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A YEAR IN NUMBERS
Dear Indego Africa Supporters,

We recently found out that there are over 1.5 million nonprofits in the United States. Yes, that’s right – 1.5 million. Amongst these myriad organizations working to create a better world, we want to share with you just a few of the things that make us unique.

1. We are deeply embedded in the communities of women we work with. That means we have a local, all-Rwandan staff that visits our partner cooperatives day in and day out for production, skills training, and problem solving.

2. We recognize that conditions in the developing world often necessitate thinking in the short-term (e.g. “how will I pay for food tomorrow?”). That’s why our model combines job creation and education. By providing our artisan partners with opportunities to achieve financial stability in the short-run, we enable them to focus on training programs that provide them with tools to grow their own businesses and excel as community leaders and change-makers in the long-run.

3. After seven years in Rwanda, we have built trust, camaraderie, and a culture of open communication with our artisan partners. This allows us to remain nimble and recalibrate our programming in order to meet our partners’ needs and better achieve our mission.

As you review our 2013 Annual Report, we hope that you will recognize how much we have accomplished so far and imagine how much more we could do with your support. Since 2007, we have evolved from a grassroots start-up working with 20-woman partner cooperative and an all-volunteer staff, to a full-fledged social enterprise working with over 600 artisan partners across 18 cooperatives and eight full-time staff members (four in NYC & four in Rwanda).

Our journey in Rwanda and Africa has only just begun and we are more inspired by our incredible artisan partners every day. They are lifting themselves and their families out of poverty, driving sustainable development in their communities, and catalyzing economic and social progress across their nation. With your continued support, we know their futures will be even brighter.

Sincerely,

Karen Yelick, CEO, and The Indego Africa Team
This year we partnered with over 600 women across Rwanda and brought on eight new cooperatives - each of which specializes in a different artisan technique to bring you unique handcrafted products.
Leveraging lessons learned at their cooperatives and in training sessions, many women took on new challenges this year--they started their own businesses, assumed new leadership roles, and mentored other women in their cooperatives and communities. Here are a few of their stories:

Joselyne is the head of quality control at Abasangiye - a sewing cooperative comprised of 24 women, each of whom is mother to a child born of rape in the 1994 genocide. A few years ago, inspired by her trainings with Indego Africa, Joselyne decided to turn her lifelong hobby - knitting - into a business. In addition to her work at her cooperative, Joselyne began to hand-knit sweaters, socks, scarves and gloves for high school students and neighbors in Rwamagana. By 2013, Joselyne’s business was thriving. Hoping to transfer this success to her cooperative, Joselyne taught the other members of Abasangiye how to knit as well. These talented artisans rose to the occasion and have since produced a variety of popular (and warm!) hand-knit collections for Indego Africa.

Seeking to address the cash-flow challenge that her cooperative sometimes faced, Angelique of the Ingenzi Knit Union had an idea: she proposed that her cooperative open its own shop and sell its products to local customers. The other members, skeptical about the profitability of this plan, turned down her proposition. Not to be impeded in her entrepreneurial venture, Angelique decided to open the store on her own, and over time she began to attract a steady stream of customers. Impressed by her success, the other members of her cooperative decided they wanted to join her enterprise. Today, they all share in its operation and have cultivated a steady market demand for their products in local areas.

Today, Esther is widely recognized as a prominent female entrepreneur at her cooperative, Covanya, and in her community. However, that was not always the case. Prior to partnering with us, Esther struggled to feed her family and provide them with other basic necessities like clothing, housing, and electricity. However, as she began to participate in our Business Management and Entrepreneurship training program, Esther was struck by a realization - she says: “I realized that I had no reason to be poor. I decided to save money and make a profit from the savings”. This is precisely what she did. Using money saved from Indego Africa orders, she was able to buy arable land which she uses to grow produce and employ farmers in her community. Next year she has plans to start her own home-made soap business.
EXPANDING OUR BRAND

In 2013, the Indego Africa brand reached new heights. With new designer collaborations, and an ever-increasing market demand for our products, we were able to provide our artisan partners with more sustainable income than ever before.

2013 - $90,310
2012 - $51,125

76% EXPANDING OUR BRAND

WE INCREASED PURCHASES FROM OUR PARTNER COOPERATIVES BY:

17% RECYCLED TIN
8% EMBROIDERY THREAD
7% BEADS
6% SWEETGRASS
17% FABRIC
9% PALM LEAF
10% WOOD
2% COWHORN
2% BANANA LEAF
1% YARN

RAW MATERIALS USED IN 2013:

76%

We partnered with 12 new brands and designers on various product & program initiatives:

EILEEN FISHER
TOMS
JONATHAN ADLER

MORE PARTNERSHIPS >>
We recruit, train, and mentor local university students to teach our training programs through a partnership with Generation Rwanda, a nonprofit organization that grants merit-based scholarships for orphans and socially-vulnerable young people.

This partnership helps prepare these university students to enter the local workforce following graduation by providing both valuable professional experience and mentorship through our Internship Professional Development Program. Since 2010, 31 university students have participated in this program which consists of monthly three-hour workshops. Of these participants, two have been offered full-time employment opportunities with us following graduation.

Generation Rwanda

We love learning & so do our artisan partners. That’s why we’re going “back-to-school”!

Participants in our technology training program learn basic computer literacy, including Internet and word processing software use.

Our BM&E curriculum covers topics including: financial literacy, effective cooperative management, local and international market opportunities, innovation, and formal business planning.

Participants in our Kinyarwanda Literacy program learn reading and writing skills, and set individual literacy goals in relation to immediate concerns including: how to fill out a job application, open a bank account, or write to a family member.

Our English Literacy curriculum covers basic oral and written language skills with a special focus on English for business use.

THE LEADERSHIP ACADEMY LAUNCHING FALL 2014
In June, we hosted two Rwandan women leaders, Emelienne and Joselyne, in New York City for our second bi-annual artisan trip, accompanied by Grace Tsuni, our Production Manager. The artisan trip is a leadership, education, and community engagement initiative designed to deepen participants’ knowledge of global supply chains and operations, enhance their communications and leadership skills, and facilitate meaningful interactions with partners, supporters, and customers in the U.S.

Highlights of this year's trip included: media training with Jane Hanson, panel events at Google, Goldman Sachs, and American Express (with DANNIJO), a visit to the Children’s Storefront School in East Harlem, an interview on Voice of America in Washington D.C., and a visit to U.S. State Department.
**REVENUE & SUPPORT**

- Gross Product Sales Revenue: $170,519
- Gross Income From Fundraisers: $33,302
- Contributions: $294,071
- Other Income, Including Interest Income: $143

**TOTAL REVENUE**: $498,035

**EXPENSES**

- Cost of Goods Sold: $126,771
- Program Services: $333,184
- Management & General: $64,703
- Development: $40,422

**TOTAL EXPENSES**: $565,080

**SURPLUS/(DEFICIT)**: $(67,045)

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**ASSETS**

- Cash & Investments: $53,013
- Accounts Receivable: $21,338
- Product Inventory: $43,392
- Fixed Assets: $9,749

**TOTAL ASSETS**: $127,492

**LIABILITIES**

- Accounts Payable: $0
- Other Current Liabilities: $14,062

**TOTAL LIABILITIES**: $14,062

**ACCUMULATED SURPLUS**: $113,430

**TOTAL LIABILITIES & ACCUMULATED SURPLUS**: $127,492

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*Consistent with previous years, Indego Africa engaged an independent accounting firm to perform an outside audit for 2013. As soon as audited financials are finalized and 990 filed, we will make them publicly available at indegoafrica.org*
THANK YOU

We would like to extend a special thank you to Orrick, Herrington & Sutcliffe LLP for its continued sponsorship and support.

$25,000+
APBH Challenge Grant
Segal Family Foundation
Puneet Mansharamani

$10,000-$24,999
All People Be Happy Foundation
Goldman Sachs

$2,500-$9,999
Catherine Chao Foundation
Benefit Cosmetics
in Honor of DANNIJO
Jennifer Field
Ken Denison
Marcus Colwell
Merck & Co., Inc.
Nomi Castle
Robert Fetch
Robert French
Roger B. McNamee
Ron & Alia Tutor
Ryan Lester
Stephen Foresta
Tako Koning
Tom Mitro
Weyerhaeuser Family Foundation

$1,000-$2,499
Amy Emel
Ben Stone
Betty Tutor
Deborah Kaye
Glenna S. Norton
Joe Owens
John Barrett
Joyce Mushaben
Katharine Boas
Katherine Crost
Marcela Halter
Maryel Locke
Matt Mitro
Ray Irani Foundation
Raymond & Ellen Oneglia
Reed Smith LLP
Valentine Capital Asset Mgmt

$500-$999
Adam Vorchheimer
Alan Vorchheimer
Bhavana World Project
Brenda Adderly
Christopher Moore
Cortland Shopper
Cynthia Hallenbeck
Garth Fisher
Joshua Lebowitz
LaPolla Inc
Lauren Janosy
Lon and Carol Stein
Marianne Miller
Michael Arietti
Peter & Laura McGuigan
Phyllis Yelick
Robert Miller
Vadim Bursser
Zachary Kaufman

$250-$499
Alice Metchikian
Andrew Camden
Ellen Echeverria
Eruch Nowrojee
Katherine Cohen
Lorraine Vorchheimer
Vicki Klupper
Zecki Dossal

Corporate Matching
American Express
Chevron
Goldman Sachs
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JP Morgan
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