Letter from Founder

Dear Imani Collective Family,

It brings me great joy to present to you the 2019 Impact Report for Imani Collective. The past six years have truly been a journey and the best part is that we have had you walking alongside us, supporting us, constantly lifting our women and programs up in prayer.

For you, I am grateful.

My hope for this report is that it not only displays the tremendous strides and growth we have made in the past year, but it shines Christ through all of the pages - his love, compassion and heartbeat behind all that we do.

Our story began in 2013 with a desire to create dignified employment and opportunities for the women of Mtepeni village. It started with 16 women and has now grown to over 80+ artisans and staff in the coastal region of Kenya. We have transitioned from a simple sewing training program to a fully integrated socio-economic empowerment program that cares holistically about our people. We desire to see the generational cycle of poverty broken through the transformation of our women.

Our mission is to unleash a woman’s greatness through empowerment, opportunity and community. We strive for sustainability in all facets - socially, spiritually, financially, and environmentally. We are dedicated to see the artisan sector in the developing world evolve, so that we, as Imani Collective, can continue to create access to markets, skills and tools needed for our women to be successful.

We are committed to providing timely reporting and to operate with integrity, accountability and humility. Our 2019 Impact Report is a great reflection of our growth this year and creates transparency around the stewardship of our resources. It is with your support that our artisans are actively able to create better futures for themselves, families and communities. We continue to strive for sustainability and cultivate a community that is in this journey collectively because we know that together, we are not only better - we are our best.

And together, we will continue to create beautiful transformation.

With gratitude,

Jenny Nuccio
Founder
Impact at a Glance

85 artisans + staff

55 child tuition sponsorships

24 children in our in-house childcare

3,640 hours of literacy training

19,000+ meals served
Sustainability can be defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs,”* and this is at the core of Imani Collective’s heart as we seek transformational change within our artisans and their communities.

At Imani Collective, we support the United Nations 2030 Agenda for Sustainable Development, which has set forth 17 Sustainable Development Goals (SDGs) that serve as a “call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.”

Included in this section are key highlights from how we worked toward these goals and holistic sustainability this year.

*United Nations Brundtland Commission,
Economic Sustainability

We equip artisan women + men with dignified employment opportunities that ultimately equip them to uplift themselves, their families + their communities.

Artisan income

Consistent, fair + transparent pay

*This is the average reporting of monthly minimum artisan wages in local Kenyan towns and villages.

**This average factors in Imani Collective’s monthly base artisan salary, as well as all monthly bonus incentives, overtime and other revenue opportunities we offer.

Employment benefits

+ Dream management
+ In-house childcare
+ Children’s education tuition sponsorship
+ Food program
+ Home visits
+ English literacy
+ RISE personal development
+ Special events
We extended more life-changing employment opportunities through the implementation of a wool spinning training program. As part of the program, trainees learned all aspects of the wool preparation process, from carding to spinning to washing, ultimately helping us maintain consistent spun wool supply for our weavers.

The weaving and spinning trades are quickly disappearing from the artisan sector in Kenya, and it is hard to come by experienced workers trained in the craft. With the wool spinning program, we saw an opportunity to not only help renew and revitalize the industry, but to create consistent, restorative work for more artisans in our community.

10 women hired + trained through our new spinning program

62.2%
Percentage of cost savings by purchasing raw wool direct-to-farmer and spinning in-house vs. purchasing pre-spun wool

Bringing our wool spinning in-house contributed to wool supply cost savings, which increases our margins and helps us move closer towards achieving our sustainability goals.
**Social Sustainability**

We expanded our holistic care initiatives with the implementation of recurring, quarterly team building events, where we close the workshops for a day to give all of our artisans + staff the opportunity to come together, laugh and remember that we truly are a collective: a community that only thrives when we support, invest in and work with one another.

Imani Collective’s first two team building events happened in September and November of this year, when we gathered at Bamburi Beach and Butterfly Park in Mombasa for food, fellowship and spirited team competition.

**Spiritual Sustainability**

We know that a rich spiritual life is necessary for realizing the total empowerment of an individual. As such, we desire to see our women thrive in their faith, and are committed to cultivating this by ensuring access and exposure to sustaining Truth.

53 bibles gifted to artisans during our annual End-of-Year Celebration
Environmental Sustainability

We strive to be ethically-responsible and environmentally-friendly when sourcing and using our local, raw + organic materials. This year, we took a major step towards this goal by hiring a dedicated staff person to establish an official environmental sustainability program, including creating and enforcing Imani Collective’s waste reduction and reuse objectives moving forward.

2019 Q4 Waste Breakdown

- cotton 98%
- wool 1.7%
- plastic 0.2%
- other 0.1%

2020 Waste Production Goals

<table>
<thead>
<tr>
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<th>2019 Total Waste</th>
<th>2020 Target Waste</th>
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<tbody>
<tr>
<td>Produced Q4</td>
<td>355.2 kg</td>
<td>176.6 kg</td>
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Environmental Sustainability Objectives for 2020

1. Decrease fabric waste production by 50% by Q2.

2. Create and implement an organizational Environmental Sustainability Plan, including:

   - Streamlining waste collection methods and storage at both Old Town and Mtepeni workshop locations.
   - Enhancing fabric utilization systems to facilitate a decrease in waste production.
   - Introduce environmental sustainability training programs to instill an environmentally-conscious culture among artisans.
Holistic Empowerment

We’re committed to helping improve our artisans’ economic, spiritual, physical, emotional and social well-being by taking a holistic approach to empowerment. Our holistic approach focuses on the whole person and ultimately benefits the spouses, children and communities of our artisans. Empowering the whole person allows for our artisans to not merely survive, but thrive in the life they live.

Christine: “Programs like team building have helped me remove stress and be happy.”

Holistic Programs

We offer the following holistic programs to all of our artisans at no cost to them.

**Dream management**: personalized discussions + training in financial budgeting, time management, etc. to help our artisans take steps towards realizing their individual goals.

**In-house childcare**: structured program for artisans’ children to attend during the day while parents work, which includes themed curriculum, field trips, English courses, primary school entrance test preparation, creative crafts and more.

**Children’s education tuition sponsorship**: covered school tuition fees for artisan children, in addition to budget and financial planning training so that parents are prepared to cover additional fees like books and uniforms.

**Food program**: daily well-balanced meal and tea breaks for artisans and their kids enrolled in our childcare program.

**Home visits**: twice-per-month trips to visit artisans and their families, where we check in and present a love offering gift bag.

**English literacy**: weekly literacy classes taught at both workshop locations by a professional English teacher.

**RISE personal development (Realize Internal Self Excellence)**: character-building program hosted once per week at each location.

**Special events**: monthly artisan, employee and children’s birthday celebrations, in addition to holiday parties, team building outings and an end-of-year celebration.
At Imani Collective, our artisans’ sense of joy, confidence and self-efficacy are key benchmarks in measuring the success of our programs.

95% of artisans are happy and enjoy their work.

90% of artisans know, without a shadow of doubt, that Imani Collective cares for them as a person.

93% of artisans reported that their lives have improved since they started working at Imani Collective.

90% of the artisans in our Mtepeni workshop feel they have improved their English due to participation in literacy classes.

80% of artisans were able to achieve their dreams this year.

When people are empowered economically, socially and spiritually, it liberates them to move beyond meeting basic needs, and instead focus on achieving dreams.

Artisan dreams accomplished this year:

**Maliha M.** Broke Guinness World Record for longest time spent cooking, after cooking for 75 hours nonstop

**Rachel A.** Saved to buy a laptop to use for schooling

**Caroline K. and Evaline A.** Grew in computer literacy by saving money to enroll in computer classes and successfully graduated with a certificate

**Deborah N.** Traveled outside of Kenya for the first time on a trip to Egypt
Since our inception in 2013, we have worked hard to build out our infrastructure and create an efficient and productive supply chain between Kenya and the U.S. In 2019, this capability was refined even further, and we saw an increase in product demand from both markets.

**U.S. Sales Distribution Breakdown**

We fulfilled 154 high volume orders with 70 wholesale clients. We fulfilled e-commerce orders across all 50 states and in 5 countries. Our products are sold in 60 retailers across the U.S.

Wholesale = 35.2%, E-commerce = 8.2%, Custom = 47.3%, Markets = 9.3%

**Wholesale**

$71,350
Top-selling product: World changer Wall Hanging, 490 sold
Returning customer rate: 48%

**E-commerce**

$16,576
Total e-commerce orders: 488, growth of 178% year-over-year
Top-selling product: World changer Wall Hanging, 363 sold
Sales by traffic source:
- Direct: $7,971
- Social: $5,071
- Visits from Instagram are up 41%
- Visits from Pinterest are up 1837%
- Search/Other: $3,534

**Custom**

$95,814
16 total custom accounts

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**Social Media**

Instagram engagement growth
Followers in Jan. 2019: 9,100
Followers in Dec. 2019: 13,000
3,900+ organic followers!

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**Markets**

$18,743
- You Are Market (College Station, TX)
- The Market Beautiful (Salt Lake City, UT)
- Boho Market (Dallas, TX)
- Spring at the Silos (Waco, TX)
- FleaStyle Spring Show (Dallas, TX)
- Lake-A-Palooza (Dallas, TX)
- Boho Market (Dallas, TX)
- Renegade Craft Fair (Austin, TX)
- Boho Market (Dallas, TX)
- Market at the Star (Frisco, TX)
- Magnolia Market Summer Pop-Up (Waco, TX)
- Boho Market (Dallas, TX)
- Fearless Event (Dallas, TX)
- Boho Market at The Sound (Irving, TX)
- NY NOW (New York, NY)
- Boho Market (Dallas, TX)
- The Neighborhood Holiday Pop-Up (Dallas, TX)
- Market at the Star (Frisco, TX)
- Boho Market (Dallas, TX)
- Holiday Shop Night (Dallas, TX)
- Silobration (Waco, TX)
Kenya Sales Distribution Breakdown

In 2019, we experienced a notable lift in our Kenyan sales, which signals a growing awareness and important investment from the community within which our artisans live and work. Our dream is to one day have the capability to sustain all of our Kenya operational costs with these local sales alone.

Total sales: $32,811
2019 distribution of sales
Wholesale = 20.5%, Retail Shop = 38.8%, Custom = 6.5%, Markets = 34.2%
Top-selling products: woven blankets, kitenge animals
We are extremely grateful for each and every one of you. Carried us when we were tired or cheered us on when we achieved milestones. By side with us when it seemed as if we would not see tomorrow. The ones who We are here today because of people like you. The ones who have walked side

Donor Acknowledgment

Adam Wilson
Adreanne Brungardt
Aktham Mohamed
Alicia Lofgren
Alicia Marlowe
Allison Allport
Allison Hogge
Amanda Mcレン
Amanda Smith
Amber Brown
Amina Chihuanga Mwanganda
Amy Harte
Anjeline Maikula
Ann Wamuyu Kablinga
Annette Lakes Wilson
Asha Kimai Mlei
Ashley Ayala
Ashley Verzijl
Ashley Walcher
Asia Maere Mkoma
Asidati Rama Michambi
Ayman Aziz
Akbakali Kaderbhoy
Belinda Agallo
Bethany James
Betsy Guan
Betsy Wiersma
Beverly Isaiah Bermudez
Blair Labatt
Bob + Sharon Abendschein
Bobbie J Turkey
Brad Dietrich
Brandon Arbin
Brandon James Raymond
Brett Joiner
Brian + Kasinda Mercer
Brian Towell
Brittney Anderson
Brooke Busby
Caity Curtis
Caleb Warren
Callie Hall
Camille Hogge
Carl Daniel
Carlson Muwita MbKindyo
Carly Lawson
Carly Oosten
Carol L Callison
Carol Wood
Caroline Kavembua Mvita
Caroline Mumbi Moses
Caroline Njeri Ngaracha
Caroline Wacera
Cathy Britz
Cathy Scott
Chad Aaron Vicker
Chad Mezvinsky
Charles Baldwin
Chelsee Wrobel
Chiissy Tansey
Christina Marie Carter
Christine Rosasco
Cindy Campbell
Cindy Nyakio Lthimbi
Cindy Rainey-Bell
Clinton Omondi Agallo
Codie James Cowgill
Crispus Mwaniki
Crystal Brooke Busby
Cuty Akinyi Yora
Cynthia Hahn
Cynthia Jenkins
Cynthia Mwende Mbaru
Cynthia Rold
Dale Russell Wightman
Dane Emery
Damaris Wanjiku Thuo
Dan Mugambi
Dana Menard
Dana Vistine
Daniel W Karuga
David Good
David Lawver
David Manjau
David McLaughlin
Debora Ullom
Debra A. Calderon
Dennis Ndgungu
Dharma Amundsen
Donna Lascher
Dorothy Kea
Earlene Reed
Elena Bosch
Elizabth Dack
Elizabeth Njambi Njeri
Elizabeth Njoki Njuguna
Elizabeth Wiersma
Elysse McClintock
Emily Moore
Emmanuel C Morgan
Esther Njeri Murui
Esther Nyambura Muinge
Evlanye Faith Achieng
Evlanye Uchi Mbaru
Faith Mwikya
Femida Otieno
Fanice Nyagasi Muleni
Francis Wambugu Kumandina
Franklin Flato
Frida Akumu Onyango
Furaha Chonga Mwalolo
Gabriel Esselen
Gary Hogge
Genevieve Bennett
Georgenne A. Freuend
Georgina Smith
Germaine Bello Hagarty
Gianluca Capraro
Giles Emery
Glencie Marie Bean
Grace Harbor Church
Grace Walsh
Grace Zawadi Karisa
Gregory S. Barnes
Hailey Bicham
Hannah Calkins
Heather Attaway
Heather Marie Grafe
Helen Gichaga
Hellen Olang
Ida Grum
James Hasner
James Oosten
James Titus
Jamie Hamlin
Janet Choni Nyamawi
Janet M Noll
Jared McCurley
Jarrod Johnson
Jeanette L Tapley
Jedidah Wangari Njorge
Jemima Dalit Mwachia
Jennifer " Jen" Meyerson
Jennifer Ahart
Jennifer Ann Hogge
Jennifer Nassi
Jenny Nuccio
Jessica Blazer
Jim Potts
Jim Romack
Joan Quintana
Joanna Maiden
John + Ailecia Jenkins
John Kirgo
John Stegenga
Jonna Kosalco
Jordan Kuecker
Joseph James
Joshua Reynolds
Josaphat Kenga Kazungu
Joyce Njeri Njorge
Julie Toomey
Julie Young
Justin S Hostetter
Kadzo Mwagandl Ngai
Kahindie Kea Kimandio
Kaitlin E Kalina
Kamal Sufi
KaRonna Jeter
Kasinda Mercer
Kathryn Barnes
Kathy Adriansen
Kathy King
Kayleen Murphy
Kelly Speckhart
Kelsey Hendrickson
Kelsey Witte
Kelsey Zimmerman
Kevin Mainom Nysami Ratemo
Kevin Mbugo Ngai
Kimberly Nuccio
Lara Cornell
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Laura Gough
Laura Inez Ayers
Laura Siekman
Lauren Hanson
Lawrence Odihambo Onyango
Leah Karanja
Leah Rose Miller
Lee Towell
Lindsey Robb
Linet Jumwa Mwaseu
Lisa Arneson
Lisa Chao
Lisa Summa
Lisa VelaSquez
Lola Agallo
Lori Morin
Luke Rether
Lyndsey McLaughlan
Lyndse Schwart
Madison Martin
Malcolm R Hartnell
Malisha Islam Mohammed
Margaret Fomer
Margret Wachira
Margot Duvall
Marian Abad Suleiman
Marilyn Raje
Marie Hafen
Mary C Benkier
Mary Grigsby
Mary Muthoni Ngugi
Maryann Mweru Lenjo
Matthew Gallagher
Matthew Glover
Mbodzi Siti Chanda
Melanie Root
Melanie Gordon
Mercy William Mwamumba
Mercyline Ali
Michael Abendschein
Michael Andrews
Michael Nyanbuti Nyambuka
Michaela Coker
Mindy Oosten
Misty Castaneda
Moiz Aunally Maloo
Mulu Nzilu
Nancy Antilla
Nancy Gathoni Karanja
Naomi Wanga
Naomi Wangui Muinga
Natalie Paterson
Nathan Swindler
Ndeggwa Matano Rocha
Odeuma Shah
New Life Church
Nicole Devereaux
Nicole Iman
Nikole Lauren Opiyo
Nobil Energy
Norma Skarich
Nyevu Ngumbo Tsapi
Odumor Mumbo Otieno
Otedo Vincent Omolo
Paige Hunter
Pamela Wood
Patricia Kelley
Patricia Miller Webb
Pauline Gachhi
Pauline Ooko
Peggy Hartnell
Pendo Mbeu Katana
Peter Karangi Ndegwa
Phelister Kwekwe Tsim
Philip Kimonge Mbohgo
Purity W Maina

Mariam Raji
Marie Hafen
Mary C Benkier
Mary Grigsby
Mary Muthoni Ngugi
Maryann Mweru Lenjo
Matthew Gallagher
Matthew Glover
Mbodzi Siti Chanda
Melanie Root
Melanie Gordon
Mercy William Mwamumba
Mercyline Ali
Michael Abendschein
Michael Andrews
Michael Nyanbuti Nyambuka
Michaela Coker
Mindy Oosten
Misty Castaneda
Moiz Aunally Maloo
Mulu Nzilu
Nancy Antilla
Nancy Gathoni Karanja
Naomi Wanga
Naomi Wangui Muinga
Natalie Paterson
Nathan Swindler
Ndeggwa Matano Rocha
Odeuma Shah
New Life Church
Nicole Devereaux
Nicole Iman
Nikole Lauren Opiyo
Nobil Energy
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Odumor Mumbo Otieno
Otedo Vincent Omolo
Paige Hunter
Pamela Wood
Patricia Kelley
Patricia Miller Webb
Pauline Gachhi
Pauline Ooko
Peggy Hartnell
Pendo Mbeu Katana
Peter Karangi Ndegwa
Phelister Kwekwe Tsim
Philip Kimonge Mbohgo
Purity W Maina
Leadership + Artisans

Leadership

Jenny Nuccio
Founder

Femida Otieno
Director of Holistic Programs

Ashley Walcher
VP of Sales + Operations

Hailey Bickham
VP of Product Development + Design

Employees of the Year

Tabitha Schultz
Tanner Claridge
Tara Wawelo
Tasha Jean Irving
Taylor Adams
Taylor Bradman
Teresia Njeri
Teresia Njeri Kinyanjui
Teresa Njeri Wanjiru
Tessa Poyner
Tyler Bicknell
Vicki Collier
Victoria Jean Nichols
Walter C Ward
Wanda Tydingco
William Jambois
William Ouno Agallo
Winnie Njuguna
Yolande Morris
Zainab Hussein Khanbhai
Zilda Mboodza Jefwa
Zipporah Mwenyeri Ndichu

Kevin Mbogho
Director of Operations + Sustainability

Annette Wilson
Director of Marketing + Events

Tabitha Oiro
Program Coordinator

Belinda Akinyi
Production Assistant

Rahab Mumbi
Director of Events

Caroline Wacera
Holistic Programs Assistant

Frida Akumu
Operations Assistant

Carly Oosten
Communication + Production Apprentice

Rachel Akoth Ouno
Rachel Driskell
Rachel Hastert
Rahab Mumbi Muteru
Rahab Wanjiru
Ramadhan Ndegwa Munga
Randy Rother
Rebecca Cantu
Rehema N Mangale
Renu Rasikial Bhagani
Rispa Kalama
Robert Allan Nicol
Robert Bush
Robert Finzer
Robert Sulzbach
Roberta McKenzie
Rod + Amy Eakin
Rose Karengi Gona
Samira Omari Fundi
Samuel Wallace
Sarah Byrne
Sarah Cohn
Sarah Edwards
Sarah Simon
Sarah Simpson
Saumu Karisa Tsembero
Scarlet Trotman
Scott Andrew Hudson
Scott Kenneth Zimmerman
Sean Nuccio
Selina Chizi Imbi
Shawn Haskin
Sintamei S Mbogo
Skyler Womack
Sonja Nelson
Sonja Redmond
Sophia Lopez
Stephanie Chebet Ronno
Stephanie Dewald
Steve McKim
Steven De Hoog
Stewart Pook
Susan Brazell
Susan Delafield
Susan Jenkins
Susan K Walcher
Susan Seto
Susannah Jean Garfit
Syphrose Adhiambo Omondi
Tabitha Awuor Oiro

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Artisans + Staff

Agnes Ndinda, Artisan Trainee
Amina Chuhunga, Artisan Trainee
Angeline Anyango, Artisan
Asia Mkoma, Artisan
Caroline Kavemba, Childcare Director
Caroline Mumbi, Artisan
Christine Joseph, Artisan
Christine Ndege, Artisan
Cuty Yora, Artisan
Damaris Thuo, Shop Attendant
David Mwanyae, Night Guard
Debora Nzisa, Artisan
Dorothy Kea, Artisan
Elizabeth Munga, Artisan
Elizabeth Mwangonde, Cook
Esther Njeri, Artisan
Evelyn Achieng, Childcare Assistant
Evelyn Mbaru, Childcare Assistant
Evelyn Mwarasi, Artisan
Faida Choga, Artisan Trainee
Fanice Nyangasi, Weaver
Fatuma Chuma, Artisan
Furaha Chengo, Artisan Trainee
Furaha Chonga, Artisan Trainee
Grace Keya, Artisan
Grace Zawadi, Artisan Trainee
Harriet Zawadi, Artisan Trainee
Janet Nyamawi, Artisan
John Kiogo, Artisan
Joyce Njeri, Weaver
Kadzo Ngala, Artisan
Kakaka Sadaka, Artisan
Kennedy Angore, Shop Attendant
Linah Bahari, Artisan
Linet Awuor, Shop Attendant
Linet Mwasemu, Artisan
Loice Karisa, Artisan
Malha Mohamed, Cook
Mariam Abdi, Artisan
Mary Mumba, Artisan
Mbodze Tsuma, Artisan
Mercy Ali, Artisan
Mercy Gona, Artisan
Mercy Mecha, Literacy Teacher
Mercy Mwamumba, Artisan Trainee
Mwanamshina Kasim, Artisan
Mwanamzungera Ramadhani, Quality Control
Mwenda Kea, Artisan
Nyeru Tsapi, Artisan
Patricia Charo, Artisan
Patricia Mwamuve, Artisan
Pauline Chimongwe, Artisan Trainee
Pendo Katana, Artisan
Peter Karangi, Weaver
Phelister Tsuma, Artisan
Phoebe Achieng, Artisan Trainee
Prisca Dzame, Artisan Trainee
Purity Maina, Weaver
Racheal Akoth, Quality Control
Ramadhan Ndegwa, Screen Printing Director
Regina Katana, Childcare Director
Rehema Mangala, Artisan
Risper Mwahunga, Artisan
Riziki Mwakamsha, Artisan Trainee
Rose Alela, Artisan Trainee
Rose Kareni, Artisan Trainee
Samira Omari, Artisan
Sara Onono, Artisan
Saumu Tsemero, Artisan
Selina Jimbi, Artisan
Sharifa Mohammed, Artisan Trainee
Theresia Njeri, Weaver
Zawadi Nyaza, Artisan
Methodology
The Employee Empowerment Assessment

At Imani Collective, we are committed to measuring our impact. Each year we conduct an Employee Empowerment Assessment to measure social impact, gathering quantitative and qualitative information on the ongoing progress of our artisans. Our annual Employee Empowerment Reports allow us to assess the efficacy of our programs, identify areas for improvement, and transparently communicate the results of our work to our supporters around the globe. As we grow and scale as an organization, this data serves as a powerful tool to ensure that our programs are fully and successfully serving the needs of our artisans.

Dream with Us

Our mission: Together, we unleash a woman’s greatness through empowerment, opportunity and community.

Our vision: Through holistic empowerment, opportunity and community we will break the generation cycle of poverty through the transformation of a woman.

Economic
To be sustainable and profitable through our product revenue alone. We desire to sustain our materials, both in human and material capital, to create long-term solutions.

Spiritual
To radiate Christ’s love, always. To lead with servant’s hearts and operate with integrity and transparency in our hearts and finances. To create an effective business model that measures success first by the spiritual fruit, and then by the fiscal.

Social
To care deeply for our woman holistically and spiritually. We strive to understand the needs of our artisans and consistently pursue their well-being in all facets of life.

Environmental
To reduce our carbon footprint through a circular economy model that focuses on reducing product waste and increasing the reusability of material. We strive to be restorative and regenerative by design, proactively exploring innovative ideas that bring less harm to our world.
Moving into 2020 in order to help us achieve our sustainable vision, we are asking for a capital investment and/or donations to help us take Imani Collective to the next level.

By acquiring this capital and scaling Imani Collective, we aim not just for financial success, but to grow our spiritual fruit as well.

Imani means “faith” in Swahili, and our Gospel faith is at the core of our mission. We believe that when we help our women grow in their confidence and skills, we enable them to be that catalysts that break the generational cycle of poverty within their communities. When we help restore communities, we are actively seeking the full restoration of God’s Kingdom here on earth.

The Ask

We are seeking $300,000

This investment will help with:
+ Hiring appropriate staff
+ Implementing marketing budget
+ Covering operational costs for scaling

Thank you for considering joining our story and continuing to dream with us. We believe that, together, we are not just better – we are our best.

Guiding Principles

1. Shine Christ in all that we do.
2. Strive for sustainability: socially, spiritually, financially, and environmentally.
3. Cultivate community: together, we are not just better - we are our best. It takes a collective to do all that we do, so we acknowledge and know we are a collective - a family. We are in this together.
4. Holistic empowerment, opportunity and transformation for all of our artisans + staff.
5. Effective and transparent stewardship of our financial and human resources.
6. Embrace flexibility and actively pursue innovation
7. Live fearlessly: do not let fears stop us from dreaming.
8. Operate with integrity, accountability and humility.
10. Be intentional about sharing our story with others.