



# Prosperity Catalyst's Evaluation Results: Summary Report

MARCH 31, 2018

## What is Prosperity Catalyst?

Prosperity Catalyst (501c3), organized in 2012, incubates women-led businesses in distressed regions of the world. We do this by supporting, training, and inspiring women to become economically independent; building their business and vocational skills; assisting them to access finance; and connecting them to a for-profit export hub, which links them to local and global markets.

We believe that by economically empowering women, we are investing in the future of their children because women consistently spend the money they earn to benefit their children. Women use earned income to pay their children's school fees, buy them school books and supplies, and keep them healthy, well clothed and fed. The photo above captures the underlying purpose of Prosperity Catalyst's work – Children in their school uniforms return home after a day at school.

Haiti remains the least developed country in the Americas with 39% of its inhabitants living on less than \$1.90 a day<sup>i</sup> (extreme poverty) and 58.6% on less than \$2.50 a day (moderate poverty).

In addition to high rates of poverty, Haiti is one of the most unequal countries in the world, with a Gini<sup>ii</sup> coefficient of 0.61 in 2012<sup>iii</sup>. This means that the country resources are not well distributed. A minority of 3% of the population holds 80% of the country's wealth<sup>iv</sup>.

PCat started working in Haiti by focusing on a candle-making business employing women. Fanm Limye, our for-profit Haitian affiliate, had difficulty finding high quality beeswax, so in 2016, PCat decided to work with local beekeepers to improve the quality of their wax. PCat also sought to diversify its product line to include local handmade vessels, leading to our work strengthening 11 recycling and artisan groups in March 2016. The first cohort of artisan businesses included many businesses

led by men. However, these businesses had to agree to include at least one woman in all technical and business trainings. The second cohort of 18 artisan businesses included 15 women-led businesses. We hope that our third cohort of businesses will be 100% women-led. Likewise, our work with beekeepers has involved both men and women; however, we prioritize women in our training, as recipients of donated beehives and equipment, and as managers of our demonstration sites in an effort to attract women to this lucrative farm activity, which has traditionally been dominated by men.

### Purpose of the Evaluation

Prosperity Catalyst conducted a baseline of its beneficiaries in the summer of 2016 and followed up with an impact evaluation in late summer 2017 to assess the impact of our program on our beneficiaries after one year.

### Evaluation Methodology

Prosperity Catalyst contracted an independent consultant, who was responsible for the baseline study, to conduct the evaluation using the same questionnaire. The data was collected from mid-August until the end of September 2017 by 6 enumerators deployed in the targeted communities. A sample of 52 respondents, including 22 beekeepers and 30 artisans, was selected among the program participants using a random stratified method. Forty-six percent of the respondents were women; the balance men. Beekeepers in only two, Leogane and Petit Goave, of the four beekeeping areas were included due to civil unrest affecting Cabaret and Arcahaie during period of the evaluation.

### Project Goal

*To empower Haitian women with the training and opportunity they need to develop into entrepreneurs who become change agents capable of transforming their families, communities, and Haiti. Women's empowerment is achieved through the incubation of artisan businesses and agribusinesses linked to Fanm Limye, a for-profit Haitian export hub, created by Prosperity Catalyst to provide our beneficiaries access to local and global markets.*

### Income level

The baseline study revealed that 28% of the program participants were living in extreme poverty on less than \$1.90 per day, and about 27% were earning over \$5.00 per day. In the evaluation, the proportion of the participants living in extreme poverty had dropped by almost 4% to 24% and those earning over \$5.00 per day had increased by 6% to 33%.





## Objective 1

*Sales and Profits of artisans and candle makers affiliated with Fanm Limye (the majority women) have increased by an average of 50% from level recorded in August 2016.*

In September 2016, the average monthly sales and profits of beekeepers and artisans was \$91 with a maximum of \$724 among them. One year later, the evaluation found that average monthly sales had increased by 62% to \$148 and the maximum of \$1,446.

## Business Plan & Sales and Financial Records

75% of the beneficiary groups report having a business plan compared to 20% at baseline. Progress among the beekeepers was significant, with 54% reporting that they have a business plan compared to 0% during the baseline. At the evaluation, 93% of the artisan groups reported having a business plan compared to 37% during the baseline.

Half of the participants now report having sales and financial records, compared to 20% one year ago. Of these, 71% had updated their records within the last month.

## Access to Credit and Improvement in the Workplace

Only 7% of the program participants have access to loan financing. The situation is worse among artisans, who have no access to loans at all. The maximum amount received by those who received loans is \$519.

The lack of access to credit makes it difficult for our beneficiaries to grow their businesses. For this reason, Prosperity Catalyst will be partnering with FONKOZE, a successful microfinance organization in Haiti, to provide

loans to the artisans and beekeepers with whom we work.

19% of the respondents reported that they have used their increased earnings to make some improvements in their workshops, including repairs to roofs, fences and show rooms.



## Objective 2

*By the end of one year, beekeepers who have been participating directly (at least 50 percent women) or indirectly in our capacity-building program, representing 4 zones in West Department, are achieving production equivalent to at least 40% of their potential (42 lbs of Honey and 4.67 pounds of Wax per Box) and are earning at least 20 percent of a living wage (\$1,384/year) from their beekeeping activities.*

## Production of Beekeepers

36% of beekeepers living in Léogane and Petit-Goave are women. In the past, beekeeping was generally perceived as a man's profession. However, gradually, more and more women are engaged in this activity.

We note a slight improvement in the level of income of beekeepers with 27% of them are

living on less than \$1.90 per day compared to 30% at baseline. There is also a significant 9% increase in the proportion of those earning over \$5.00 per day – 32% compared to 23% one year ago. Progress toward the program objective is slow, but we find these results encouraging.



Over 36% of beekeepers now have one or more modern hives and 27% have a combination of modern and traditional log hives.

Each beekeeper produced an average of 20 gallons or almost 240lbs of honey and close to 20 pounds of wax during the year. This is a notable increase compared to last year when they produced an average of less than 3 gallons of honey and 2.2 lbs of wax.

On the local market, a gallon of honey sells for \$31.50 and a pound of wax for \$2.38. At this level of production, if they sell all their honey and wax, beekeepers can earn \$649 from the honey and \$47 from the wax or a total of \$696 which is equivalent to 50% of the living wage of \$1,384, so in only one year, these beekeepers have surpassed the project's goal.

Interestingly, the productivity of hives managed by women was far superior to that of those managed by men, in part because the women are more likely to be using modern hives. However, even traditional hives managed by women appear to be producing

more honey and wax than those managed by men.

### Objective 3

*Fanm Limye is generating at least \$10,000 of its basic Port-au-Prince operating costs, of \$60,000 per year, through a 50 percent mark-up on sales of affiliated businesses.*

The sales of Fanm Limye products totaled \$6,359 over the last year, averaging \$500 a month throughout most of FY2017. Beginning in October of 2107, sales increased significantly averaging over \$2,760/month during the period September – December 2018. The addition of a half-time Marketing and Sales Manager in Prosperity Catalyst's HQ and the introduction of our e-commerce site [www.catalystcollections.com](http://www.catalystcollections.com) contributed to these improved sales results.



Every candle PCat buys from Fanm Limye translates into money in the hands of the artisans. Below is a table that shows how much Fanm Limye paid out to its affiliated artisans over FY2017, which ended on September 30<sup>th</sup>.



	Payments Made by PCat from Sales
Metal workers	\$2,842
Stone workers	\$1,591
Recyclers	\$487
Candle makers	\$3,005
Total payments to artisans	\$7,925



Candle sales, in turn, benefit the beekeepers PCat works with in Arcahaie, Cabaret, Leogane, and Petit Goave to the West of Port-au-Prince.

### Outcome indicator 1

*Average increase in household income generated by profits from supported economic activity*

### Income Level

As mentioned above, 24% of the program participants are living in extreme poverty on

less than \$1.90, down 4% from last year. There is also an increase in the proportion of those living on over \$5.00 up about 6% to 33%. While things are moving in the right direction, PCat needs to continue to work with our artisans and beekeepers to help them continue to improve their household incomes.

### Outcome indicator 2

*Increase in asset ownership of beneficiary women's households*

More participants report to live in their own house, 60% compared to 51% at the time of the baseline.

### Livestock possession

Globally, the proportion of participants who own livestock decreased from 63% to 60%; however, among women and beekeepers the proportion has increased from 47% to 60% and 73% to 96% respectively.

### Land Ownership

The proportion of participants who own land has decreased passing from 68% to 48%; however, the surface of the land the average landholder owns is larger than before. 75% of the land holders now have farms with a surface of over 6450m<sup>2</sup> compared to 46% at the time of the baseline.

### Crop Ownership

At the time of the evaluation, 57% of the program participants reported that they produce crops, compared to 51% a year earlier. Participation in crop production increased significantly among women and beekeepers from 35% to 59% and 66% to 96%, respectively.

Their crops also have also increased in market value, with 46% now able to sell their crops for over \$157 compared to 20% at baseline.

Farming Tool Ownership

64% of participants own farming tools such as wheelbarrows, machetes, rakes, hoes, etc. compared to 51% at the time of the baseline.



Ownership of Means of Transportation

More participants have cars/trucks than last year 5% vs 1%. There is also a slight increase of those who possess motorcycles 14.3 vs 13.5%.

Savings

The proportion of beneficiaries who report having a bank or cooperative account has increased from 33% to 48%. Additionally, we note that the amount of their saving has increased with 42% reporting that they have

accumulated over \$160 in savings compared to 38% one year ago.

Outcome indicator 3

Increase in school attendance rate of children

School enrolment & Delay in payment of tuition fees

The evaluation reveals a slight decrease in the proportion of respondents whose children are out of school because of lack of money, 23% now compared to 25% a year ago. There is a major gender difference in the results of this indicator. At the time of the evaluation, 0% of the women interviewed reported having a child out of school, compared to 23% at the time of the baseline. In contrast, the percent of men reporting having a child out of school increased from 19% to 32%.



School enrolment	Baseline			Evaluation		
	Total	By Gender		Total	By Gender	
		Male	Female		Male	Female
In School	75%	82%	77%	77%	68%	100%
Out of school	25%	19%	23%	23%	32%	0%

We see a similar gender difference in the frequency of delays in paying school fees. The percent of women reporting that there



was never a delay over the last year increased from 36% to 60% from baseline to evaluation; in contrast for men, the percent reporting no delays decreased by only 2%. These two results give credence to the hypothesis that money in the hands of women goes towards the improved well-being of her children; while the same cannot be said for money in the hands of men.

School Fee Payment Delay	Baseline			Evaluation		
	Total	Male	Female	Total	Male	Female
Never	37%	38%	36%	43%	36%	60%
Once	19%	13%	27%	26%	28%	20%
2 to 3 times	30%	31%	27%	26%	28%	20%
4 times or more	15%	19%	9%	3%	4%	0%

### Children returned home or lost the school year due to school fee payment delays

57% of the parents report never having had children returned from school due to the inability to stay current with school fees. This proportion is better than last year when only 52% reported that they never had a child sent home due to non-payment of school fees.

The improvement was particularly evident among the beekeepers, over 83% of whom reported that their child had never been sent home, compared to 51% last year and for women 70% this year compared to 50% last year. Only the artisans seem to have regressed in terms of staying current with school fees.

Also, we curiously note among male parents a drastic increase in the proportion who reported that their children lost a school year because of nonpayment of school fees, from

6% a year ago to 48% at the time of the evaluation. In contrast, no women reported that their child lost the school year due to nonpayment of school fees.

### School materials

43% of parents provided all the necessary school materials to their children compared to 39% at baseline. Once again, we note much more significant 15% improvement among women between the two assessments, compared to 2% among men.

### Outcome indicator 4

*Increase in percent of women who express optimism about their individual and household's future.*

### Optimism

There is progress in the level of optimism of the program participants. 31% of them have clear plans to improve their conditions in terms of access to food, health care, house, child education, etc, compared to 26% the year before. The percent of women reporting that they have a clear plan for their future went up from one in five last year to one in three this year.

Also, they feel more confident in the future. 47% of them affirm that their conditions will improve within the next 12 months, compared to 20% at baseline.

Although there is notable progress in tackling gender inequality in Haiti, girls and women are still discriminated against in the areas of education, health, labor market, leadership positions, etc. In 2015, the gender inequality index<sup>v</sup> (GII) for Haiti<sup>vi</sup> was 0.593, which is very high compared to other countries in the region. 57% of women are educated

compared to 64% of men<sup>vii</sup>. Women also have less access to the labor market, being “20% more likely to be unemployed, face greater economic insecurity and earn 32% less than men”<sup>viii</sup>.

One woman, Magalie Laflute, who has participated in the beekeeping program expressed what the program meant to her as follows:

*“Today, March 2<sup>nd</sup>, 2018... is particularly important to women beekeepers, because we know that until recently, only men were involved in beekeeping. Many Haitians thought that those who practice beekeeping were doing something mystical. As for women, they shouldn’t even come near the bee hives. It was not long after Prosperity Catalyst started to introduce women to beekeeping through their training that we began to slowly integrate into the profession.*

*Soon after the trainings, we began to work with the bees alongside men. During that time, Prosperity Catalyst gave women modern hives, smokers, suits, veils, a honey extractor and other specialized tools. Once we started to use those tools, we realized that beekeeping is not mystical; rather it is a scientific profession. ...We are proud to be beekeepers who can prepare a natural honey*

*that never touches our hands during the harvest, keeping it safe for consumption.*

*Moving forward, we would like to create a honey extraction hub where we come to separate our honey and wax and store and sell a diversified line of beekeeping products. We would also like to learn how to harvest and use other beekeeping products such as Propolis and Royal Jelly.*

*We thank God for sending Prosperity Catalyst our way to open our eyes to beekeeping,... Today we can call ourselves beekeeping professionals thanks to Prosperity Catalyst, but we are just getting started!!!*



**Thank you for supporting our work in Haiti! You have had a real impact on people’s lives.**

<sup>i</sup> <http://www.diplomatie.gouv.fr/fr/dossiers-pays/haiti/presentation-de-haiti/>

<sup>ii</sup> The Gini coefficient is a statistical measure of distribution often used as a gauge of economic inequality, measuring income distribution or, less commonly, wealth distribution among a population. The coefficient ranges from 0 (or 0%) to 1 (or 100%), with 0 representing perfect equality and 1 representing perfect inequality. <sup>f</sup>

<sup>iii</sup> <http://www.banquemonddiale.org/fr/country/haiti/overview>

<sup>iv</sup> Le Monde, 2012

<sup>v</sup> According to the UNDP, this **index** is a composite measure which captures the loss of achievement within a country due to **gender inequality**.

<sup>vi</sup> <http://hdr.undp.org/en/data>

<sup>vii</sup> [CIA Factbook Nov 2015](#)

<sup>viii</sup> Report No. 98132-HT, IDA/IFC/MIGA