



KULA PROJECT 2019 ANNUAL REPORT

WE BELIEVE CHARITY WILL
NOT ERADICATE POVERTY,
BUSINESS WILL.

KULA ERADICATES POVERTY THROUGH THE
DEVELOPMENT OF ENTREPRENEURS.





A LETTER FROM OUR FOUNDER:

Dear Kula Family,

Thank you.

Thank you to every single person that made 2019 the best year we've ever had. Thank you to every member of our team that never stopped fighting. Thank you to every donor, coffee buyer, field partner, corporate funding partner, and 1% For The Planet partner for believing we can achieve incredible things together. Most of all, thank you to every woman and man in our program that trusted us enough to commit so much of your life to us.

In 2019, we held our first graduation, conducted our first business competition, and made our first steps towards financial sustainability. We did all of that and so much more while overcoming impossible odds and giant challenges, so with absolute certainty, I can say that I've never been prouder of our team or our work. Every member of the Kula team went far beyond their job description to achieve something greater than themselves, but I don't think any of us knew what we were truly capable of building.

However, we couldn't have achieved anything if it weren't for the hard work and dedication of our fellows. We get to take the public victory lap, but it should be them. They are the success story. They are the ones that used every opportunity presented to them to make their lives and the lives of their families better. It's often said that talent is distributed evenly, but opportunity is not, and we see that all too clearly in rural Rwanda. While we hope one day nonprofits will no longer be needed to make opportunity equal, we're committed to being there until it is.

We have big plans for the coming years, but for now, we celebrate 2019. Thank you for being a part of this beautiful story. We are so grateful for you.

With so much love and gratitude,
Sarah Buchanan-Sasson

OUR APPROACH

THROUGH OUR FELLOWSHIP THAT PROVIDES INDUSTRY TRAINING, BUSINESS INVESTMENT, AND LIFE AND LEADERSHIP SKILLS, OUR FELLOWS ARE EMPOWERED TO BUILD PROFITABLE BUSINESSES, RAISE HEALTHY FAMILIES, AND SEND THEIR CHILDREN TO SCHOOL.

STEP ONE: BUILD RELATIONSHIPS

We conduct extensive baseline assessments with our cooperatives and spend relational time with our people to know them both qualitatively and quantitatively.

STEP TWO: INDUSTRY TRAINING

We provide consistent and in-depth industry training, support, and follow-up to our fellows in their specific industries. 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 fellows and their families in areas of financial planning, family health and nutrition, household visioning, gender equality, business management, and community leadership.

STEP FOUR: BUSINESS INVESTMENT

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

STEP FIVE: IMPACT MEASUREMENT

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



2019 BY THE NUMBERS

390 FELLOWS GRADUATED

130 NEW COFFEE FELLOWS

80 NEW ARTISAN FELLOWS

600 TOTAL FELLOWS EMPOWERED

3,000 INDIRECT BENEFICIARIES IMPACTED

3,000 HOURS OF INDUSTRY TRAINING PROVIDED

370 HOURS OF PERSONAL DEVELOPMENT CONDUCTED

60,000 COFFEE SEEDLINGS DISTRIBUTED

40 FELLOWS GRANTED BUSINESS INVESTMENT

2 NEW FIELD PARTNERS

5 NEW FUNDING PARTNERS

2019 AT A GLANCE

APRIL -- BOUGHT NTANGO WASHING STATION TO BEGIN OUR PATH TO SUSTAINABILITY

JULY -- BEGAN SECOND INTAKE OF KULA FELLOWSHIP

SEPTEMBER -- CELEBRATED INTERNATIONAL COFFEE DAY WITH INCREDIBLE PARTNERSHIPS

NOVEMBER -- FUNDED THE RENOVATION OF THE WASHING STATION THROUGH OUR PARTNERSHIP WITH MIIR

JANUARY

MAY -- GRADUATED FIRST CLASS OF KULA FELLOWS

OCTOBER -- OPENED KULA COFFEE CO. IN ATLANTA, GA

DECEMBER

OUR PATH TO SUSTAINABILITY

WE BELIEVE CHARITY WILL NOT ERADICATE POVERTY, BUSINESS WILL... SO WE'RE CREATING A BUSINESS.

Our guiding principle is that local, holistically healthy entrepreneurs and leaders can pull themselves, their families, and eventually their entire communities out of poverty through strong and sustainable businesses. Our goal is that the families we work with will have every tool they need to start and maintain those thriving businesses. Over the past year, however, we've realized we need to do the same thing for our organization. We need to create a thriving business, so our work will keep going no matter what.

In April of this year, incredibly generous members of the Kula Family provided the funds we needed to buy a coffee washing station on the banks of Lake Kivu in the Nyamasheke District of western Rwanda. (A coffee washing station is the place where the coffee cherries farmers harvest become the coffee beans we drink.) It's a beautiful place with beautiful people, and it's our future. This washing station will enable us to export coffee and earn the revenue we need to fund our work. The goal is to fund 50% of our work through our own revenue streams by 2023.

It's a way to make sure our work reaches as many families as possible; it's a way to practice what we preach; and it's a way to show that an organization can generate revenue while treating people incredibly in the process.

50% SUSTAINABLE BY 2023

102 COMMUNITY MEMBERS HIRED FOR RENOVATION

360 FAMILIES HAVE A PLACE TO SELL THEIR COFFEE AGAIN

CONGRATULATIONS CLASS OF 2019!

On June 7th and 12th, we celebrated the first two graduating classes of our full Fellowship Program, with 390 graduates receiving certificates. Our Fellows had been committed for the previous 15 months through the various components of our program -- industry training and investment, personal development and mentorship, and finally, the business plan competition -- and now stand better equipped and supported to champion a more sustainable livelihood for themselves and their families.

The Graduation Days were filled with celebration, reflection, and of course, a lot of dancing.

We listened as our fellows spoke of how the Fellowship has transformed their lives. From finally being able to afford school fees for their children, to learning how to value female voices in their homes, to telling us that without Kula, they would not be the people they are today, we were filled with gratitude and hope for this incredible group of entrepreneurs.

We listened to the top 10 finalists of our Business Plan Competition pitch their ideas. We heard impressive business plans, creative ideas, and watched entertaining performances. Ultimately, we didn't hear voices of the poor. We heard entrepreneurs.

Thanks to our team and community of donors, these incredible entrepreneurs are entering a new season of promise, hope, and opportunity.

Graduations are inherently about change -- about looking back and looking forward. These graduations were a time to honor the Fellows' hard work and experience, but more importantly, to acknowledge the individual changes that had taken place, and envision only better things to come.

We can't wait to see what they do next.

70% EXPERIENCED AN INCREASE IN INCOME

93% DEVELOPED A WRITTEN BUSINESS PLAN AND HOUSEHOLD VISION

73% DEVELOPED A FAMILY BUDGET TO TRACK BUSINESS INCOME & EXPENSES

99% WOULD RECOMMEND THE KULA FELLOWSHIP TO FAMILY & FRIENDS

100% REPORT FEELING MORE PREPARED, SUPPORTED, AND CONFIDENT FOR



OUR FEATURED PARTNER: MiiR

This past year, we partnered with MiiR, a drinkware that funds trackable giving projects through every product sold. Our partnership with MiiR is layered with themes of entrepreneurship, coffee, climate and the empowerment of women for a better future. In May, MiiR empowered 50 women Fellows enrolled at our Liddy Women's Center by funding it's operation for the year.

In September, we had the pleasure of hosting the MiiR team in beautiful Rwanda in order to show them what their donation was accomplishing for our ladies. After visiting our new washing station in person and hearing about our path to sustainability, they then decided to commit to making sure we could open this coming coffee season by donating 100% of Black Friday sales to us and our work.

We are overwhelmingly grateful to MiiR for putting people over profit and for believing in us and in the ladies whose lives we get to make better.

OUR PARTNERS

CORPORATE PARTNERS

AVOCADO
GREEN MATTRESS™

LUM
ION
LUMION®-skir



BERKADIA®

Kregel & Company CPA



Miir®

NON-PROFIT PARTNERS



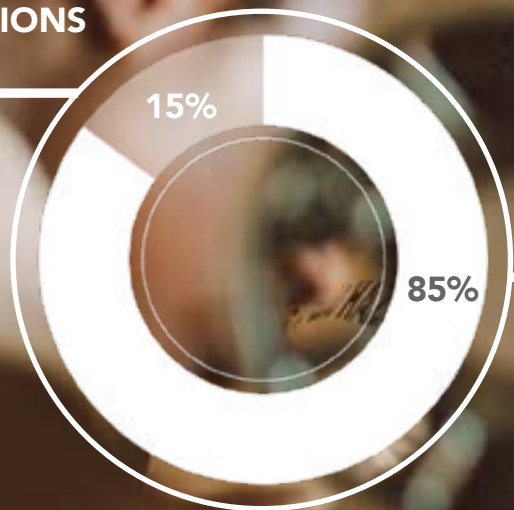
OUR FEATURED PARTNER: ATLANTA TECH VILLAGE + KULA COFFEE CO.

Our partnership with Atlanta Tech Village brought forth the flagship Kula Coffee Co. coffee shop in October 2019. Kula Coffee Co. connects entrepreneurs in Atlanta with entrepreneurs in Rwanda through an exceptional coffee experience in a community where all are welcome.

Kula and Atlanta Tech Village believe that entrepreneurship is the single greatest mechanism for changing the world and coffee is the greatest connector of people. We are so thankful for a partnership that is bringing these beliefs to life.

WHERE THE MONEY GOES

OPERATIONS
\$82,196



TOTAL RAISED FOR 2019

\$651,039

PROGRAMS
\$470,465

TOTAL SPENT
\$552,661



CARRIED FORWARD
\$98,378

WHERE WE WORK



OUR TEAM

EXECUTIVE TEAM

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

FIELD STAFF

ODILLE UWAYEZU -- farm trainer
FELICIEN TUMUHAWENIMANA -- farm trainer
JACQUELINE ABAKUNZI - liddy women's center manager
PHILOMENA DUSABIMANA -- koko women's center manager
DIANE AKIMANA -- women's center business manager
DELPHINE HABAKWITONDA -- weaving department manager
IMMACULEE KYINANSABIMANA -- agribusiness coordinator
BELLA KANTENGWA -- tailoring department manager

NORTHERN PROVINCE MENTORS

PATIENCE MURUNGI
BERTHINE NIJYEMBERE
DAVID IRABIZI
DIANE IRAGUHA

EASTERN PROVINCE MENTORS

JESCAH KAYITESI
ASSUMPTA INGABIRE
SCHADRACK TUYISHIME

WESTERN PROVINCE MENTORS

ALEX MULISA
ALAIN MBANE

OUR BOARD

RYAN PERNICE WADE PRESTON
TAMI MCQUEEN TARA CLAPPER
SARAH BUCHANAN-SASSON



THANK YOU FOR BEING

A PART OF OUR STORY.





@thekulaproject



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info@kulaproject.org

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