# TABLE OF CONTENTS

1 OVERVIEW & METHODOLOGY  
3 RWANDA & COOPERATIVE OVERVIEW  
5 EDUCATION  
7 MARKET ACCESS  
9 QUALITY OF LIFE  
11 THE MULTIPLIER EFFECT  
13 ENTREPRENEURSHIP  
15 FRESH TAKES ON IMPACT  
16 APPENDIX
OVERVIEW

Indego Africa (indegoafrica.org) is a 501(c)(3) non-profit social enterprise that empowers socially and economically marginalized female artisans in Rwanda through market access and education. Indego Africa partners with for-profit cooperatives and sells their jewelry, home decor, and fashion accessories on (a) their e-commerce site (shop.indegoafrica.org), (b) to boutiques and stores worldwide, and (c) through large-scale brand and design collaborations. Indego Africa then pools 100% of profits with all donations to fund job skills training for our partners in management, entrepreneurship, literacy, computers, and health. Through their partnership with Indego Africa, women generate income from product sales to meet their families’ basic needs now and develop job skills that enhance their long-term earning potential.

A NOTE ABOUT THIS SOCIAL IMPACT REPORT

This Social Impact Report summarizes results from Indego Africa’s fifth annual social impact assessment. Effective impact assessment requires a true commitment to evaluating and improving performance. We hope that publishing our fifth Social Impact Report in five years, and the results herein, further validate your perception of Indego Africa as a result-oriented organization. Sound impact assessment, however, also requires metrics and indicators that are highly relevant, appropriate, specific, and measurable. Prior to administering the March 2013 survey, Indego Africa drew heavily upon lessons learned from previous years to strengthen our assessment framework and focus. Deeply mindful of the analytical and practical value of year-over-year results, and careful to protect their integrity, we upgraded certain areas of our survey to better capture educational outcomes and entrepreneurial behaviors.

METHODOLOGY

In March 2013, Indego Africa’s field team administered a manual survey that collected developmental data from our artisan partners including both quantitative metrics such as demographics, income, education levels, and food security, and qualitative indicators such as in-depth self-perception.

The March 2013 survey included a questionnaire with 36 multiple-choice questions that is attached as an Appendix.

145 women from across 10 of our partner cooperatives - Abasangiye, Cocoki, Caunya, Ejo Hazaza, Hope, Haquna, Imirasire, Mpore Mama, Susuruka, and Twiyubake - participated in the March 2013 survey.

Results obtained from the March 2013 survey were compared for each question at an aggregate level for each cooperative and for all of our artisan partners for which we have year-over-year data.

Data collected from members of each partner cooperative other than Ejo Hazaza in the March 2013 survey, taken together with previous data, spans multiple years and, as a result, reflects Indego Africa’s year-over-year impact.

Data collected from members of Ejo Hazaza in the March 2013 survey will serve as baseline data for future impact assessments.
INDEGO AFRICA PROVIDES FEMALE ARTISAN ENTREPRENEURS WITH MARKET ACCESS & EDUCATION
AND, AS A RESULT, THEY EARN INCOME & APPLY NEW SKILLS
WHICH IMPROVES THEIR QUALITY OF LIFE & RAISES THE STANDARD OF LIVING FOR THEIR ENTIRE FAMILY
ENABLING THEM TO DRIVE DEVELOPMENT IN THEIR OWN COMMUNITY
AND BECOME A MODEL FOR SUSTAINABLE ECONOMIC AND SOCIAL EMPOWERMENT IN A POST-CONFLICT COUNTRY

COOPERATIVE OVERVIEW

ABAHARANIRAMAJYAMBERE (AJ)
Location: Butare
Skill: Weaving

ABASANGIYE
Location: Kayonza
Skill: Sewing & Knitting

AGATAKO
Location: Kigali
Skill: Weaving on Metal

COCOKI
Location: Kicukiro
Skill: Sewing

COVANYA
Location: Nyamata
Skill: Weaving

EJO HAZAZA
Location: Nyacyonga
Skill: Beading

IBYISHIMO
Location: Kicukiro
Skill: Sewing

IMIRASIRE
Location: Mayange
Skill: Weaving

INGENZI KNIT UNION (IKU)
Location: Kigali & Mayange
Skill: Knitting

TWIYUBAKE
Location: Kayonza
Skill: Banana Leaf Weaving
83% of our artisan partners never completed their first year of secondary school. Indego Africa’s job skills training programs provide our artisan partners with a strong educational base to more effectively manage and operate their own artisan enterprises.

We provide training in Business Management & Entrepreneurship, English & Kinyarwanda Literacy, Technology, and Health.

“The trainings help us to manage our personal income as well as better manage the cooperative.” – Maria Mukabaranga, Covanya

Learning by Doing

92% of women reported that producing orders for Indego Africa helped them improve and learn new skills.

New Health Initiatives

In 2012, we supplemented our core curriculum with targeted workshops in Occupational Health & Workplace Wellness and Breast Cancer Education & Awareness.

In 2012

92% of women had participated in Indego Africa’s trainings

39% of women reported that they now have the knowledge, skills, and experience to run a business

96% of women felt they could manage money well enough to run their own business

16 Trainers from

5 Local Universities Taught

682 Classes
OVERVIEW

Indego Africa’s market access program generates income for our artisan partners by connecting them to the global export market. We combine high-quality and on-trend designs, scalable supply chains, and fair trade best practices to maximize the income they earn.

“Indego Africa has changed my life because it provides me with a source of income through the numerous orders and I feel confident because I am employed and able to earn a living.”
- Consolee Uwingabire, Imirasire

IN 2012
- 76% of women earned more than $1 per day, compared to 30% in 2009
- 75% of women earned a majority of their income at their cooperative, compared to 36% in 2009
- 86% of women reported an increase in income since partnering with Indego Africa

BEYOND INCOME

Through interactions with the export market, our artisan partners also gain essential practical experience in areas such as design innovation, quality control, and supply chain logistics.

SPENDING WISELY

The top three uses of additional income earned in 2012 were:
- School fees for children
- Investments in livestock and/or land
- Home improvements
QUALITY OF LIFE

OVERVIEW

Indego Africa envisions achieving economic justice in Africa through hopeful, confident women reclaiming their own futures. Access to steady income and education for our artisan partners drives forward rapid, sweeping improvements in their standard of living.

“I am confident now because I am able to pay my rent, my health insurance and because I have made new friends.”
- Joselyne Nibagwire, Abasangiye

<table>
<thead>
<tr>
<th>2009</th>
<th>% change</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>had no permanent residence</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>owned their own home</td>
<td>46%</td>
<td>75%</td>
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<td>had electricity</td>
<td>22%</td>
<td>45%</td>
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<tr>
<td>had a phone</td>
<td>32%</td>
<td>84%</td>
</tr>
</tbody>
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FOOD SECURITY

88% of women reported that they ate 2 or more meals per day

HEALTH ACCESS

81% of women reported that they earned enough to afford medical insurance

BASIC NEEDS

70% of women reported that they earned enough to afford clothing
the MULTIPLIER EFFECT

OVERVIEW

Indego Africa’s programs positively impact not only our artisan partners, but also their families and communities. According to studies by the World Bank, a woman will reinvest approximately 90% of income she earns in her families’ well-being, compared to approximately 30-40% for a man. In addition, investments in women strongly correlate to economic growth and social progress across entire communities.

WHY WE INVEST in WOMEN

“In finally I have goals for my children to grow up and be important people, and I am confident that they will achieve this.”
- Epiphanie Murekatete, Ejo Hazaza

“Being elected as a cooperative leader makes me feel significant in the community because I can contribute something meaningful.”
- Florence Mukamana, Cocoki

“Finally I have goals for my children to grow up and be important people, and I am confident that they will achieve this.”
- Epiphanie Murekatete, Ejo Hazaza

“In being elected as a cooperative leader makes me feel significant in the community because I can contribute something meaningful.”
- Florence Mukamana, Cocoki

In 2012, 65% of our artisan partners were primary income earners in their families. Collectively, our artisan partners had 2137 dependents.

In 2012, 74% of our artisan partners’ families never ran out of food, compared to 8% in 2009.

In 2012, 74% of our artisan partners’ school-aged children always attended school, compared to 38% in 2009.

In 2012, 50% of women held leadership positions in their workplace or community. A majority of these positions began after partnering with Indego Africa. Our artisan partners have undertaken leadership roles as:

- President of Parent’s Association in Neighborhood
- Vice President of Youth Council in Neighborhood
- Development Officer at National Women’s Council in Neighborhood
- President of Women’s Council in Neighborhood
- President of Turere Umwana from World Vision
- Treasurer of Church
- Treasurer of Cooperative
- Secretary at Cooperative
- Health Advisor
- President of Avega Agahozo (Rwandan Genocide Widows Association)
- Auditor of Cooperative
- President of Turere Umwana from World Vision
- President of Youth Council in Neighborhood
- President of Women’s Council in Neighborhood
- President of Avega Agahozo (Rwandan Genocide Widows Association)
ENTREPRENEURSHIP

OVERVIEW
Indigo Africa’s ultimate goal for all of our artisan partners is sustainable, economic independence. Leveraging their experiences of financial security, increased productivity, and enhanced job skills, many of our artisan partners are flourishing as sophisticated businesswomen - for instance, implementing growth strategies at their cooperatives or supplementing their earnings through new business opportunities.

“I am starting to look for other business opportunities that can be of use for me. I am also becoming more innovative in my work.”
- Martine Niyomukiza, Abasangiye

IN 2012
- 90% of women had a bank account, compared to 46% in 2009
- 62% of women participated in a business outside their cooperative
- 93% of women who did not participate in a business outside their cooperative aspire to start one

OUR ARTISAN PARTNERS HAVE APPLIED BUSINESS SAVINGS IN THE FOLLOWING WAYS:

ACCESS to CAPITAL

IN 2012
- 39% of women took out a loan.
- Uses of proceeds included:

- Buying a bicycle to transport goods from the countryside for sale in town
- Investing in inventory for a second hand clothing enterprise
- Investing in a food (maize, sorghum, and beans) vending enterprise
- School fees for children
- Buying yarn to produce a high-volume school uniform order
FRESH TAKES ON IMPACT

In this Social Impact Report, we focus on Indego Africa’s impact on our artisan partners and their families. Talk to a couple of people in the Indego Africa community, however, and you will quickly find that Indego Africa impacts many other people in many different ways.

“When I GIVE to Indego, I know I’m giving something BIG.” - Rachel Bennetsham, Donor

“I am so PROUD to have had the opportunity to partner with such an INSPIRING organization that EMPOWERS African women.” - Nicole Miller, Design Partner

“I FEEL POSITIVE everytime I wear [an Indego product] because they contribute to a GREATER GOOD.” - Amy Estes, Customer

“I FEEL HUMBLED when I wear [their earrings].” - Jessica McFadden, Customer

“Teaching skills to these women makes ME FEEL VALUABLE in my society” - Biglyobynada Innocent, Teacher

“I TEACH and LEARN a lot from these EMPOWERED women” - Tuyishime Consolation, Teacher

APPENDIX

Raw data has been excluded from this electronic copy due to file size, but remains available upon request. Please contact info@indegoafrica.org

If Indego Africa has had an impact on you, write to us at info@indegoafrica.org or tweet @indego_africa #freshimpact. We would love to hear from you!