



2012 Year-End Report

This past year represented a turning point for Global Grassroots in moving from a successful pilot program to a growing organization that is expanding, replicating, scaling and adapting its core curriculum to new audiences while integrating supporting structures and revenue streams to enhance its sustainability. We have not only continued our commitment to our core Academy for Conscious Change in Rwanda, but we have laid the groundwork for our geographical expansion into Northern Uganda, established partnerships for future issue-based investments in women-led water ventures, initiated a new offering for the next generation including high school girls in Rwanda and university women in the US, leveraged technology to disseminate our curriculum globally and broadened our corps of trained practitioners who can help us meet the demand for our work. Following is our specific progress in meeting our goals for 2012:

Complete the launch of 8 ventures in Rwanda in the next 6-8 months.

Over the last year we have completed the launch of three new social ventures (*Kind People*, *Education for Young Girls* and *People of Love*) and have completed the design of three additional ventures (*United People*, *Perseverance* and *A Friend Indeed*) that are currently in the process of launching now. We conducted a small Academy for Conscious Change training program for additional members of two teams (*Perseverance* and *People of the Same Compassion*) who had management changes and were no longer led by our graduates, as required for funding. *People of the Same Compassion* will resume their design work this winter. Our final team of the 8 we have been coaching over the last two years (*Handicap Rwandais Reabilite Reintegre dans ses Droits*) has continued to revise their program plan and is not yet decided on a strategy to move forward. Because our program is fiercely committed to local leadership, the pace of each team's progress is driven by its own members. As such, though our incubator is designed to serve teams for 18 months (the average time needed to develop and launch a social venture), we will continue to provide facilitation as long as is necessary for our teams to establish their work.

Execute our expansion plans of our Academy program to Northern Uganda, launching 5 new social ventures initiated by and for women who were former sex slaves and abductees of the Lord's Resistance Army.

We spent much of the spring and summer laying the groundwork for implementing our programs including developing a comprehensive MOU and workplan with our partner organization, identifying local staff, translating all of our program documents into Acholi, hosting "open days" with grassroots women throughout the region and soliciting applications from throughout the region. We will be working with a local NGO called Women's Economic Development and Globalization – Gulu (GWED-G). GWED-G serves female abductees in Gulu, Amuru and Noya districts. Their work focuses on women's rights training, reconciliation, peace-building, psycho-social support, economic empowerment, SGBV awareness and prevention through counseling and theater, HIV/AIDS prevention and maternal and child health. They are serving internally displaced people who had been living in camps to help them reintegrate. They told us that 70-80% of abducted women who have returned are HIV+, most often due to rampant rape during the war. They are working in the more remote areas of the region where most NGOs are not present, and are deeply committed to a participatory method of development. Our inaugural Academy for Conscious Change – Northern Uganda is scheduled to begin January 7, and we have selected 8 teams out of 17 women's groups that applied to attend the training.

Once all projects currently in the pipeline are launched and our program is underway in Northern Uganda, we will initiate a new Academy for Conscious Change in Rwanda, focused on women and water issues.

Because of the pace of our existing teams' development in Rwanda and our new program in Uganda, we felt it responsible to postpone initiating a new cohort of change agents in Rwanda until 2013, where we hope to focus on water ventures as a priority. Global Grassroots has been chosen as one of four organizations partnering with the Global Water Challenge's new Women for Water campaign for year 1 of the campaign. The initiative aims to raise \$1 billion in funding for women-led water ventures globally over the next three years. Additionally, we are partnering with Seldon Technologies, a high-tech water filtration company to represent their humanitarian approach to delivering clean water to villages in Africa. We anticipate resources from these two partnerships will enable us to initiate an Academy for Conscious Change in late 2013 with a primary focus on water ventures.

Complete phase 1 of our web-based, interactive eAcademy program that will disseminate our curriculum to an initial 200 women's groups in over 45 countries who have requested our program.

Global Grassroots has completed building the beta site of its interactive, web-based, elearning platform to disseminate our curriculum to change agents, especially underserved women, in poor countries worldwide. The purpose of the "eAcademy" for Conscious Change, is to provide training, skills and tools to support small-scale, grassroots-level social entrepreneurship among underserved women's groups in poor countries, who have no other access to the training needed to start their own non-profit and design their own solution to the social issues of priority to them in their communities. This year we piloted our eAcademy with change agents in ten countries and are now in the process of completing a second pilot with 10-12 change agents in Liberia. We are preparing now for a public launch in early 2013. You can take a look at the beta version of the eAcademy at: www.eglobalgrassroots.org/2012.

Design new programming that will bring our Conscious Change approach and curriculum to new audiences, including female high school and university students in the US, to inspire the next generation of conscious change agents in this country.

We have successfully initiated two new programs that have brought our curriculum to new audiences, including high school students in Rwanda and university students in the US. These two programs have been structured as fee-based initiatives for NGO and institutional clients, which leverage our curriculum to generate revenue for our core programs. They are easily replicable, and after evaluation of our pilot programs we will consider opportunities for expansion. These two programs include our new Girls Academy for Conscious Change and our university-based "uAcademy" for Conscious Change.

Girls Academy for Conscious Change

Over the summer we have been working in partnership with the Komera Project to develop a Girls Academy for Conscious Change. Launched in November, the partnership adapts Global Grassroots proven social venture incubator to serve 70 vulnerable girls who have been selected as Komera Scholars during the 2-month school holiday in November and December.

As Rwanda rebuilds in the aftermath of the 1994 genocide, the education gap between girls and boys must be addressed. Only 17% of girls are reported to start secondary school, with secondary school completion rates reduced even further. The Komera Project selects vulnerable girls, including orphans and those who are the head of their child household, and provides them with scholarships to attend school. But it is during the two month holiday break, that girls are most vulnerable to teenage pregnancy and other issues that lead to higher drop-out rates. In response, Global Grassroots was been invited to develop this program to offer as an alternative to young female students during this break. The Girls Academy offers a comprehensive experiential education program that will provide young women with the social entrepreneurship and leadership skills necessary to become empowered and confident in their personal, professional and academic abilities.

The Girls Academy involves an interactive 6-day intensive training program in social entrepreneurship skills, mind-body trauma healing practices, creative-problem solving processes and conscious leadership approaches (includes all aspects of social emotional learning plus additional capacities in mindful leadership and change). Following the training, the girls then work in teams to design their own social venture projects to benefit other girls in their communities, which they initiate during their holiday break. There are early indications that our program will be in demand, as our enrollment increased from an initial 57 to 70 with a last minute request from Partners in Health. We look forward to refining our program after this pilot and expanding our reach to other vulnerable girls in Rwanda, Northern Uganda, Liberia and elsewhere as we grow parallel programs for women in these same countries, who can serve as mentors and inspiration to young female change agents.

We are investing in an intensive and detailed monitoring and evaluation process, incorporating the five pillars of social emotional learning advanced by the Collaborative for Academic and Social-Emotional Learning (CASEL). These include:

- Self-Awareness (feelings, values, strengths)
- Self-Management (stress, emotions, impulses and goals)
- Social Awareness (empathy)
- Relationship skills (cooperation, conflict management, good relationships)
- Responsible decision-making (ethics, concern for others, wellbeing of self and community, respect)

Our model of Conscious Social Change goes beyond social-emotional learning to impact these additional capacities:

- Mindfulness of and ability to survey emotions, thought-patterns, and physical needs while simultaneously aware of external environment
- Recognition of fears, limiting beliefs, attachments, shadows, and compulsive reactivity and how to attend to these wounds so that they do not drive unconscious behaviors
- Attunement to the needs of others, including use of deep listening skills and conscious conflict resolution methods that empower and support the self-sufficiency and agency of others
- Sense of power, well-being, and capacity to create change
- Ability to recognize negative coping behaviors and engage in positive methods of self-care
- Understanding of one's own assets, passions, capabilities and gifts that can be leveraged to contribute meaningfully to the common good with a sense of inner-driven purpose
- Understanding of change from personal experience, and how to support transformation in others through understanding, compassion and collaboration

We will follow the progress of the girls over the next year, evaluating the impact of the experience on each participant and their community. Global Grassroots is eager to engage in dialogue with other actors in the social emotional learning space to share our learnings and incorporate other best practices.

uAcademy for Conscious Change

Global Grassroots has adapted its core curriculum to create an experiential education program for university students, providing the skills to advance social change via a transformational paradigm from idea conception through implementation. The program incorporates three components: conscious leadership practices, social entrepreneurship tools, and conscious change methodologies.

This fall, Global Grassroots delivered its first uAcademy at Dartmouth College in partnership with the Dickey Center for International Understanding and the Rockefeller Center for Public Policy. Over the course of 8 weeks,

22 students, mostly juniors and seniors, were invited to participate in the social venture incubator. The students formed 12 teams and are working to establish several social ventures, including:

- An endeavor led by Tibetan and Chinese students to provide English language tutoring to the children of migrant workers in Beijing and their teachers
- A venture to support dialogue and awareness of LGBT rights at Dartmouth and later in Rwanda
- A program that will use photography and storytelling to connect abused women in Rwanda and the US, provide women with income opportunities and ensure they receive health insurance
- A venture using theater to address teen suicide and depression among Inuit youth in Northern Alaska
- A youth empowerment program in Eastern Congo
- A campaign to ensure Dartmouth College provides support for pregnant students to complete their education, including housing and childcare

The classroom portion of the program was followed by an overseas international collaboration in Liberia where 6 students visited Monrovia to work with Liberian change agents participating in the eAcademy. The purpose of the journey was for students and Liberian change agents to design jointly a future exchange program to facilitate the application of social venture tools, international learning, personal transformation, and mentorship around participatory development and conscious change.

We are currently in discussions with the University of Virginia's Batten School of Leadership to implement our second uAcademy program next year, and have indications of interest from several other universities which we will pursue in 2013.

Work through strategic partnerships to train NGOs interested in licensing our curriculum for their beneficiaries with the technical assistance of our corps of Conscious Change Practitioners.

The Conscious Social Change (CSC) Certification Program provides an intensive and experience-based training in the methods, philosophy, skills and frameworks of Conscious Social Change, preparing new CSC Practitioners to integrate Global Grassroots' approaches into their own professional work and/or lead or provide technical support for Global Grassroots' core programs. The CSC Certification Program is a three-part training program delivered over 15 months, including a correspondence course in personal transformation, an intensive training program in the Academy for Conscious Change curriculum, and a supervised assignment leading our Academy program with a preselected group, which may be a disadvantaged group in the US or internationally. Once certified, CSC Practitioners are eligible to serve as paid consultants working as representatives of Global Grassroots for a client organization under short-term engagements.

Global Grassroots currently has ten CSC practitioners actively engaged in the certification program. Two CSC practitioners were engaged by Global Grassroots on assignments this year, including one leading our program in Northern Uganda and one spearheading our student exchange program in Liberia. We continue to receive interest in the training program and anticipate offering the certification program to another 6-12 practitioners in 2013.

Organizational Development

This past year, in response to the continued economic downturn, we intentionally scaled back our staffing, transitioning in part to an independent practitioner corps who, once trained and certified, can be contracted to lead our programs internationally. We also have expanded our board of directors by two members and have been working collectively to investigate new strategies to fund our operations by leveraging our core curriculum for new audiences. The Conscious Social Change Practitioner Training Program, the Girls Academy for Conscious Change, the uAcademy for Conscious Change, and the eAcademy for Conscious Change (when used by developed country change agents or NGOs) are fee-based programs funded by individual, NGO or institutional

clients. We will continue to develop avenues to leverage our curriculum to generate earned income for our operations while expanding our support base, visibility and influence. As these avenues begin to generate additional funding, we will bring on more mid and senior level staff to help strengthen our organization and oversee the growth of our programs.

Financial Progress

To date, we have focused our investments on (a) disbursing the remaining grants payable to our venture teams who have been in the process of constructing their ventures throughout this calendar year, (b) completing the project development process and ongoing training of our eight newest teams, (c) laying the groundwork for the execution of our Northern Uganda program this fall, (d) completing the construction of our web-based eAcademy and carrying out its pilot in ten countries, (e) initiating our Girls Academy for Conscious Change with high school girls in Rwanda, and (f) implementing our first uAcademy for Conscious Change with university students at Dartmouth College. We are happy to share our Form 990 at your request, and expect to complete our 2012 financials in February.

In terms of sources of funds, we are delighted to have secured new funding partners this past year, including the Imago Dei Fund, the Omidyar Initiatives of the Hawaii Community Foundation and Dining for Women. We are also delighted that we have secured commitments for the renewal of funding from the NoVo Foundation, Segal Family Foundation, the Rapidan Foundation, CarEth Foundation, Christ Church, PECO Foundation, Sewell Family Foundation, St. James Trust and Pesky Family Foundation, among others. Additionally, our uAcademy for Conscious Change and our continued involvement with our documentary film, *The Devil Came on Horseback*, earned us nearly \$20,000 in revenue. These new grants and our earned income strategies previously discussed will help position us for greater sustainability and gradual global expansion in the coming year.

Conclusion

In 2012 we deepened our core programs and took significant steps towards establishing new pilot endeavors that will not only expand our influence and raise our visibility, but also generate resources for our work. Our success is due to your commitment to our work and belief in our vision and philosophy. We look forward to a productive year ahead in supporting grassroots, conscious change agents working to benefit vulnerable women and girls.