

A vibrant, close-up photograph of a large group of children, likely in a school or community setting. Many of the children have their hands raised in the air, some with fingers spread, suggesting they are cheering or participating in an activity. The children are smiling and looking towards the camera or slightly to the side. The lighting is warm and natural, highlighting the textures of their clothing and the intensity of their expressions. The background is slightly blurred, focusing attention on the children in the foreground.

ELEATE

2022
IMPACT REPORT

THANK YOU!

WE WANT TO THANK YOU, OUR CUSTOMERS AND DONORS FOR MAKING OUR 2022 IMPACT POSSIBLE! WITH EACH PURCHASE & DONATION, YOU ARE DIRECTLY LIFTING OTHERS UP THROUGH SMALL BUSINESS CREATION IN SOME OF THE MOST CHALLENGING COUNTRIES AROUND THE WORLD.



Speaking of small business creation, meet the people behind the business that started it all! Most people are surprised to learn that our leather shop in India isn't called Elevate; it's called Tecsoe (*"tech-soy"*), a hindi word that means longevity. This is because we don't own the shop - the artisans do!

This leather shop was the very first small business we helped fund when our founders lived in India. And since then, we've been reinvesting proceeds from every purchase into new communities and launching more small businesses for families in need.

A LETTER FROM OUR **FOUNDER**

"The only thing worse than being blind, is having sight, but no vision." - Helen Keller



At Elevate, our success barometer is always serving God and his unseen people on the bedrock of empowerment. Elevate. We chose this word because it means "to rise or lift up to a higher position." In 2014, we met our first partnering family while living in India. They had a dream in their heart, to share God's love and to be a light to their community. A place where many children are hungry, aren't in school and families are struggling to make ends meet. And the thing is - they were struggling to make ends meet. One of their daughters told me with tears in her eyes of the day that she had to return a piece of candy costing about a penny because they simply couldn't afford it. Yet - in the hard, they had vision. To see and lift others up.

This is where it all started. We weren't trying to build a brand, run a successful business or take the world by storm - we just wanted to lift this family up to a higher position, so that THEY could be the vessel of hope, the beacon of light, the change agent in their own places for their own people!

So, how do we "elevate?" This became the question. And after gaining a masters degree, reading thousands of books and process mapping - we found a fool proof plan. (*Ha, definitely kidding!*) Here's how this went - we sat down for tea, we prayed and we shared what was stirring in our hearts. They said, "*we have a dream...to start our very own leather business, because leather is what we know and we love it! And we want this leather business to take care of people, and to earn income that will further the mission of helping others*".

Mind you, just a year before, I had a swift exodus from a part time job in the fashion industry and I never wanted to go back. It just didn't feel like me - and yet, here I was, seeing their heart, tears and hopes to make a difference, so I grabbed a piece of paper and started drawing the Tri-Fold wallet - which remains as a top seller every year.. We kickstarted a dream - and we've been living in one ever since. And the thing is, each of you make this dream happen! Our team loves providing you with stunning leather goodies - but most of all we celebrate that WITH YOU, we have been able to make dreams happen for hundreds of families living in unseen or crisis scenarios. Today, we serve in 15 nations and have empowered 384 families through our small businesses program. For just one moment, pause with me... 384 families who are empowered, lifted up, and "elevated" to see their dream break forth into reality. Now that's vision worth celebrating!

Jessica Hotz

ELEVATE

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My Pick:
The DiMarco

IMPACT FROM 2022

We have seen exciting growth across the board and are getting closer to achieving our 10 year goal of 1000 small businesses started amongst 500 people groups! Lives and communities are being transformed as people receive the training and tools needed to lift them up out of cycles of poverty in a dignified and sustainable way!



38.4%
COMPLETE

Our 10 year vision is to see
**1000 SMALL BUSINESSES
STARTED**; so far we're at
384 and counting!

28.4%
COMPLETE

Our 10 year vision is to see
**500 PEOPLE GROUPS
ENGAGED**; so far we're at
142 and counting!

129
BUSINESSES
STARTED

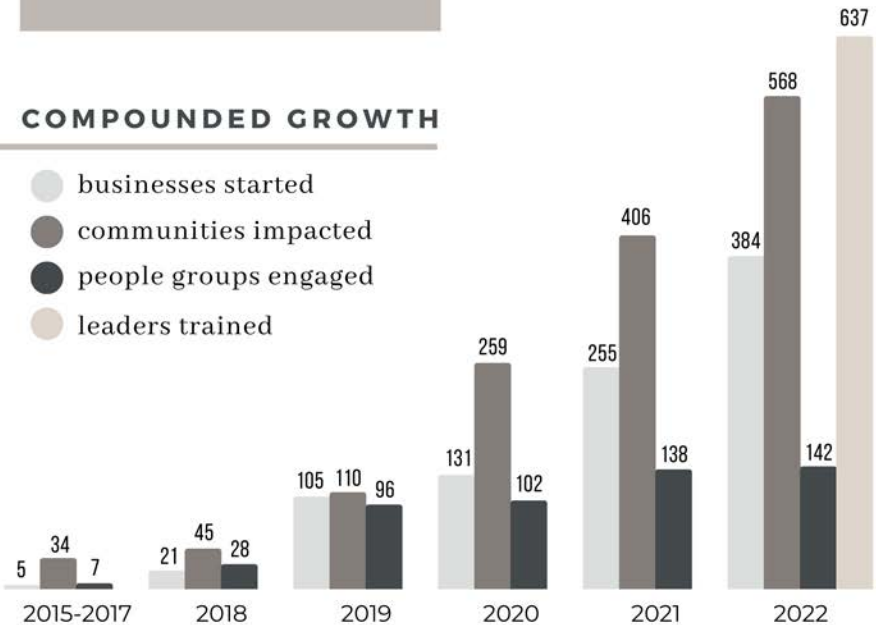
162
COMMUNITIES
IMPACTED

142
PEOPLE GROUPS
ENGAGED

15
COUNTRIES

COMPOUNDED GROWTH

- businesses started
- communities impacted
- people groups engaged
- leaders trained



DOING THINGS BETTER

FAST FASHION EXPLOITS WORKERS AND SACRIFICES QUALITY FOR A CHEAPER PRICE TAG. At Elevate, we want to do things better. We strive to deliver a product - *from production to doorstep*- that our customers can be truly inspired by.

So, how do we do that ?...



EMPOWERED PEOPLE

Our artisans receive living wages and benefits rarely provided in the fashion industry. From health insurance to investment training, they are equipped with more than paychecks. They are empowered to provide for their loved ones in practical ways like putting food on the table and sending their kids to school. They are also empowered to pour into their communities and help those in need

QUALITY LEATHER

Artisans we personally know handcraft our goods with full-grain leather - the highest quality leather on the market; two grades ABOVE genuine leather. From up-cycling monsoon rainwater to properly disposing of waste, our leather tannery is committed to environmentally-conscious production and ethical labor practices. We avoid toxic chemicals by using vegetable-tanned hides - making a natural product that's safer for the workers and for you!



THOUGHTFUL DESIGN

Functionality and longevity are the core of our design process. From convertible pockets, to luggage sleeves, to 3-in-1 versatility, each piece was created with you in mind.

small business highlight



HORN OF AFRICA

The Hamar people of Ethiopia are a group of 81,000 people located the southwest part of the nation called the "lower Omo region." This is considered one of the least developed regions of East Africa.

Over the past few years, we have worked with our local partners at New Covenant Mission and Horn of Africa Mission to establish 37 small businesses, that are providing sustainable livelihoods to the local leaders serving among the Hamar community.

Through a "training of trainers" program hosted in 2018, the local trainers are equipped to serve as mentors, helping them to truly succeed! All of the businesses in this project are agriculture plots or animal based, providing them with much needed food security.

The goal of this project is to uniquely maximize our resources and establish 60 businesses within three years so that families can bring dignified and sustainable hope to their own people long-term!



HOW TO BE INVOLVED

SHOP OUR PRODUCTS

Profit from every purchase is reinvested into starting more small businesses around the globe. You get a product that'll last a lifetime, AND you'll give the opportunity of a lifetime to someone who needs it!

SCAN TO SHOP



GET SOCIAL WITH US

Did you know; every time you interact with our posts, stories, reels, ads, or emails, you are helping us have a broader reach and a greater impact?! Love your new Elevate product? *Share it online and tag us!*

SCAN TO FOLLOW US ON
FACEBOOK AND INSTAGRAM

DONATE

Elevate is a registered 501C3 Non-Profit. 100% of every donation goes straight to small business start-ups and bringing hope to 15 countries around the world. *Help empower people with sustainable livelihoods by donating today!*

SCAN TO GIVE





ELEVATE

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