018. It was a year that we've been working towards for a long time, and none of it could've been possible without you.

This year, we launched our business fellowship with 617 incredible Rwandans. They are women, men, and teenage girls. They are coffee farmers, agribusiness owners, and artisans. They are people who are only known for a genocide, when the truth is, they are the people who have overcome one. They are their ancestors wildest dreams. And we believe that because of Kula's fellowship, our fellows' children will live a life that once was an unimaginable future.

Full of joy and celebration, challenges and hardships, 2018 taught us more than any other year ever has. Our work is difficult. Our goal of eradicating poverty seems impossible. But our team is committed to a work that has no end. We are asking our fellows to spend the primes of their lives on our vision. It's a big ask and an even greater responsibility. We are asking you for your continued support in 2019, and that is not something we take lightly. But I can assure, I've never been more proud or more sure of the work that we are doing than I am at this very moment.

As we move forward, we get a front row seat to the world getting better. We get to watch triumph eclipse suffering. Our first Liddy Women's Center graduate said, "We've come from a long way, but now we are going somewhere." Well, we feel the same about Kula. We have come from a long way, but we are going somewhere now. Come with us.

With hope and gratitude, Sarah Buchanan-Sasson

A LETTER FROM OUR FOUNDER



OUR APPROACH



STEP ONE: RELATIONSHIP BUILDING

we conduct extensive baseline assessments with our cooperatives and spend relational time with our fellows and their families to know them both quantitatively and qualitatively.



STEP TWO: INDUSTRY TRAINING

we provide consistent and in-depth industry training, support, and follow-up to each of our fellows in their specific industry. we currently work in coffee farming, artisan goods, and agribusiness.



STEP THREE: LIFE AND LEADERSHIP SKILLS

we conduct intensive training and one-on-one mentorship to our fellows and their families in areas of household visioning, financial planning, business leadership, and family health and nutrition.



STEP FOUR: BUSINESS INVESTMENT

we invest in groups or individuals who have completed business training and submitted a business plan, equipping our fellows to improve their current business or launch new ones.



STEP FIVE: IMPACT MEASUREMENT

we measure qualitative and quantitative data to monitor and evaluate the impact of our work. we then determine the best way to amend our fellowship to support each person towards empowerment.

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AT A GLANCE

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LAUNCHED THE KULA FELLOWSHIP
JANUARY 2018



GRADUATED PIONEER CLASS OF
THE LIDDY WOMEN'S CENTER
MAY 2018



HIRED MENTORSHIP TEAM
MAY 2018



LAUNCHED KULA COFFEE
NOVEMBER 2018

THE KULA FELLOWSHIP

The Kula Fellowship is a holistic 15-month program designed to eradicate poverty through the development of entrepreneurs.

The Kula Fellowship, launched in January 2018, provides industry training, life and leadership skills, and business investment to coffee fellows and artisan fellows in coffee communities in rural Rwanda.

FELLOWSHIP COMPONENTS:

industry training: farmer field school, tailoring, or weaving

personal development trainings: financial literacy, family health and nutrition, business, self-esteem, and gender equality all paired with one-on-one mentorship

PILOT YEAR INTAKE:



474 coffee fellows (300 families)



143 artisan fellows



617 total kula fellows



LIDDY WOMEN'S CENTER GRADUATION

On May 30, of this year, we celebrated the graduation of the pioneer class of the Liddy Women's Center. Over 40 entrepreneurs completed our curriculum of trainings in topics ranging from business and finance to tailoring, weaving, and agribusiness.

Now equipped with business acumen and vocational skills, they told us that through the Liddy Center, they learned how to believe in themselves. Because of that, we are so excited to report that the majority of graduates have already formed a new cooperative to continue growing their businesses and a savings circle to manage their newly generated income wisely.

The representative for the inaugural class closed the celebration with words we will never forget: "we've come from a long distance, but now we are going somewhere. We used to be job seekers, but now we are job creators."

IMPACT

88% now earn income from which they generate savings
92% report increased self-esteem and self-confidence
90% are pursuing cooperative businesses in order to increase their income and continue mastering their skills



KULA COFFEE

In November of this past year, we launched Kula Coffee. Coffee imported from Rwanda and grown by the very farmers it empowers.

This coffee is six years in the making and represents a lot of blood, sweat, and tears. But more than anything, this coffee represents so much hope. Selling this product gives our coffee fellows access to a direct market and it gives us as an organization a chance to get closer and closer to funding our own work.

Throughout the last six years, so many of you have been involved in the process of bringing this coffee to life. From funding coffee seedlings to washing stations, farm trainers to construction workers.

We are honored to bring this coffee to you and so grateful for your partnership in making Kula Coffee happen.

It's only the beginning.



OUR MENTORSHIP PROGRAM

Based in the theory that a fellow's long-term success is directly tied to their internal view of self and capability, our Mentorship Program seeks to support each fellow's belief in their personal agency and potential.

This year, we hired eight mentors, four in our community in the East and four in our community in the North. Crafting a household vision and action plan is one of the initial activities in the personal development trainings, as mentors work with each fellow to identify short and long term goals for their family. These visions serve as guiding lights as the fellow continues through the program, learning further about good decision making, helpful communication, personal advocacy and initiative, family dynamic, gender equality, and community leadership.

Our mentors facilitate all personal development trainings and follow-ups, consistently maintaining relationships with our fellows and their families because we believe that in order to succeed, you must first believe that you can.

IMPACT INDICATORS

- increased confidence in decision making
- articulated household visions and action plans
- increased children in school
- increased dignity, hope, and personal agency.



OUR 2018 IMPACT



474

coffee fellows
empowered



143

artisan fellows
empowered



617

total fellows
empowered



3,000

hours of industry
training conducted



30,000

coffee seedlings
distributed



370

hours of personal
development training
conducted

2018 FINANCIALS

TOTAL RAISED
FOR 2018

\$369,760



PROGRAMS

\$241,089

OPERATIONS

\$34,671

SALARIES

\$90,004

fully funded by board of directors and private donors

WHERE WE WORK



RWANDA,
EAST AFRICA

OUR TEAM

Throughout 2018, our Rwandan team expanded exponentially. We welcomed, two women's center staff, two farm trainers, and eight mentors, making us a family of 20!



BOARD OF DIRECTORS

RYAN PERNICE
SARAH BUCHANAN-SASSON
TAMI MCQUEEN
SAM FINLEY
VAN BAIRD

BOARD OF ADVISORS

DAVID VEAL
KAREN HOUGHTON
AUBREY CODY

EXECUTIVE TEAM

SARAH BUCHANAN-SASSON - executive director/founder
NIC LAUTEN - director of programs
EGIDE MURINDABABISHA - country director
LINDSAY PIGFORD - director of communications
FRED NSENGIYUMVA - director of impact

FIELD STAFF

ODILLE UWAYEZU - eastern province farm trainer
FELICIEN TUMUHAWENIMANA - northern province farm trainer
JACQUELINE ABAKUNZI - liddy women's center manager
PHILOMENA DUSABIMANA - coko women's center manager
DIANE AKIMANA - women's center business manager
DELPHINE HABAKWITONDA - weaving department manager
IMMACULEE KYINANSABIMANA - agribusiness department coordinator

MENTORS

PATIENCE MURUNGI - northern province mentor
ALEX MULISA - northern province mentor
BERTHINE NIJYEMBERE - northern province mentor
DAVID IRABIZI - northern province mentor
ALAIN MBANE - eastern province mentor
JESCAH KAYITESI - eastern province mentor
ASSUMPTA INGABIRE - eastern province mentor
SCHADRACK TUYISHIME - eastern province mentor

OUR WORK IMPACTS THE UN

SUSTAINABLE DEVELOPMENT GOALS





THANK YOU FOR BEING A PART OF THIS STORY.

KULAPROJECT.ORG