

# Sudara Impact Report

## >> 2018



# Sudara's Mission & Values

SUDARA BELIEVES PEOPLE WERE CREATED FOR FREEDOM, DIGNITY & HOPE.

Sudara exists to advocate on behalf of and to empower women who have escaped from or are at the highest risk of human trafficking by providing dignified employment opportunities.

Our business model is rooted in dignity, not charity. As an Oregon-based Benefit Corporation and certified B Corp, we are able to drive social change through access to market awareness and sales of our goods that, in turn, provide funding for living-wage jobs and skills training programs.

## Sudara Freedom Fund

Sudara's nonprofit, Sudara Freedom Fund, enhances Sudara's job creation efforts and the work of our partner centers in India by providing essential wraparound services for the women and families. When you make a purchase from Sudara, you contribute to a robust and sustainable solution in providing women empowerment, safeness and financial inclusion.

Sudara Freedom Fund, through its contributions and influence, currently provides a loving family and education for 90 children (40 of whom are HIV+), a restoration home for women and girls escaping trafficking to heal and recover, and business development services supporting the establishment of new social enterprises which provide opportunity and hope to at-risk women.

## Impact Assessment

Between December 2017 and May 2018, we interviewed women who are currently employed or participating in a skills training program at one of our partner centers in India. We used a gender responsive and holistic evaluation that aligns with the U.N.'s basic human rights guidelines: Dignity, Access to Basic Services, Social Justice, Peace and Personal Security, Equality of Opportunity and Equity in Outcomes, and Democratic Process. The aggregate data and individual quotes on the following pages are taken from this evaluation and our interviews with the women at the centers. We are encouraged by their responses, the good work that our partner centers are doing in their communities, and the ongoing and enthusiastic support of Sudara's customers and donors to make all of this possible.



# United Nations Sustainable Development Goals



BY ALIGNING WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS, SUDARA CAN BETTER EVALUATE OUR IMPACT, THE IMPACT OF OUR PARTNER CENTERS, AND THE WELL-BEING OF THE WOMEN WE SERVE.

**The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.** The SDGs tackle the root causes of poverty and unite us together to make a positive change for both people and the planet, ensuring a sustainable future.

While Sudara contributes to the broader context of multiple goals, **we emphasize on SDG 5 (Gender Equality), where we help ensure that “no one is left behind”** by creating a just, equitable, open and socially inclusive environment where the needs of the most vulnerable are met.

If you have come here to help me, you are wasting your time.  
But if you have come because your liberation is bound up with mine,  
then let us work together.

>> Lilla Watson, activist, academic, and visual artist

# After working at one of our partner centers ...



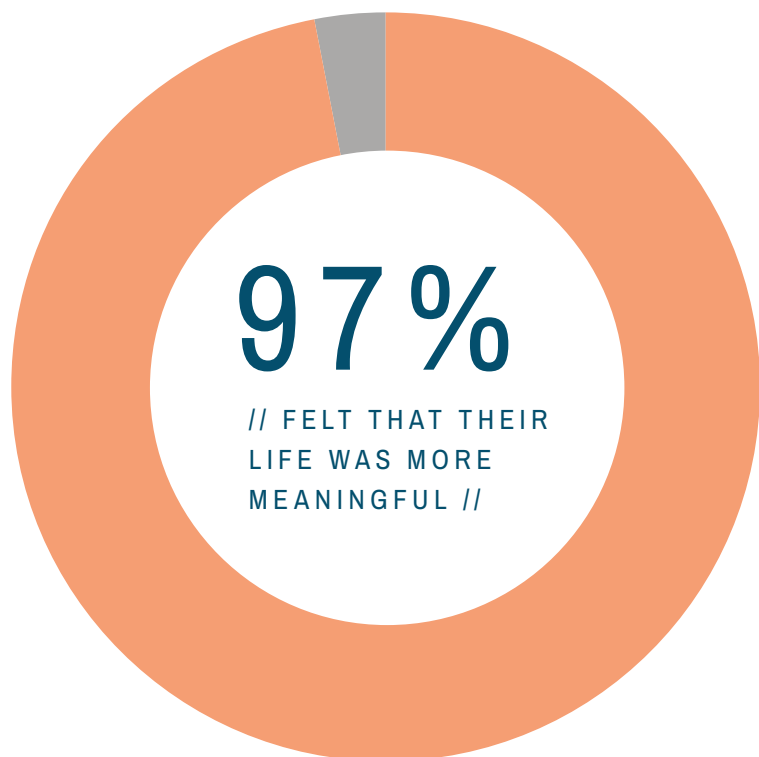
## 70%

// WERE ABLE TO  
ATTEND TO THEIR  
CHILDREN'S NEEDS //



"Now I am able to buy what my kids ask me.  
Previously I couldn't"

"Previously we had to sometimes give up  
some other expenses to pay the school  
fees. Now that I am earning, I contribute"



## 97%

// FELT THAT THEIR  
LIFE WAS MORE  
MEANINGFUL //



"Now that I am earning, I am able to  
plan for my family's future."

"People around me say I have  
changed my husband and educated  
my children."



# After working at one of our partner centers ...



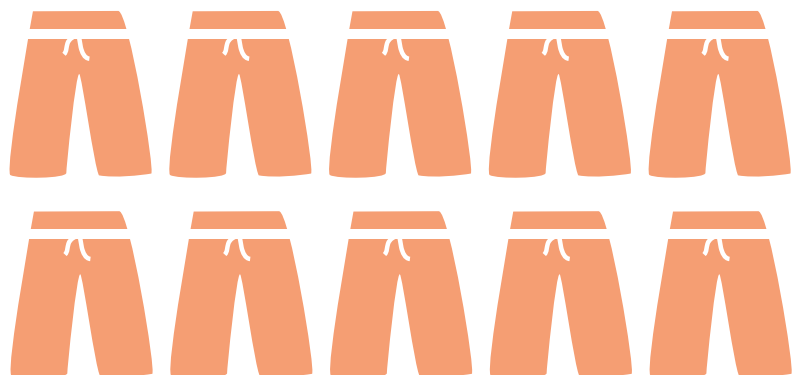
“Now I can spend from my salary or even save up for a few months for any particular expense.”

“I am able to support my husband now by paying his medical expenses.”



100%

// FELT THAT THEY WERE ABLE TO MEET THEIR PERSONAL NEEDS //



“Now I feel the change in myself and am able to accept myself.”

“Now I feel like I can do anything and have a lot of faith in myself.”

# After working at one of our partner centers ...

## 51%

// FELT THAT THEY WERE ABLE TO PAY OFF THEIR DEBT //



"I had no money before and had no confidence or faith in myself. Now I am stronger and happier."

"Now I can help to pay off my family's debts with my salary."



## 100%

// FELT THAT THEY LOVED THEMSELVES //



"I feel confident now that I am able to earn and provide for my family."

"I feel confident as I can spend for my children, and pay off my debts without expecting help from anyone."

"I had no peace of mind when I was at home thinking about the debts but now I am able to pay them off with my salary."

# After working at one of our partner centers ...



# 95%

// FELT THAT THEY HAD A SUPPORTIVE NETWORK //



“I felt uncomfortable to share problems in my previous company. Here I have friends who I can talk to and who care about me.”

“I was in a lot of difficulty before but now after joining (Sudara Partner Center) I feel better and have people to talk to and care about me.”

“I never left the house before so I didn't interact with anyone. Now I talk with everyone at (Sudara Partner Center) and even my relatives have started respecting me because I am working.”

# 84%

// FELT THAT THEIR GENDER DIDN'T AFFECT HOW THEY WERE TREATED //



“I couldn't make a single decision before working as people never respected what I said. But now that I am earning, they treat me with respect.”

“I feel that people respect me more because I know a skill and am able to earn with it.”

“My sons now respect me as much as they respect my husband and now they ask me what they need. Before they only asked my husband.”



## Conclusion

Your purchase creates a ripple effect of good where each purchase of Sudara's products echoes into the lives of many women and children. We then work with our partners to deepen the impact they make by investing donated dollars into safeness, empowerment and financial independence.

You help our partners provide women with the opportunity to work their way out of poverty by building a sustainable future for themselves and their families. Access to sustainable living wages not only provides a pathway to financial independence but, most importantly, provides a sense of purpose, dignity, security, and hope for the future.

The effect of dignified employment grants the opportunity for the women who work at our partner centers to self-develop and create a life of freedom for themselves, their families, and their communities.

YOU CONTRIBUTE + WE PARTNER + WOMEN THRIVE.

