What We Do
Education
Economic Empowerment
Entrepreneurship
Quality of Life
Appendix

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to learn more about Indego Africa please visit indegoafrica.org
We are an innovative nonprofit social enterprise that supports women in Rwanda through economic empowerment and education. Our mission is to break intergenerational cycles of poverty by providing female artisans with the tools and support to reclaim their own futures, flourish as independent businesswomen, and drive development in their communities.

We partner with 18 cooperatives of over 600 female artisans, and sell their beautifully handcrafted products through our e-commerce site, boutiques worldwide, and collaborations with independent designers and brands. We then pool 100% of profits from sales, along with donations and grant support, to fund job skills training programs for these same women.

Since our inception, we have been steadfastly committed to measuring our impact. This allows us to assess the efficacy of our programming, identify areas for improvement, and better meet the needs of our artisan partners. Our reports to date show a powerful narrative of empowerment for the women we partner with, their families, and their communities – and this year is no exception! We hope you enjoy our sixth annual Social Impact Report.

I am confident
I will never give up
I will always stay positive &
I will always work.

Hadidja Nikuze
Ingenzi Knit Union

OVERVIEW

We’ve grown! Here are the cooperatives & artisan techniques we work with across Rwanda:

- Aj - sisal weaving
- Abasangiye - sewing
- Agatoko - jade weaving
- All African Craft - crochet beading
- Cwezi - weaving
- Iwanda - weaving
- Jia - hand embroidery
- Eritrea Do Hug - tin working
- Hugika - banana leaf weaving
- Umurimo - cowhorn shaping
- Bahutu - batik dyeing
- Haywood - sewing
- Bangwe - hat making
- IKU - knitting
- Imirasire - weaving
- Ineza - footloom weaving
- Shikama Ukore - block printing
- Twiyubake - banana leaf weaving
- IBABA - hand embroidery
- Ibyishimo - sewing
- Ihangane Ruli - palm weaving
- Ikizibage - loom weaving
- Inganzo - hat making
- Ika - footloom weaving
- Kivumbi - hat making
- Nyabubwe - loom weaving
- Umurimo - cowhorn shaping

METHODOLOGY

Each year our Rwandan team administers a manual survey to collect data from our artisan partners, including quantitative metrics (see attached appendix for details) and qualitative indicators (such as confidence and self-perception).

We are pleased to report that we interviewed 162 women this year from across 10 of our partner cooperatives – three of which were new participants in our survey!
Our job skills training programs are designed to provide our artisan partners with the knowledge and skills they need to more effectively manage their businesses and excel as independent entrepreneurs.

Our training curriculum consists of practical, interactive courses in Business Management & Entrepreneurship, English & Kinyarwanda Literacy, Technology, and Health. All classes are taught onsite at our partner cooperatives by local university students through a partnership with Generation Rwanda – an NGO that provides merit-based scholarships for orphans and socially vulnerable youth in Rwanda.

of our artisan partners never completed their first year of secondary school. Of these women, many had their educations interrupted by the 1994 genocide or were forced to drop out in order to earn income for their impoverished families. Some never went to school at all. Despite these setbacks early on, our artisan partners are excelling in our training programs. Here are some highlights:

THE TOP 3
Skills Learned
Money Management
Time Management
Business Management

respondents in our social impact assessment had participated in our trainings
reported that our trainings helped them run their co-ops or other businesses

I AM CONFIDENT BECAUSE I HAVE HAD INDEGO TRAININGS, SO I CAN MARKET MY PRODUCTS AND SPEAK IN PUBLIC. WOMEN HAVE CONFIDENCE IN ME AND GIVE ME THE AUTHORITY TO LEAD THEM.

Betty Mubamurungi
Imirasire

They asked; we listened. That’s why we’re going to back-to-school.

In 2013, we conducted a comprehensive review of our training programs. We were pleased to find that many of our artisan partners had mastered and surpassed the level of our offered courses and were ready to take their education to the next level. From these findings - our Leadership Academy was born. To learn more about this exciting initiative go to indegoafrica.org/artisans.

Our economic empowerment program generates income for our artisan partners by connecting them to global export markets. We seek to create sustainable market demand for their products by designing beautifully handcrafted pieces that combine traditional techniques with modern aesthetics.

Our on-the-ground production team provides our artisan partners with intensive quality control, production management, and design training to both ensure the high quality of our products and provide our artisan partners with valuable transferable skills.

of our artisan partners made over $1.50 a day
made over $2 per day

I FEEL CONFIDENT BECAUSE SINCE WORKING WITH INDEGO AFRICA, I CAN SOLVE MY FAMILY’S PROBLEMS, LIKE BUYING CLOTHES FOR MYSELF AND MY CHILDREN, BUYING FOOD, AND PAYING HEALTH INSURANCE.

Valerie Musabwasoni
Covanya

Uses For Additional Income
School fees for children
Medical insurance
Investments in businesses

This is a major accomplishment for our artisan partners as, according to the World Bank, $2 a day marks the entry point into Africa’s growing middle class.
Our ultimate goal for all of our artisan partners is sustainable economic independence. That is why our model combines job creation and education. By providing our artisan partners with the opportunity to earn a steady income in the present, we enable them to focus on training programs that provide them with the knowledge and skills needed to thrive as successful businesswomen in the future.

"I now have confidence in myself. I now believe I can become a successful businesswoman, a leader, and I can talk in front of people. Trainings and work helped me to gain that confidence."

Herindine Nkurunziza
Abasaigy

54% participated in a business outside of their cooperative

63% started their business since partnering with Indego Africa

93% of women who did not participate in a business outside their cooperative aspire to start one

Our artisan partners are thinking like entrepreneurs. We asked them to identify profitable market opportunities in their communities. Here’s what they came up with:

**THE TOP 3**

**Market Opportunities**

Selling food & water
Animal husbandry
Buying real estate to rent

While income generation and education are the main tenets of our philosophy of change, empowerment does not end there. Equally important are the myriad improvements in quality of life that income and education can bring, not only for our artisan partners but also for their families and communities.

"I am very confident. I can buy clothes for myself and my children, I can feed my family. I can pay for my own transport to and from Kigali. I am satisfied and really enjoy being a cooperative member."

Nathalie Mukankanye
Covanya
Our artisan partners are driving long-term progress by investing in the education, health, and well-being of their children and families. Our artisan partners reported they earned enough to afford medical insurance. Rwanda’s universal healthcare plan costs around $6 per person per year. Many of our artisan partners expressed that they were deeply proud to be able to provide this service for their families.

3,300 was the number of dependents that our artisan partners supported. 90% of our artisan partners play leadership roles in their communities and co-ops. 60% of Rwanda’s parliament is female - the highest percentage in the world. Our artisan partners are further validating the power of women leaders to drive economic and social progress in Rwanda. 53% of our artisan partners reported that their health was better than last year.

There is a strong correlation in the developing world between education and improvements in health.

I HAVE OPENED MY MIND & IMPROVED MY LIFE.

Josephine Mukanganizi
Imirasire
please email info@indegoafrica.org to request a copy of the appendix