



With 2017 fast approaching, we are facing some of the most complex social and environmental challenges the world has ever seen. The magnitude of need reinforces the importance of our work. We hold great hope for the future and recognize that we are living in a very special time with unique tools at our disposal that didn't exist even a few decades ago. Through technology, conscious capitalism, and engaged communities, we have a real opportunity to build a more connected world, develop solutions, implement strategies, and drive change in a way that was never before possible. At Cotopaxi, we are working hard to harness these resources, and we believe that together the world can achieve a future free of poverty.

Over the past year, we have deepened our giving with five outstanding nonprofit partners. Together with these organizations, we have:

- Supported the response to the crisis in the Middle East and Europe with education programming so youth can continue to learn in the face of conflict
- Provided bed nets and antimalarial education to refugees across sub-Saharan Africa so preventable diseases cannot threaten their path to a healthy and safe future
- Increased student engagement and learning outcomes for children living in rural, conflict-affected regions of South America
- Enabled access to quality education for out-of-school girls living in poverty across remote regions of India, reducing underage marriage and increasing transition rates to higher learning
- Contributed to the development of agricultural products that enable small plot farmers in Myanmar to significantly increase their crop yields and, in turn, generate sufficient incomes to help their families thrive

Founded as a Benefit Corporation with social purpose ingrained into its DNA, Cotopaxi is committed to effecting social and environmental change as a means to improve the human condition, increase social consciousness, and alleviate poverty. We took this commitment a step further by becoming a certified B Corporation, which holds us accountable to that promise of being a force for good by monitoring our efforts as we grow and evolve. In that spirit of transparency and accountability, we invite you to read about our progress in the past year and how that positions us to achieve our goals for the year ahead.

Sincerely,



Lindsey Kneuve  
Chief Impact Officer

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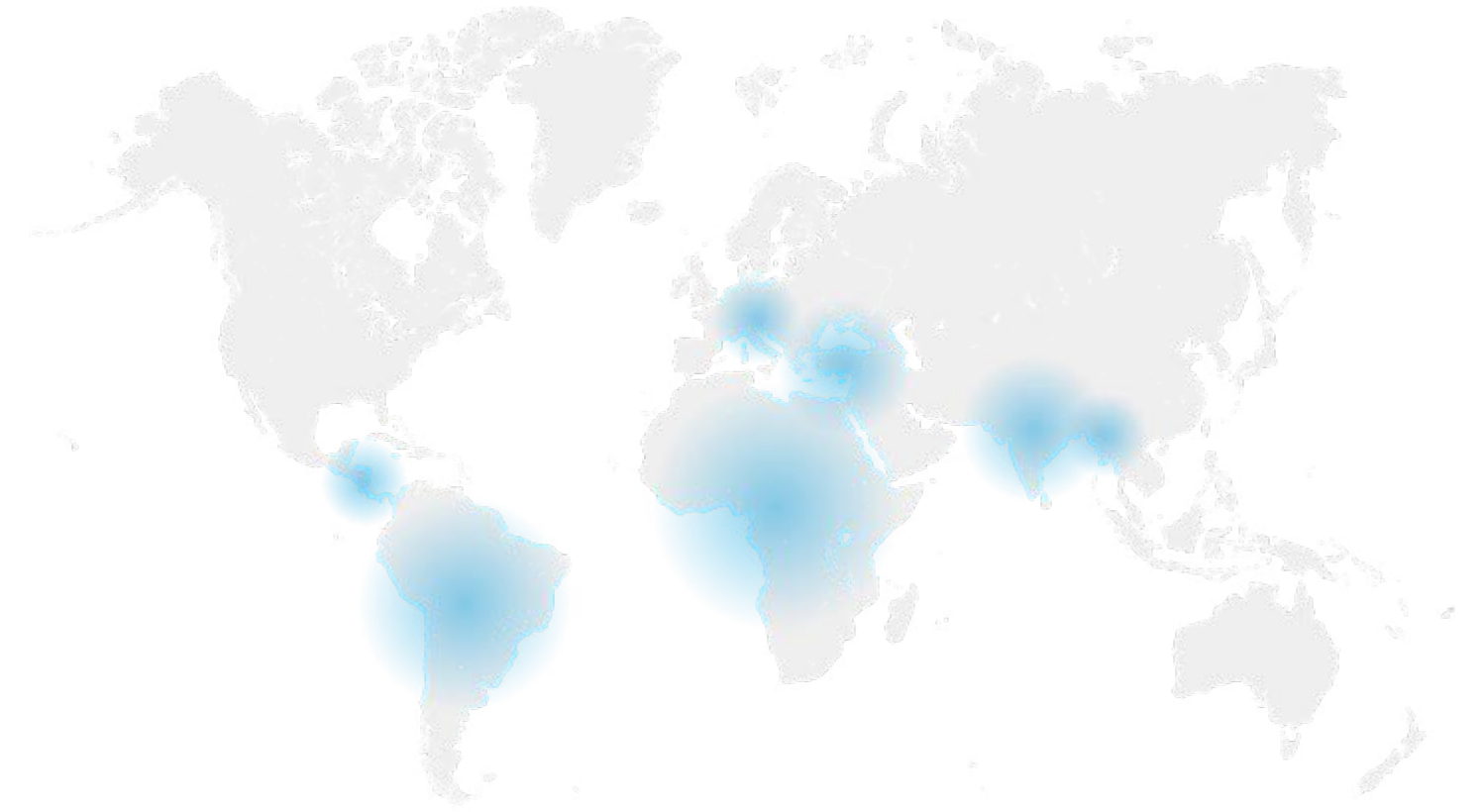
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# OUR MISSION



We're committed to creating a positive social impact in developing countries through sustainable product design and grantmaking. We designate 2% of our revenue each year to provide targeted grants to nonprofits that have demonstrated outstanding impact, agility, and persistence. The grantees we select continue to implement sustainable solutions that are generating positive results within their respective communities. Our five grantees this year include: Nothing But Nets, International Rescue Committee, Proximity Designs, Fundación Escuela Nueva, and Educate Girls. Learn more about our grantees at [cotopaxi.com/grantees](https://cotopaxi.com/grantees)



## WHERE WE'RE WORKING

**Proximity Designs** | Myanmar

**Nothing But Nets** | Sub-Saharan Africa

**Educate Girls** | India

**Fundación Escuela Nueva** | Latin America

**International Rescue Committee** | Middle East & Europe



**PROXIMITY DESIGNS**

This year, our partner Proximity Designs served 86,709 households with irrigation products, farm advisory services, and farm finance loans, bringing its total unique active customer base to 213,270. Proximity products leverage user-centered design to ensure they are tailored to the needs of Myanmar’s farmers. All products are designed to maximize ease-of-use, so that men and women,

young and old, can engage with products intuitively and comfortably. On average, women are the main users of irrigation products in 48 percent of farm households. This reflects a trend we are seeing where women are being more involved in their family farms. Women save an average of 12.7 hours per month on irrigating their crops when using Proximity products, compared to traditional irrigation methods.

### Characteristics of Proximity Farmers

- Earn U.S. \$1-3 per day
- Actively cropping <10 acres
- Grow paddy or cash crops (e.g., betel, tomato, flowers, chili, eggplant, gourd), and/or raise livestock (pigs, goats, ducks)
- Financially vulnerable
- Food insecure

### 2016 Proximity Impact Milestones

- \$254 annual income increase among irrigation product users
- \$120-\$158 annual income increase among loan borrowers
- 21,231 irrigation products sold (including solar-powered pumps, treadle pumps, drip irrigation systems, and water storage tanks)
- 56,836 active Proximity Finance borrowers
- 8,232 farmers adopting improved agricultural techniques
- Developed and launched three new product and service innovations that will generate around \$150 income increases per customer household. These included: the Lotus solar irrigation pump, on-the-move loans, and three new integrated pest management techniques





Name **Daw San San Maw**

Village **Nga Pi Chaung**

Township **Kyaiklat Township**

Proximity Business Unit **Farm Advisory Services**

# The Tale of Six Sisters

**Among the 124 households in the riverside village of Nga Pi Chaung, none resemble that of Daw San San Maw's. She lives with her five sisters, who range in age from 46 to 58 years old. Daw San San Maw has increased her family's farming efficiency by partnering with Proximity Designs' Farm Advisory Services.**

Daw San San Maw is the fourth oldest of the six sisters. She leads a household that cherishes family values, supports each other, and works together. From the five acres of land they inherited years ago, the sisters have expanded their business to 27 acres. The family's rice field stretches from their backyard as far as the eye can see.

The sisters own more than five times the average field size in their village, but to save cost, they don't hire spare hands outside of the busy times of harvest. They handle most of the farm work together and spend the majority of their time working in the field.

One issue that has particularly troubled the sisters is seed quality. They, as well as most Myanmar farmers, have limited access to good quality seeds. Although they have mastered the broadcasting technique, their seed supply often includes bad seeds that significantly reduce yield: growth is scattered and paddy health is compromised, putting their efforts to waste.

Last monsoon season, Daw San San Maw met Proximity's Farm Advisory Services field staff at an introductory meeting. She learned about the salt water seed selection technique, a simple trick that separates high-quality seeds from the light, empty ones, using the density of salt water. The technique was so easy to implement that after the meeting, Daw San San Maw

immediately put it to practice. She tried it out for one acre last year and saw a significant improvement in yield compared with the rest of her field. This coming season, she will adopt this technique for her remaining 26 acres.

Since the initial meeting, Daw San San Maw and her local field staff have maintained close communication. They meet at least once a month and spend time chatting about pest outbreaks, disease control, and how to build stronger field barriers. The relationship has since grown into a personal one, as their talks often extend beyond farming to family and more.

In addition to the economic benefits, the sisters have become a knowledge hub for villagers through the information provided by the extension agents. They take pride in helping their neighbors, who show up with questions and provide assistance. As the key villager in her area, Daw San San Maw helps organize and attend three to four village-wide meetings per season to relay the information she has gathered from Proximity to the local community. "We prefer our current lifestyle and the freedom it gives us," the six sisters said.

Without finishing high school, the six sisters run their farming business as sophisticated entrepreneurs. They farm, harvest, and invest in more fields and livestock with the extra income. Starting next season, the sisters will be able to invest in building stronger barriers to combat the heavier rainy season. They know the Farm Advisory Services field staff will be on their side through that process.



Name **U Than Htike**

Village **War Yone Chaung**

Township **Kyaiklat Township**

Proximity Business Unit **Irrigation & Proximity Finance**

# Testing is Believing

**By implementing Proximity Designs' products, U Than Htike has saved energy and reduced additional labor, making it possible for him to farm his 3.5-acre plot without relying on the help of his family.**

Eight years ago, U Than Htike was the first in his village to put a Proximity treadle pump to test. At the time, water was a scarce resource in his hometown War Yone Chaung in the Ayeyarwady Delta. There was one poorly constructed well in town, but the distance between the well and U Than Htike's field made it a daunting task to carry water every day between the two locations. Meanwhile, the wide opening of the well posed a safety hazard, particularly to children.

Facing a pressing need for solutions, U Than Htike was initially skeptical of Proximity Designs' work. He was hesitant to adopt new farming technology that he wasn't familiar with or believed in, but then the local Proximity sales representative let him test run a pump in his own home. Trying out the treadle pump in person slowly helped ease his concerns.

He discovered the portability of the pump, which he could easily carry and assemble at any location. The pump filled up an entire bucket in seconds, and only required a stepping motion, freeing his arms and shoulders from taxing labor.

Always on the lookout for improvement, U Than Htike said he has tried out other pumps over the years, but found them far less effective than the treadle pump. The pump saved the family energy and labor and made it possible for him to farm his 3.5-acre plot without the help of his children. His oldest son, now in 10th grade, can focus on his studies and the upcoming

college entrance exam. Meanwhile, his wife can take care of the youngest, a two-year-old girl.

Priced at U.S. \$36, the pump was a sizeable investment for U Than Htike. Knowing this, the sales rep put him in touch with Proximity Finance, which is the rural financial service. With a loan from Proximity Finance, U Than Htike was able to dig a well near his field and install a pump in his backyard. His personal experience soon became a model for the rest of his community.

Now, eight years since U Than Htike purchased his first product from Proximity, almost every household in War Yone Chaung owns a treadle pump. U Than Htike has expanded his own collection from one pump to four: three for farming and one for household use. He recently purchased a drip system, which helps him enhance the water usage efficiency.

U Than Htike's commitment to quality, and learning the products he adopts, has not changed during this process. Now serving as the Proximity Designs lead farmer in the region, U Than Htike still insists on trying out every product before promoting it to his fellow villagers.. He takes pride in understanding the technology and its impact. His knowledge and experience often serve as a good testimony for others.

U Than Htike recently finished building a three-foot-tall bamboo structure for Proximity's water storage tank, which he plans on purchasing next season. In addition, he hopes to keep farming, expand his business, and send his children to college, starting with his oldest son next year.



**NOTHING BUT NETS**



**M**alaria is a mosquito-borne disease caused by a parasite. People with malaria often experience fever, chills, and flu-like illness—but left untreated, the disease becomes deadly. In 2015, an estimated 214 million cases of malaria were reported worldwide, and 438,000 people died of the disease, mostly children in the African region. Half the world's population is at risk of contracting the disease. In fact, malaria occurs in more than 100 countries and territories.

Global progress against malaria has been incredible. The World Health Organization (WHO) estimates that

more than 6.2 million malaria deaths were averted worldwide between 2000 and 2015. Most of these lives saved were among the most vulnerable group at risk for malaria—children under the age of five living in sub-Saharan Africa—which had a 71 percent reduction in mortality. Thanks to interventions such as bed nets, there was a 30 percent reduction of malaria cases worldwide and a 34 percent reduction in Africa in this time period. Based on these results, WHO and UNICEF reported that we successfully achieved the Millennium Development Goal of halting and reversing malaria incidence by 2015, and we can begin to imagine a world free of malaria.

### Facts About Malaria

- 90% of malaria deaths occur in Africa, which is why Cotopaxi partners with Nothing But Nets to send nets to refugee families in the most vulnerable areas
- Half of the world's population—3.4 billion people—lives in areas where they are at risk for malaria
- Pregnant women and children are most vulnerable to this disease, with 77% of deaths occurring among children under five
- According to the WHO 2016 World Malaria Report, between 2001-2015, a cumulative 6.8 million fewer malaria deaths have occurred globally than would have occurred had incidence and mortality rates remained unchanged since 2000

### 2016 Nothing But Nets Impact Milestones

- Our partnership has enabled the protection of 6,004 refugees throughout sub-Saharan Africa from malaria
- Bed nets are the most cost-effective way to prevent malaria, and today, approximately 55 percent of the population in sub-Saharan Africa is protected by bed nets, compared to just 2 percent in 2000
- An estimated 663 million cases of malaria have been averted in sub-Saharan Africa since 2001, 68 percent of which were through the use of bed nets



A young girl with a red ribbon in her hair, wearing a school uniform, is sitting on the floor in a classroom, reading a book. She is pointing at the text in the book. Other students in school uniforms are visible in the background, some sitting on the floor and some on chairs. The scene is brightly lit, suggesting a sunny day.

**EDUCATE GIRLS**

**E**ducate Girls works with the most remote and marginalized communities in India, with a particular focus on engaging girls between the age of 6 to 14 across rural India. Most youth enrolled in Educate Girls' programs are first generation students. In pursuit of the organization's goals to improve access to quality education while also addressing gender inequality, Educate Girls works in around 12,000+ schools across 8,000+ villages in India.

By empowering village communities to improve the quality of girls' education and infrastructure in their

government schools, more girls can be educated on larger scales. As more girls are educated, their health, income levels, and overall livelihoods improve, bringing about social transformation.

In 2016, Educate Girls conducted a door-to-door survey of 2 million village households in order to achieve an accurate count of out-of-school youth. Its staff and volunteers successfully enrolled 61,806 girls in the first half of the year, while schools reported around 92 percent retention for all the girls who were enrolled last year.

**Characteristics of an Educate Girls Learner**

- Live in the most remote and marginalized communities of Rajasthan, where there are over 350,000 girls out of school.
- Most are first generation students between the ages of 6-14
- Live in villages where over 40% of girls traditionally leave school before Class 5
- Have a 50% likelihood of being married before the legal age of 18

**2016 Educate Girls Impact Milestones**

- More than 100,000 out-of-school girls have been enrolled in school
- Educate Girls works in 8,000 schools across 4,500+ villages across Rajasthan
- Its programs have increased the average attendance of children in schools from 62% to 87%



# The Freedom of Choice

**Educate Girls mobilizes communities to take a stand against gender disparity, working directly with governments, schools, parents, village leaders, and community volunteers to ensure access to quality education.**

Suhani\* (12), a girl from rural Rajasthan, used to go to school until a few years ago. Unfortunately, Suhani struggled with making progress in reading and writing and had no way of getting support to improve her learning. Her parents rationalized that she wasn't gaining much, so they stopped Suhani's schooling. Suhani was then confined to cooking, cleaning, fetching water, handling the cattle, and taking care of her younger siblings at home. Narayan Lal Sarel and Team Balika Manju (Educate Girls' field coordinator and community volunteer) went door-to-door within Suhani's village and identified Suhani as an out-of-school girl.

They spoke to numerous families, including Suhani's, urging them to educate their daughters. Suhani's parents were convinced that she couldn't really benefit much from school. Excelling at household chores would be far more advantageous. After all, serving her husband and his family was her sole destiny. What was the point of investing in her education? The entire community shared this way of thinking.

Suhani said, "When Narayan ji spoke to my parents it had been three years since I dropped out of school. I did not know the importance of, or feel the need for, education. How could I? Most of the girls in my village were working at home, like I was, or were already married. It wasn't odd. I didn't know there was something else I should or could be doing."

Many villagers were not always open to listening when approached individually. Narayan and Manju conducted community meetings in the village and spoke at length about the importance and benefits of education and how girls could contribute to the



development of their community if given equal opportunities.

People weren't comfortable with sending their adolescent daughters to school. They were afraid that the girls could "get out of hand," which would be detrimental as they were approaching marriageable age.

The villagers were then told about Kasturba Gandhi Balika Vidyalaya (KGBV), the free-of-cost residential government secondary school for girls. Girls from many adjoining villages would be studying there, the teaching and administration staff would be all-female, and since the teachers were residents, after-class coaching for students could be provided.

Manju took Suhani's mother to the school, showed her the classrooms, lodging, kitchen, and playground. She was introduced to the teachers and principal and was shown how Educate Girls used creative learning and teaching techniques to improve quality of education. Suhani's parents finally agreed that studying at the KGBV would be good for her.

Today, Suhani and her younger sister are both in school. Suhani took a bridge course to equip her with the basic learning levels needed and was entered in Class 6. She also receives extra help when she needs it. Narayan and Manju visit the school periodically and conduct Bal Sabha (Girls' Council) sessions, engaging the members in activity-

based games that can develop essential life skills.

On a recent field visit, some Educate Girls' staff members from Mumbai met Suhani as well. She shared, "Now I have understood that it is education and not just household work that will equip me better for my development. Education is about more than just textbook learning. It gives me the freedom of choice. I'm not sure yet what I aspire to be, but one thing is clear: I want to study for as long as I can!"

*\* Name changed to protect the identity of the minor.*



**FUNDACIÓN ESCUELA NUEVA**

For more than 27 years, Fundación Escuela Nueva has helped improve the lives of students and their families through empowering, student-centered education models. Fundación Escuela Nueva's programs are designed to improve the quality, efficiency, and sustainability of the education experience, with a particular focus on marginalized communities and developing countries.

Fundación Escuela Nueva is committed to improving learning outcomes, building learning environments

that promote gender equity and peer-to-peer teaching, and stimulating the development of social skills and an entrepreneurial mindset. The organization's work centers on the New Activa® School model, which is a globally recognized social innovation model proven to be cost-effective, scalable, and effective at addressing deeply rooted problems of quality and equity in education. Fundación Escuela Nueva schools serve nearly 7 million children across 14 countries.

### Characteristics of Fundación Escuela Nueva Students

- Students come from families experiencing poverty
- Students attend school in underdeveloped and/or rural areas
- Many students attend school in areas affected by conflict, where pockets of child populations are frequently displaced through the destruction of their communities and loss of families

### 2016 Fundación Escuela Nueva

- In an evaluation of third graders participating in Fundación Escuela Nueva programs in Ibagué, Colombia: The percentage of students at a satisfactory level in the national standardized tests (SABER) in language increased 12 percent, and in the advanced level increased 5 percent
- The percentage of students at the advanced level in the national standardized tests (SABER) in mathematics increased 29 percent
- After-school programs delivered by Fundación Escuela Nueva in the Egipto neighborhood of Bogotá generated outstanding results. 11 out of 13 youth aged 5 to 17 demonstrating marked improvement in their civic behavior scores, mathematics, and language achievement. On average, scores increased 24 percent for civic behavior, 42 percent for mathematics, and 25 percent for language





**INTERNATIONAL RESCUE  
COMMITTEE**

Since 2011, civil war in Syria has taken more than 250,000 lives and left 13.5 million people in need of humanitarian aid. Through programs coordinated from Turkey, Iraq, and Jordan, the International Rescue Committee (IRC) provides emergency and long-term services to displaced families and Syrians who have stayed in their homes. Given the IRC's expertise and knowledge of the growing conflict, the IRC was one of the first

international non-governmental organizations to deploy an emergency team to Lesbos, Greece—long before the crisis made international headlines. Today, the IRC remains the only international relief agency addressing the crisis on all fronts. They are providing vital aid to families displaced inside Syria, to Syrians who have sought refuge in neighboring countries, to refugees seeking safety in Europe, and to refugees who have been accepted for resettlement in the U.S.

#### In Syria & the surrounding region of Iraq, Jordan, Lebanon, & Turkey, the IRC:

- Treated 915,000 patients in more than 70 IRC-supported health clinics
- Helped 754,000 Syrians gain economic stability through cash assistance and job training
- Offered counseling and support to 48,000 women and girls at 15 IRC community centers
- Created safe places to learn for more than 22,000 Syrian and Iraqi children

#### In Europe, the IRC:

- Supplied clean drinking water for more than 95,000 people at camps in Lesbos, Greece
- Provided critical information to 30,200 refugees in Greece about their rights, the registration process, and other logistics
- Distributed more than 53,000 food packages and 11,000 hygiene kits to refugees in Serbia

#### Cotopaxi supports the IRC's Syria Regional Response program, which:

- Provides more than 200 children with emergency health care and malnourished children with urgent care
- Provides safe spaces for children or emergency classrooms. The IRC moves quickly after a crisis to set up dedicated play areas with supervised art, sports, and music activities, enabling young survivors to interact with each other and begin to heal
- Provides more than 85 girls with a year of school. The IRC covers the cost of tuition, books, and other supplies
- Provides more than 25 female entrepreneurs with small business training
- Provided women with dignity kits. In conflict settings, women are especially vulnerable to harm, including sexual assault. We provide them with critical, even life-saving supplies





# Stitching Together a Future

**Far from home and living with a disability, 30-year-old Syrian refugee Mohamed Saleh Ismail seizes an opportunity to restart his life in Lebanon.**

Mohamed fled to Lebanon two years ago when Kobani became too dangerous. “I had no future in Syria,” he said. “There was no security. It might take 10 years for hope to return.”

But the journey to safety was fraught with risk as well. “I traveled by bus in a convoy, and the bus behind was attacked as we passed through Idlib,” he recalled, adding, “I never found out what happened to those on board.”

When he climbed on board his bus, Mohamed became one of 4.8 million Syrians driven from their homes, and one of 1.5 million who have landed in Lebanon. (Today, one in four residents of the city is a refugee.)

Life for Mohamed in Beirut has been harder than it is for most. Propped up against the wall next to his sewing machine is his walking stick. Finding work is hard enough for Syrian refugees, but for those with disabilities it's practically impossible. “I wasn't born with problems with my leg, but I contracted something when I was very young, maybe only two



years old, which left me like this,” he explained. “One of my legs is paralyzed below the knee. I need an operation but it's not possible without money.”

Mohamed initially linked up with friends within Beirut's Kurdish community, but he realized he could not impose on them for long. “My friends just didn't have the space to let me stay with them all the time, so I've had to sleep on the streets and under bridges, sometimes for a couple of months at a time.” He would rely on the kindness of strangers to eat during the day. “I used to know a lot of people in Beirut but they've all moved on to Europe,” he said. “My family all moved to Germany. They took the dinghy to Greece. My family wanted me to join them, but my disability means I can't walk long distances.”

Fortunately, Mohamed has one staunch friend—the International Rescue Committee, which not only provided him an emergency payment of \$200 so he could pay rent, but also placed him in its apprenticeship program. The IRC persuades employers to train vulnerable Syrian refugees for three months by providing for their wages.



The IRC has placed more than 300 apprentices with some 200 employers, including florists, bakers, butchers, tailors, hairdressers, and mechanics. Apprentices have even been placed with interior design companies and photography studios.

“The apprenticeship was difficult at first, but I'm happy in this type of work because I can do it sitting down,” said Mohamed. “I'm proud that by learning a trade I can better rely on myself.”



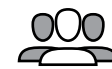
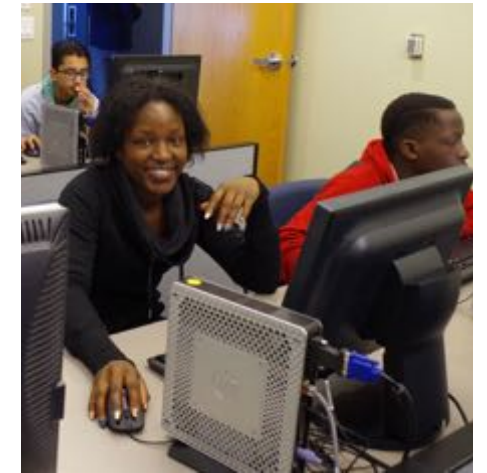
# THE GLOBAL GOOD PROJECT

At Cotopaxi, we support the integration of refugee families into their new communities and empower them to find meaningful, sustainable livelihood opportunities. Teaching computer literacy and coding equips families with the tools needed to navigate daily life and supports pathways to jobs, addressing one of the fundamental needs of a community of more than 60,000 refugees in the state of Utah.

Cotopaxi's computer science program, previously called the Refugee Coding Project, initially began in partnership with the Department of Workforce Services and the Bhutanese refugee community, where we saw incredible results. This early success of the program led us to expand

our services to six refugee communities across Salt Lake City, including the Sudanese, South Sudanese, Bhutanese, Burmese, Burundian, and Congolese communities.

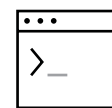
Over the past year, the program has grown significantly and evolved into the Global Good Project, a partnership between Cotopaxi, the International Rescue Committee, and Utah Open Source Foundation. The Global Good Project pairs skilled volunteers with refugee families to deliver a set of programs designed to meet a diverse spectrum of needs.



**Served 47 youth** from six refugee communities—the Sudanese, South Sudanese, Bhutanese, Burmese, Burundian, and Congolese communities



**250+ Hrs.** of skills-based volunteer hours logged



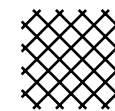
**18,217 lines of code** written by youth participating in the program



# QUESTIVAL ADVENTURE RACE

Cotopaxi's Questival is a 24-hour adventure race that invites people to build friendships, push themselves, experience their surroundings, and have a whole bunch of fun. The event is hosted in major cities throughout the U.S., where teams of 2 to 6 people do challenges revolving around adventure & fitness, food, teamwork, and service.

In 2016, participants' service was an amazing cornerstone of the event, which made an incredible, measurable difference that we know will have an even bigger impact in 2017.



**1,703 mosquito nets** provided to families living in refugee camps across sub-Saharan Africa



**322 trees** planted



**105,300 pieces of trash** picked up at local parks and along beaches and hiking trails



**855 boxes** of gently used clothing donated



**Over 1,763** healthy, nonperishable food items donated to local homeless shelters



**Thanks for all you did to help us make 2016 a year to remember. We look forward to the coming year and the incredible impact we can achieve with you, our global community.**

**Do Good & Adventure On!**