

Making Inroads

A Fundraising Initiative on behalf of Imani Workshops, Kenya

Global Gifts is preparing to become the sole U.S.-based wholesaler for Imani Workshop of Kenya, and will work with AMPATH (Academic Model Providing Access to Healthcare) which operates in partnership with IU School of Medicine, a consortium of Universities throughout the US, and Moi University in Kenya. to build a U.S. market for Imani products.

AMPATH was started in 1990 by the medicine department at Indiana University for the purpose of encouraging cross cultural education. As the HIV/AIDS crisis began to develop and the number of people affected rapidly grew, the program expanded into a treatment effort including over 160,000 Kenyans. Imani Workshop was developed as an offshoot program to provide employment for women who have gone through treatment. A reality in Kenya is that women with HIV/AIDS would have difficulty finding employment due to the stigma associated with AIDS. At Imani Workshop these women could receive both skills training and fair pay for their work. A byproduct of this is that when the women are employed, they are also much more likely to fulfill the treatment regimens necessary for good health.

Imani Workshop wholesaled their products in the US from 2005 to 2011. And while they have product that are highly marketable in the US, they currently lack the resources to establish a sales presence here. Without this vital connection, workshop sales cannot thrive.



Rahab's Story

When Rahab, a young mother of two, was diagnosed with HIV in 2002, she was shocked. She lost her small business and struggled for income to support her family. After getting treatment through AMPATH, Rahab was referred to Imani Workshops, where she received skills training and steady employment. Today, Rahab works full-time in the Imani paper department and is able to provide for her children. Her dream is to build residential houses which she can rent out in order to earn additional income for her family.



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Global Gifts
701 North Delaware Street,
Indianapolis, IN 46204

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Budget

Staffing: Includes a workshop manager at Imani Workshop (full-time), part-time staffing through a distribution and sales manager in the U.S., product development support, marketing support, and administrative staffing. \$45,000

Travel: Includes four trips to Imani Workshop, travel to trade shows in the US, travel for US client visits. \$15,000.

Marketing: Includes trade show fees and paid advertising. \$13,500

Warehouse: includes rent, shipping, and equipment. \$5,500

General and administrative: includes credit card fees, insurance, staff benefits, FICA, payroll processing, telephone, professional services, postage, supplies. \$10,500

\$89,500 is total first year budget. **Global Gifts anticipates reaching sales in excess of \$200,000 annually, and sustainable operational status (showing slight profitability for Imani Workshop U.S. wholesale) during its fourth year of operations.**

Please consider supporting this project with a financial donation

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Nancy's Story

Nancy's husband died after many years of recurring illnesses. After the funeral, her husband's family came and claimed all of their property and, being widowed and childless, she was left with nothing. At about the same time, she started feeling ill and learned she was HIV positive after a visit to the hospital. When she returned home, she was turned away by her family due to her illness. Devastated, Nancy sought refuge at AMPATH where she received treatment. She was later accepted for training at Imani Workshops and started working in the beading department, where she eventually became a full-time employee because of her hard work. Nancy is grateful to have a job and earn income that makes it possible for her to take care of her son. She would like to tell people in America that she really appreciates them buying Imani products as the income has given them hope to go on living.



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