

BeadWORKS

KENYA



IMPACT REPORT

2019

The BeadWORKS' Movement

JOIN US

BeadWORKS is not just about beads. It's a whole empowerment story. We take advantage of being with the women to talk about so much more. About hygiene, about their children, about savings, about business. Because when you understand how BeadWORKS works as a business, you can apply the same principles anywhere else. We now have a group of women who can speak for themselves, who can do things for themselves, who have savings, who can think about the future, who can plan for their kids. There are many more women who want to join the BeadWORKS movement.

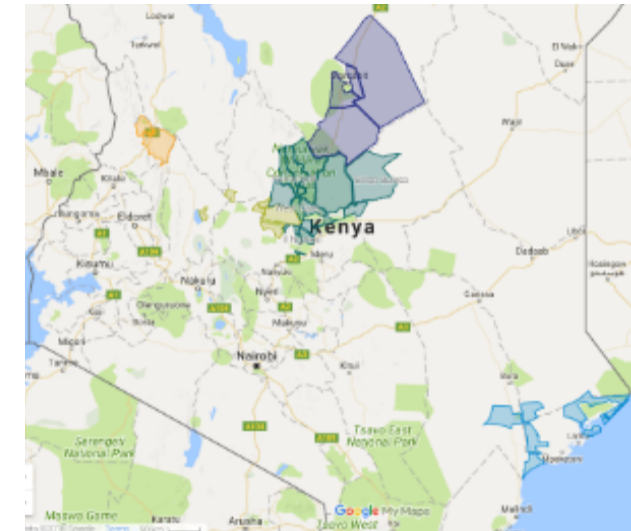
Beatrice Lempaira,
BeadWORKS Production Manager



Beatrice and Star Beaders from the Melako Conservancy

Where We Work

NORTHERN KENYA



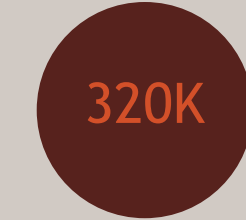
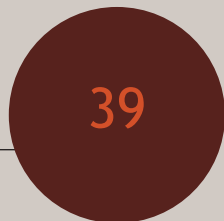
Where people are caught in a chronic poverty trap created by:



Insecurity
Isolation
Weak economic integration
Poaching
Harsh environment
Climate change



39 COMMUNITY
CONSERVANCIES IN
NORTHERN KENYA



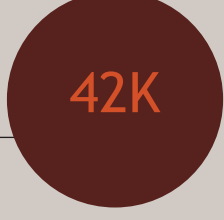
Over 320,000 People

18 Ethnic Groups



10 Counties

42,000 km2 of Arid and
Semi-Arid Land



Home to rare and iconic
wildlife such as rhinos,
elephants, lions, leopards,
cheetahs, reticulated
giraffes and Grevy's zebras

The BeadWORKS Story

TRANSFORMING LIVES THROUGH ENTERPRISE

From charity...

2013

BeadWORKS beginnings: Depending on charity

BeadWORKS was founded in 2007 by The Northern Rangelands Trust (NRT) as a small, donor-funded program to organize women's groups and help them sell their beaded products. A partnership with Zoos Victoria, Australia enabled the program to grow rapidly to over 600 beaders.

With a committed anchor customer, BeadWORKS posted impressive top line results for the first 6 years. But the women were generally passive and disengaged; they viewed their work as a "favor" they did to receive aid. As a result, quality and service suffered. Orders plummeted and, in 2014, the business faltered.



Skeptical and resistant

The BeadWORKS Story

TRANSFORMING LIVES THROUGH ENTERPRISE

...to sustainable business

2019

BeadWORKS now: Women empowering their futures

In 2014, BeadWORKS became part of NRT Trading, an incubator of sustainable social enterprises. Between 2014 and 2018, BeadWORKS underwent a complete transformation.

New leaders, from local communities, implemented a Star Beader production system that empowered and gave responsibility to the women. The system improved training and provided the women access to credit and savings tools. Product quality and reliability improved. With help from an energized marketing effort, business grew and 1,300 women now participate.



Empowered professionals working together to decipher a detailed custom order



More complicated products, better quality, higher earnings



Learning from each other, sharing construction techniques

2013

"I can get money from an NGO."

Mindsets Changed

"I am empowered and bring my mind, ambitions and creativity to work."

2019

"The process of transforming traditional women beaders from making personal jewellery to beading at a professional standard for economic gain has not been easy."

Susan Muumbi

East African, December 22, 2018

The BeadWORKS' Impact

THE POSITIVE IMPACT OF A REGULAR INCOME DERIVED FROM PERSONAL WORK IS HARD TO OVERSTATE.

NORTHERN KENYA'S #1
HANDICRAFT BUSINESS

#1

1,300

1,300 Women Participating

Benefitting Over 7,500 People

7,500

\$200K

Over \$200K Per Year in Sales

Over \$27K Contributed by Women
to Support Their Conservancies

\$27K

PLUS

- Financial Inclusion Through Savings Co-ops
- Widespread Adoption of Mobile Banking
- Certified Wildlife Friendly

FOR EVERY WOMAN WORKING

- Respect and empowerment in the home.
- More money to devote to:
 - Educating their children
 - Improving nutrition
 - Health and doctor bills
 - Water and sanitation
 - Energy for lights and technology
- Connection to the outer world through cell phones.
- Savings and increased assets.
- Income diversification and improved resilience.
- Ability to make informed choices about women's and girls' health decisions.



What the Women Say:



"You feel very good when you do a nice piece and you get your money. It feels very nice. So, we kept doing it until now we are really at a different level. We feel like employed people. You know you have an income when you can confidently do your own thing. We have come to a level where we can confidently take loans because we are sure we can pay with our BeadWORKS income. And now we can confidently pay for other things like school fees or opening a kiosk."

Ngesinoi Leinte, Star Beader, Melako Conservancy, Rendille people

"We are very confident. We can walk anywhere. We can talk to anybody, even in other meetings where there are other leaders. We are so confident. We can ask for anything. We don't even have problems with our husbands anymore. Now I can use my hands and get money and pay for things like school fees for my children."

Mpenison Lewarani, Star Beader, Kalama Conservancy, Samburu people



Last week I had a scenario where I was called from the school and was told they were going to chase my son from school because I did not have money. And then the message came through on my phone from BeadWORKS about my payment. I called the teacher and said, just give me two days and then I send the money. Because of BeadWORKS they knew I would pay and so my son was not chased from school. How can I not love what I do when this is how much it can help me?

Nkasupat Learao, Star Beader, Melako Conservancy

The BeadWORKS' Impact



Social Connection



Leadership



Participation in the Modern World

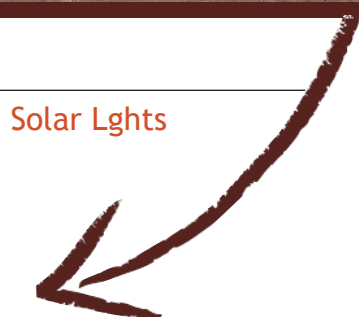
The BeadWORKS' Impact



Community Respect and Recognition



Solar Lghts



Children in School, a New Stone House and a Supportive Husband



Community and Conservancy Support

BeadWORKS helps women earn respect and influence in their communities by contributing 5% of annual revenue directly to community Conservancies. This provides money for communities to send more children to school, pay for infrastructure such as clean water, and to promote peace and security.

| Conservation fees to Conservancy (Kenya Shillings) | | | |
|--|------------------|------------------|------------------|
| | 2016 | 2017 | 2018 |
| Kalama | 351,209 | 222,328 | 162,238 |
| Sera | 289,018 | 138,374 | 171,582 |
| Melako | 289,337 | 322,466 | 361,187 |
| West Gate | 263,756 | 137,177 | 176,225 |
| Lekurruki | 67,638 | 45,928 | 44,592 |
| Iingwesi | 75,207 | 98,342 | 203,024 |
| Leparua | 49,245 | 59,486 | 32,937 |
| Nasuulu | 17,626 | 8,350 | 123 |
| Naibunga | 54,956 | 166,370 | 114,560 |
| TOTALS | 1,457,991 | 1,198,821 | 1,266,468 |

How to Participate and Help

BUY BEADWORKS PRODUCTS, SPREAD THE WORD

5,000 women

Earning money through hand crafts is the most environmentally sound source of income available to women in northern Kenya.

by 2022

You can help us achieve 5,000 beaders by 2022 by buying our products, through sales contacts and spreading the word, and through donations. BeadWORKS is a business, not a charity. Increasing sales is the surest way for the women to earn the economic security they deserve and to increase the number of BeadWORKS women artisans. All profits made by BeadWORKS return to the communities.

CONTACT US

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BeadWORKS

KENYA



HANDCRAFTED
- IN KENYA -

BEADS THAT CHANGE LIVES

We believe the future of northern Kenya lies in the hands of the people who live there; in the industry and aspirations of local men and women.

www.beadworkskenya.com