

T W E N T Y N I N E T E E N

Impact Report

I M A N I C O L L E C T I V E



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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

U.S BOARD:

Jenny Nuccio
President

Susan Jenkins
Secretary

Gregg Barnes
Treasurer

Joan Quintana
Board Member

Sean Nuccio
Board Member

Rodrigo Chavez
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Alyson Kastner
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Board Member

Esther Kazungu
Board Member

Belinda Agallo
Board Member

Mwanamzungu R.
Board Member

Nancy Muthinzi
Board Member

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 Highlights

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,

As part of our pledge to honor the 2030 Agenda, our primary SDGs of focus are:

1 NO POVERTY

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

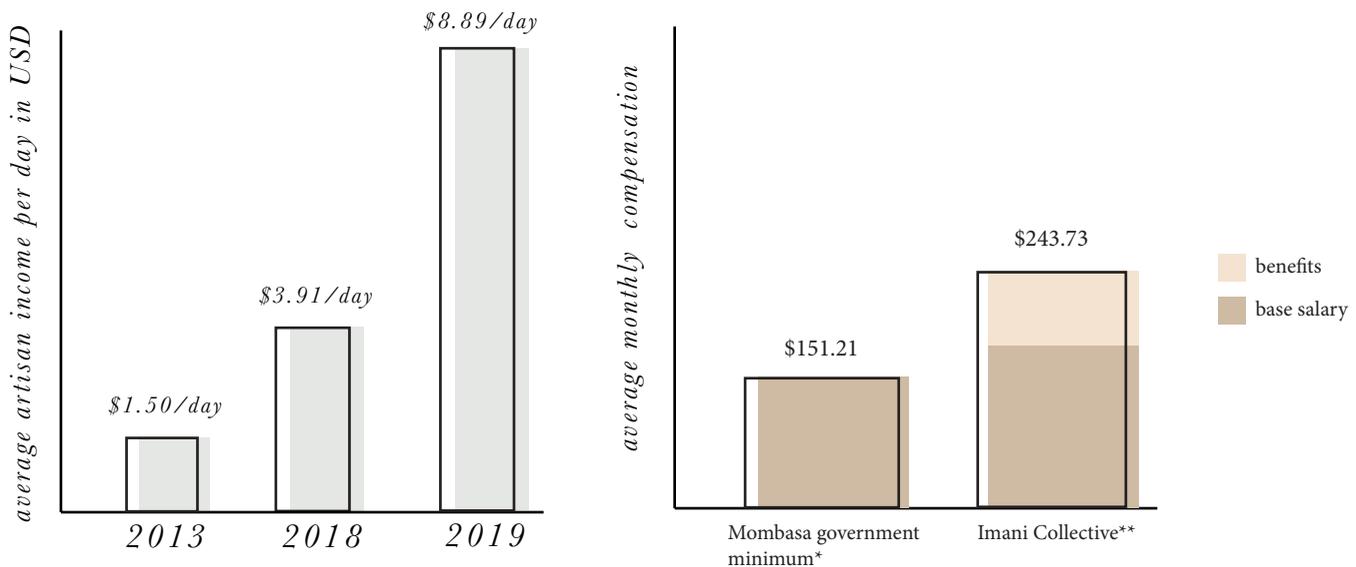


Economic Sustainability

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

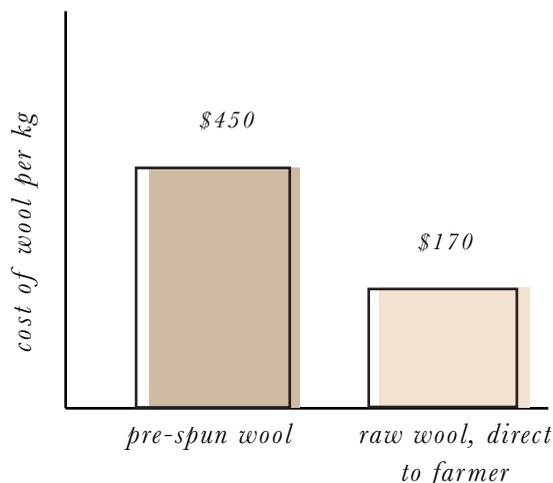
- + Dream management
- + In-house childcare
- + Children's education tuition sponsorship
- + Food program
- + Home visits
- + English literacy
- + RISE personal development
- + Special events

Introducing our Spinning Program

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



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.

62.2%

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



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

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.



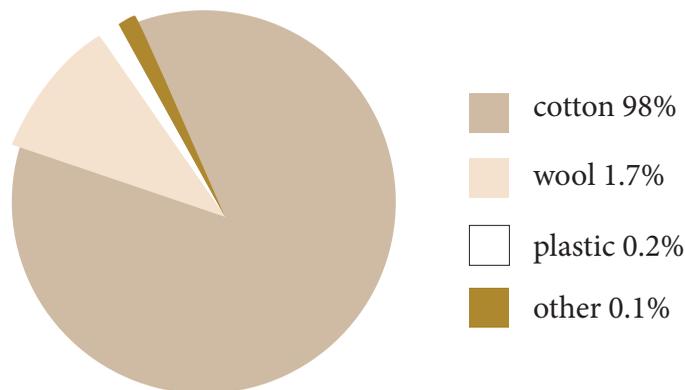
Imani Collective's first two team building events happened in September and November of this year, when we gathered at Bamburi Beach and Butterfly Park in Mombasa for food, fellowship and spirited team competition.



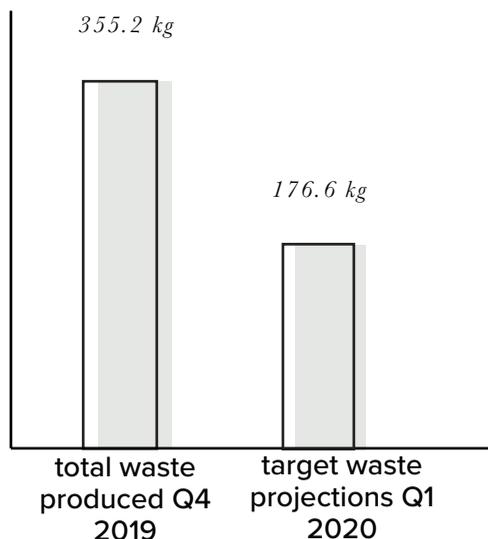
Environmental Sustainability

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



2020 Waste Production Goals





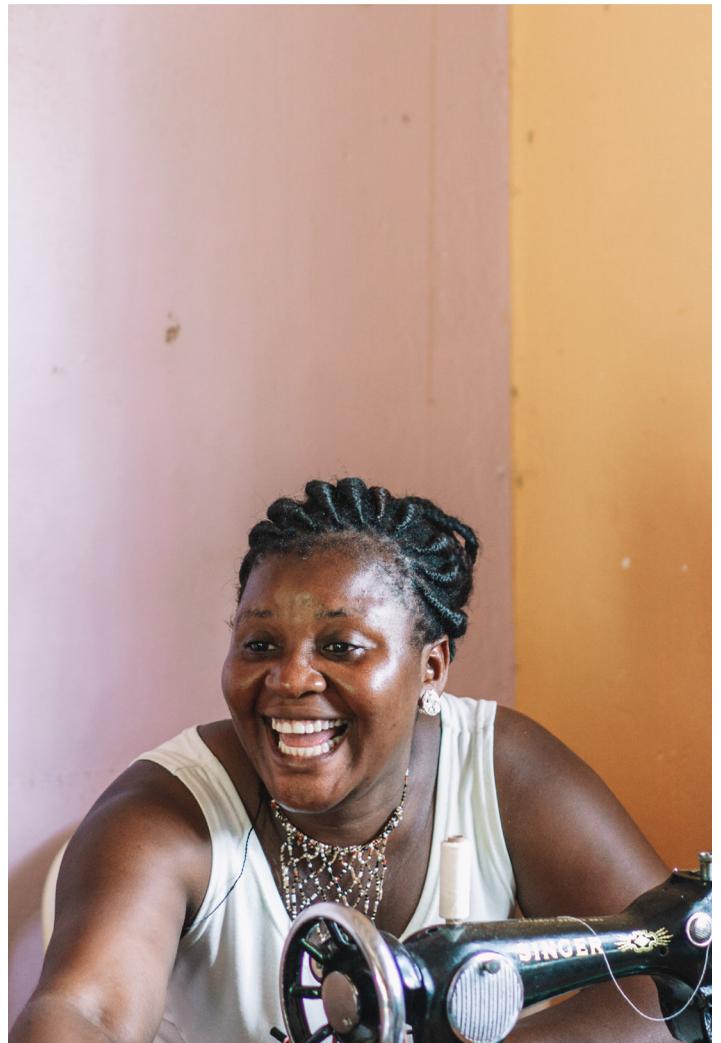
Environmental Sustainability Objectives for 2020

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.

2019 Key Holistic Indicators

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.

Dreams



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

Market Access + Sales Growth

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

People across 139 countries visited our online store

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



Social Media

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



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 PopUp (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



Markets

Mombasa Farmers and Artisans (Shanzu, Mombasa)

Diani Market (Diani, Ukunda)

Roselyn Academy(Runda, Nairobi)

Memon Family Fair (Tononoka, Mombasa)

Afri-Love Fest (Westlands, Nairobi)

Biz-Baz Karura (Runda, Nairobi)

Waldorf School 100yrs Anniversary (Lavington, Nairobi)

Cipressi Farmers & Artisans Market (Westlands, Nairobi)

Nairobi Black Food Festival (Westlands, Nairobi)

AFRI-LOVE IKIGAI (Westlands, Nairobi)

Biz-Baz Market Karura Forest (Runda, Nairobi)

Mistle-Toe Roselyn Academy (Runda, Nairobi)

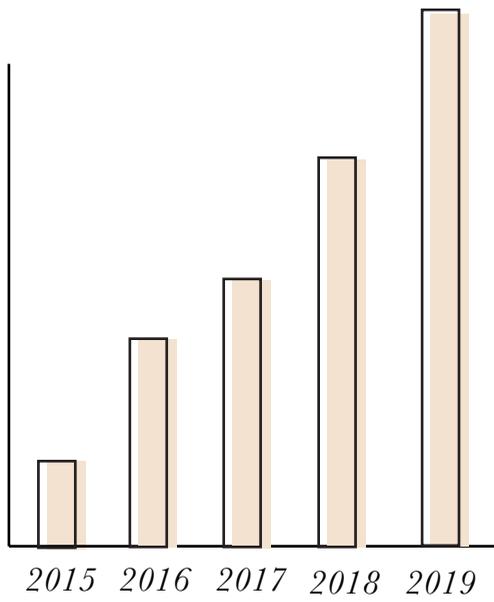
Kraft Soko Charity Fair (Runda, Nairobi)



Financials



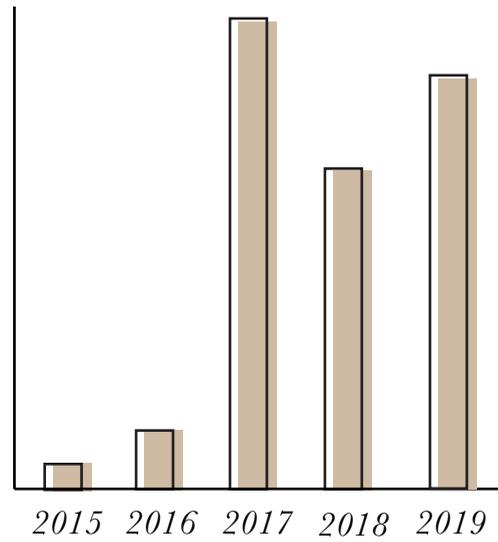
sales



sales:

2015: \$11,218
2016: \$59,996
2017: \$95,396
2018: \$147,160
2019: \$235,295

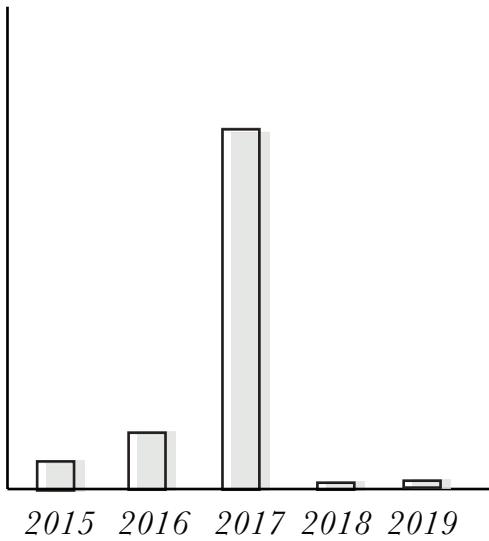
donations



donations:

2015: \$1,000
2016: \$2,000
2017: \$400,963
2018: \$291,230
2019: \$319,292

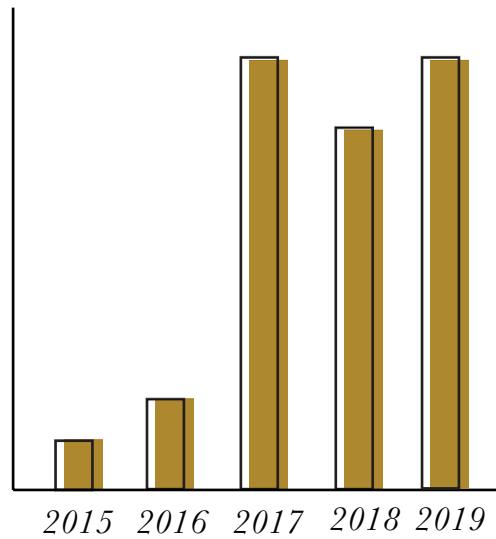
grant compensation



grant compensation:

2015: \$1,000
2016: \$2,000
2017: \$39,000
2018: \$0
2019: \$0

total revenue



total revenue:

2015: \$44,681
2016: \$81,416
2017: \$535,359
2018: \$438,390
2019: \$534,027

Donor Acknowledgment

We are here today because of people like you. The ones who have walked side by side with us when it seemed as if we would not see tomorrow. The ones who have always believed in our vision and never gave up on us. The ones who have carried us when we were tired or cheered us on when we achieved milestones. We are extremely grateful for each and every one of you.

Adam Wilson
Adreanne Brungardt
Aktham Mohamed
Alicia Lofgren
Alicia Marlowe
Allison Allport
Allison Hogge
Amanda McLernon
Amanda Smith
Amber Brown
Amina Chihunga Mwaganda
Amy Harte
Anjeline Maikula
Ann Wamuyu Kabinga
Annette Marie Wilson
Asha Kimai Mlei
Ashley Ayala
Ashley Verzijl
Ashley Walcher
Asia Maere Mkoma
Asidati Rama Mchambi
Ayman Aziz
Akbarali Kaderbhoy
Belinda Agallo
Bethany James
Betsy Guan
Betsy Wiersma
Beverly Isaiah Bermudez
Blair Labatt
Bob + Sharon Abendschein
Bobbie J Turnbo
Brad Dietrich
Brandon Arbini
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 Muvita Mbindyo
Carly Lawson
Carly Oosten
Carol L Callison
Carol Wood
Caroline Kavemba Mvita
Caroline Mumbi Moses
Caroline Njeri Ngarachu
Caroline Wacera
Cathy Britz
Cathy Scott
Chad Aaron Vickery
Chad Mezvinsky
Charles Baldwin
Chelsea Wrobel
Chrissy Tansey
Christina Marie Carter
Christine Rosasco
Cindy Campbell
Cindy Nyakio Lithimbi
Cindy Rainey-Bell
Clinton Omondi Agallo
Cody James Cowgill
Crispus Mwaniki
Crystal Brooke Busby
Cuty Akinyi Yora
Cynthia Hahn
Cynthia Jenkins
Cynthia Mwendu Mbaru
Cynthia Rold

Dale Russell Wightman
Dalene Hamer
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 Ndungu
Dharma Amundsen
Donna Lasher
Dorothy Kea
Earlene Reed
Elena Bosch
Elizabeth Dack
Elizabeth Njambi Njeri
Elizabeth Njoki Njuguna
Elizabeth Wiersma
Elyse McClintock
Emily Moore
Emmanuel C Mogan
Esther Njeri Muriu
Esther Nyambura Muinga
Evalyne Faith Achieng
Evalyne Uchi Mbaru
Faith Mwikya
Femida Otieno
Fanice Nyagasi Mulemi
Francis Wambugu Kamundia
Franklin Flato
Frida Akumu Onyango
Furaha Chonga Mwalozi

Gabriel Esselen
Gary Hogge
Genevieve Bennett
Georganne A. Freund
Georgina Smith
Germaine Bello Hagarty
Gianluca Capraro
Giles Emery
Glenyce Marie Bean
Grace Harbor Church
Grace Walsh
Grace Zawadi Karisa
Gregory S. Barnes
Hailey Bickham
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 Njoroge
Jemima Dali Mwachia
Jennifer "Jen" Meyerson
Jennifer Ahart
Jennifer Ann Hogge
Jennifer Nassi
Jenny Nuccio
Jessica Blazer
Jim Potts
Jim Romack
Joan Quintana
Joanna Maiden
John + Alecia Jenkins
John Kirogo
Jon Stegenga
Jonna Kosalko
Jordan Kuecker
Joseph James
Joshua Reynolds
Josphat Kenga Kazungu
Joyce Njeri Njoroge

Judy Nyambura Kamundia
Julie Toomey
Julie Young
Justin S Hostetter
Kadzo Mwangandi Ngal
Kahindi 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 Zimmerer
Kevin Mainama Nyasimi Ratemo
Kevin Mbogho Njagi
Kimberly Nuccio
Lara Cornell
Larry Andrews
Laura E Johnson
Laura Gough
Laura Inez Ayers
Laura Siekman
Lauren Hanson
Lawrence Odhiambo 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 Rother
Lyndsey McLaughlan
Lyndsie Schwartz
Madison Martin
Malcolm R Hartnell
Maliha Islam Mohammed
Margaret Fomer
Margret Wachira
Margot Duvall
Mariam Abad Suleiman

Mariam Raji
Marie Hafen
Mary C Benkler
Mary Grigsby
Mary Muthoni Ngugi
Maryann Mweru Lenjo
Matthew Gallagher
Matthew Glover
Mbodze Kiti Chanda
Melanie Root
Melanie Gordon
Mercy William Mwamumba
Mercyline Ali
Michael Abendschein
Michael Andrews
Micheal Nyabuti Nyambuka
Michaelle Coker
Mindy Oosten
Misty Castaneda
Moiz Aunally Maloo
Mulu Nzilu
Nancy Antilla
Nancy Gathoni Karanja
Naomi Wangare
Naomi Wangui Muinga
Natalie Paterson
Nathan Swindler
Ndegwa Matano Rocha
Neelma Shah
New Life Church
Nicole Devereaux
Nicole Iman
Nlkole Lauren Opiyo
Nobel Energy
Norma Skarich
Nyevu Ngumbao Tsapi
Oduor Mumbo Otieno
Otedo Vincent Omollo
Paige Hunter
Pamela Wood
Patricia Kelley
Patricia Miller Webb
Pauline Gachihi
Pauline Ooko
Peggy Hartnell
Pendo Mbeyu Katana
Peter Karangi Ndegwa
Phelister Kwekwe Tsuma
Philip Kimonge Mbogho
Purity W Maina

Rachel Akoth Ouno
Rachel Driskell
Rachel Hastert
Rahab Mumbi Mutero
Rahab Wanjiru
Ramadhan Ndegwa Munga
Randy Rother
Rebecca Cantu
Rehema N Mangale
Renu Rasiklal 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
Sonia 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

Tabitha Schultz
Tanner Claridge
Tara Wawelo
Tasha Jean Irving
Taylor Adams
Taylor Bradman
Teresia Njeri
Teresia Njeri Kinyanjui
Teresia 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

Employees of the Year



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



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



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
Everlyne Achieng, Childcare Assistant
Everlyne Mbaru, Childcare Assistant
Everlyne 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 Kirogo, Artisan
Joyce Njeri, Weaver
Kadzo Ngala, Artisan
Kakala Sadaka, Artisan
Kennedy Angore, Shop Attendant
Linah Bahari, Artisan
Linet Awuor, Shop Attendant
Linet Mwasemu, Artisan
Loice Karisa, Artisan
Maliha 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
Mwanaisha Kasim, Artisan
Mwanamzungu Ramadhan, Quality Control
Mwenda Kea, Artisan
Nyeru Tsapi, Artisan
Patricia Charo, Artisan
Patricia Mwamuye, 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 Mangale, Artisan
Risper Mwahunga, Artisan
Riziki Mwakamsha, Artisan Trainee
Rose Alela, Artisan Trainee
Rose Karengi, Artisan Trainee
Samira Omari, Artisan
Sara Onono, Artisan
Saumu Tsembero, 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.



12x14

* Whale big 3

* Small 9

Rigosto

E = 10

M = 10

G = 10

Wakumbwa 50

Wabudogo 50

Hipo = 10

The Ask

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.

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.
9. Embrace transparency, always.
10. Be intentional about sharing our story with others.

imanicollective.com