



Annual Report 2014

Presented to the Artistri Sud Board of Directors
June 4, 2015

Artistri Sud est un organisme sans but lucratif qui soutient l'autonomisation des femmes par le développement de leurs capacités à se créer des moyens de subsistance durables. | *Artistri Sud is a registered charity which supports women's empowerment by developing their capacity to create a sustainable livelihood.*



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Our History:

The non-profit organization Artistri Sud was founded in 2009 with the goal of actively supporting women's capacity to earn sustainable income and lift themselves out of poverty through the production and sale of their handcrafted goods. The organization was established by Jennifer Lonergan and Pilar Albareda, the former being the current Executive Director of Artistri Sud, and the latter, an international development professional and the former firector of Fair Trade Latin America (IFAT, now WTFO). It was a response to shared concerns about the difficulties faced by poor artisans in maintaining local heritage and cultural traditions while attempting to generate revenue from their creative output.

Many people were drawn to the mission of Artistri Sud. For two years, a team of consultants provided expertise in product development, sales and marketing, quality control, market linkages and other areas to women artisans in Cambodia, Niger, Peru, Bolivia, India and Zimbabwe.

From 2011 onwards, the team at Artistri Sud shifted focus from acting as a conduit for sustainable products to developiong a comprehensive training program for women in developing countries. The result of this effort was the Artistri Sud Social Entrepreneurship Training (ASSET) program and the subsequent one-year Coaching Program. Artistri Sud' is currently expanding with the help from volunteers, interns and consultants. The organization is also gaining a foothold in the Montreal community through fair trade shows, speaking appearances, engagement with student groups and tpartnerships with other organizations.

The Mission:

Our mission is to empower women artisans in developing countries to help them fight poverty and build better lives for themselves, their families, and their communities. Capitalizing on existing craft skills and cultural assets, Artistri Sud supports these women by building their entrepreneurial capacity and business and leadership skills.

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A Year in Review:

2014 was another year of growth and change for Artistri Sud. Our first full year of registered charity status witnessed the wrap-up and evaluation of our pilot project in Bolivia, the consolidation of our training model, and the growth of our organization. We continued to support the artisan groups in Bolivia with whom we worked in the fall of 2013 through our one-year coaching program. The women completed that program, and their hard work showed tangible results in their standards of living, confidence levels and in their interpersonal relationships.

Having been approached by rural development worker Ariella Orbach on behalf of Mapuche women from the Malalhue Chanko village in Chile who wished to access the ASSET training program, much of 2014 was also spent in discussion with the leaders of this group, planning and coordinating deployment. By the end of 2014, sufficient funds had been raised to commit to delivery in 2015. .

In Montreal, volunteer engagement reached record numbers. Thanks to their efforts, we kept in touch with our supporters via the Artistri Sud blog, newsletter, and social media, where we raised awareness about challenges facing women entrepreneurs and artisans everywhere.

Our third annual Tales of Triumph event, which is the core funding for Artistri Sud, took place at L'Atelier d'Argentine restaurant, featuring three women speakers each with an inspiring and empowering story.

Our Work:

Artistri Sud supports women artisans to develop the skills and expertise they need to capitalize on their existing craft know-how and other tools to build a sustainable livelihood for themselves. Working in collaboration with local communities, we help women develop valuable business and marketing skills, allowing them to exert a powerful positive influence on their families and communities. We know that women are critical agents of positive change; as artisans, they have expertise and knowledge that embody cultural heritage values and can form the basis of sustainable income generation. In 2013-2014,

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we directly trained 21 women through our program, and hope to build upon this number in years to come.

Our Model:

Our model relies on four key tenets: sustainability, innovation, building community capacity, and creating a global movement.

Sustainability:

At Artistri Sud, we firmly believe that traditional skills and know-how can be of value, as both cultural and economic assets. We challenge women to find innovative solutions using their local, sustainable methods of production, ensuring their sense of personal ownership and their active participation. By investing locally, we are able to effectively tailor our training program to fit their needs and complement their skills.

Innovation:

Artistri Sud's unique training program was created in collaboration with a team of psychologists, successful entrepreneurs, program evaluators, and experienced development professionals. Together, we created a program that builds women's capacity in three important areas: product innovation, sales, and marketing. The women also learn strategic approaches to managing uncertainty and ensuring sustainability, time management and strategic planning, as well as the entrepreneurial and leadership skills essential to running a business.

Build community capacity:

The coaching program—emphasizing as it does a peer-to-peer support model while fostering personal leadership development—encourages women trained by Artistri Sud to pass on their new skills and expertise to others in their families, in their artisan associations, and communities generally, constantly expanding the

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capacity of the local community. This growing network of local talent strengthens the economy from the ground up, as the women and their networks work to improve their futures.

Create a global movement:

Our programs empower participants to lift themselves out of poverty, and gives them a chance to improve their lives and the lives of their families. By sending their children to school or buying their own homes, they are able to build a better, more secure future for themselves. We will continue to develop our model in order to expand our reach.

Programming

One-Year Coaching Program: Bolivia

Implementation of the five-day intensive program, the Artistri Sud Social Entrepreneurship Training (ASSET) Program in September of 2013, was followed by a **One-Year Coaching Program** to guide and assist women artisans as they integrate the key learnings of the ASSET program and meet monthly goals, identified by them as part of a strategic planning process during the five-day program.

ASSET teaches women artisans vital business skills, such as sales and marketing techniques, market research, building relationships with potential buyers, basic design principles, market analysis and book-keeping. The one-year follow-up Coaching Program aims to consolidate the learning, supplement it with targeted capacity-building workshops and develop mutual coaching skills so that participants can support each other as they transfer knowledge to their workplace contexts.

In 2014, from January to August, the Coaching Program was implemented to support Bolivian artisans who had come through the ASSET program in September of 2013. Four volunteer coaches, themselves supported by a

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program committee (Chair: Virginia Armeni; members: Christie Huff, Fatima Khan, Pilar Albareda, Diana Oka, Jacqueline Boily, Annie Rubin, Anna Juchau, Kate Shaw, Ashley Menarik, Jennifer Lonergan), provided telephone support and feedback regarding their monthly deliverables, as these were reviewed during bi-weekly meetings of the committee.

Evaluating ASSET and Year-Long Coaching Programs: Bolivia

Observations made during the pilot training program in Bolivia indicate that it had an empowering and positive impact on the women's perceptions of themselves as leaders, businesswomen and entrepreneurs. Planning and implementation of a comprehensive evaluation of the ASSET and one-year coaching programs was led by industry professional Christie Huff. To collect the needed data, program evaluation expert Pilar Albareda and Artistri Sud Executive Director, Jennifer Lonergan, returned to the field in September 2014 where they interviewed 13 of the original participants in order to determine the impacts of the combined programs on the women.

In general, the program's results were impressive—the feedback indicated that participants were highly engaged and very satisfied with the training. They loved the experiential learning that was integrated throughout the program, thanks to the outstanding work of the program committee lead, Virginia Armeni.

The follow-up visit to Bolivia in September, 2014, enabled the organization to hear about how the women had integrated their learning to achieve improved business results. The feedback from that visit indicated that the program was highly effective in helping women implement new approaches to improving their business sales and bottom line. Every woman interviewed reported some beneficial effect from the program on their income and self-perception. After one year, the women's revenues had increased on average by **57%**. In addition, the women reported better relationships with their children, as well as improved communication with everyone in their lives. The women had shared their learning with their families and colleagues, speaking highly of how the important shifts they experienced had enabled them to see themselves as leaders. Furthermore, the women who had strong leaders within their associations, or who shared a workspace, engaged the most in peer learning—an outcome which Artistri Sud had hoped to see after the program.

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ARTISTRISUD



REYNA

- Now building her own house
- Happier family life
- Better communication with colleagues and family
- Closer relationship with her kids



ETELVINA

- Able to keep her daughter in school
- Worries less about how to meet her children's needs
- Better communication with family



MONICA

- Provided employment for another woman
- Increased exports
- Increased confidence
- Now trains others in poor villages



CATALINA

- Introduced new designs
- SOLD OUT of new designs



VERNA

- Became manager of a retail store
- Introduced new designs
- Successfully sold new designs
- Can now support and raise her daughter, who had been living far away with relatives



VICENTA

- Was elected to her village council

The feedback from the artisans about the one-year follow up coaching program was that the support and care demonstrated by the coaches was highly appreciated. The program committee persevered through challenging periods when contact was difficult and they were uncertain if the women had lost interest. The follow up visit to Bolivia allowed the organization to understand what the obstacles to communication were, and most importantly, to learn that their investment of time and resources was highly valued by participants.

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ASSET and Year-Long Coaching Programs: 2nd Edition

Christie Huff's report also provided valuable insights and recommendations for improvement. Many of these were implemented throughout the year and as such, the ASSET and Coaching programs were adapted to be more effective. The key adaptation that was made was to introduce the Coaching program and the leaders component (leaders support the work of their small teams of 3-4 women and serve as liaisons with Artistri Sud in order to facilitate submission of assignments, delivery of feedback, etc.) much earlier in the training program and more thoroughly. The strategic planning process is integrated as an earlier step in the program, and is in fact supplemented by a pre-work assignment to expedite the process and aid with creation of a work plan for the year.

Planning, Researching, and Fundraising: Chile

A small group of Mapuche women from the village of Malalhue Chanko worked throughout 2013 and 2014 to assemble a group of 20 women who wished to capitalize on their ancestral craft skills and leverage these to generate sustainable revenues, while at the same time assuring the longevity of their cultural traditions through market-based strategies.

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During 2014, programming consisted of researching, planning, raising funds, and relationship-building for the upcoming project in Chile. Time was spent talking to the women interested in participating in the ASSET program, discussing their needs and expectations, as well as planning a suitable time to conduct the project with them. We further worked on the ASSET program and adapted our data collection tools.

Successful grant applications meant that almost half of the project funding was raised by the end of 2014, thanks to grants made by Mary's Pence in the U.S., and Unifor in Canada. A crowdfunding effort launched and managed in October, 2014, by Sustainable Internship Program (Concordia University) intern, Alejandra Ramirez, also brought in some funds. As a result, the project launch dates were confirmed with Chile group leaders in late 2014 for project implementation in 2015, and fundraising continued.



A Mapuche woman using a *wixal*, a traditional loom

Events:

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In 2014, Artistri Sud endeavoured to expand its reach and build engagement among volunteers, and so organized and participated in more events than previously.

Below are some events we held or participated in this year:

- January 20, 2014: Students' Society of McGill University (SSMU) Winter Activities Fair
- January 27, 2014: McGill University: Work Your BA NGO Fair.
- February 9, 2014: Desautels Business Conference on Sustainability (DBCS)
- March 11, 2014: Tales of Triumph
- April 29, 2014: Movie Night featuring "Half the Sky"
- July 24-27, 2014: RBC Canadian Open Tent
- October 3, 2014: The Comedy Nest: Comedy for a Cause with Helen Hong at The Comedy Nest
- October 19, 2014: Montreal Charity Walk
- October 23, 2014: Yoga Class (in partnership with McGill Women in Leadership)
- November 14, 2014: Case Crack hosted by MyVision McGill
- November 22, 2014: Holiday Craft Fair at Centre Greene

Volunteers Tess Goldhagen, Oriane Leake, and Dana Hauck coordinated these events.

Tales of Triumph 2014:

On March 11th 2014, Artistri Sud hosted its third annual fundraising event, Tales of Triumph. The event took place at L'Atelier d'Argentine restaurant in Old Montreal and featured a silent auction, made possible thanks to donations by over 15 local businesses and individuals. The event was generously sponsored by L'Atelier d'Argentine.

Organization of the event was managed by a committee of nine members, chaired by Toni Bramley and Karla Gerra, and a group of ten student volunteers.

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CBC's Do-Crew, led by morning show *Daybreak* traffic reporter Monique Lacombe, assisted in the set-up and coordination of the event.



Do Crew volunteers come together for a moment before the doors open at the Tales of Triumph fundraiser for Artistri Sud in Old Montreal on Tuesday March 11, 2014. ((PHOTO:Nicole-Ann Shery, CBC Communications))

Held annually in honour of International Women's Day, Tales of Triumph featured three women speakers, each sharing an inspiring and empowering story about their small business experience. Their tales of triumph mirror those of project participants. Our speakers in 2014 were:

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- Maria Liliana Madriz and Carmen Lanza, owners of the Venezuelan bakery Cachitos in Montreal
- Lamia Charlebois, Public Relations Consultant at www.lamiacharlebois.com

Jennifer Campbell, social columnist for the Montreal Gazette, was the mistress of ceremonies. Founder and Executive Director Jennifer Lonergan discussed Artistri Sud’s work in Bolivia and the success of the ASSET training program.

A full-page, full-colour feature article with photos was featured in the Montreal Gazette following the event.

A special thanks to our organizing committee: Toni Bramley, Karla Gerra, Marcia McKenzie, Virginia Guerstein, Pilar Albareda, Christie Huff, Tess Goldhagen, Sarah Klein, Ingrid Power, Carol Chisholm, Amina Tariq, Carla Bragagnolo, Georgia Kolevri, Virginia Armeni, Lucille Panet-Raymond, Dana Hauck, Ling Hui He, and Nina Patti.

Thank you to our Silk Partners
Nous remercions nos Partenaires de Soie

L’Atelier d’Argentine Contemporary Argentinian Restaurant
Traductions MGM Translation Services

And to all our generous donors
Et à tous nos généreux donateurs



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Finances:

Year ending December 31, 2014

Summarized Statement of Revenues and Expenditures:

Balance at beginning of fiscal year: **\$11,070**

Revenue:

Fundraisers: \$10,636

Donors: \$8,591

Grants: \$4,511

Interest and other revenues: \$30

Total revenues: **\$23,768**

Expenditures:

Training programme: \$16,685
(Professional fees, travel)

Fundraising: \$974

Canadian administration: \$4,192
(Bank charges, office expenses and supplies, utilities, advertising, expenses for 2013 paid in 2014)

Total expenditures: **\$21,851**

Surplus earnings: **\$12,987**

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Our Team:

Board of Directors

Long-time board member Virginia Guerstein stepped down this year, making way for Joanne Gagné to join the board.

Jennifer Lonergan, PhD, has worked with over 50 artisan groups in a dozen developing world nations in Latin America, Asia, and Africa. As a buyer for fair trade and ethical wholesale and retail markets in North America—in particular, for the boutique she owned, Artistri—and in partnership with international development organizations in the U.S. and Canada, she has helped support artisans' efforts to generate revenue by capitalizing on their strengths to meet the needs of fast-paced marketplace. Jennifer has a PhD in women's history and fifteen years' experience in education and curriculum development, both critical tools in her efforts to build capacity among artisans to meet market needs while supporting cultural heritage preservation.

Bhaskar Patel, MBA, CA, brings over twenty five years of diverse business and community development expertise. Bhaskar focuses on business strategy, high performance teams, resource development, resource management, operations, finance, efficient and sustainable development, and the quality of life issues. His professional background includes a successful career in finance, media, and information technology industries. He currently serves as the Vice President of Cybersoft Technologies based in Houston, Texas. He is a member of the Greater Houston Partnership and actively supports Opportunity Houston and the Indo American Chamber of Commerce.

Joanne Gagné, CPA, CGA, MBA, is a Chartered Accountant who studied at Université du Québec in Montreal, and subsequently received her MBA from the John Molson School of Business at Concordia University. She has over 24 years of service at Concordia University in the Financial Services Department. In the field of research accounting, she developed structures with the objective of helping researchers manage their financial portfolio and has added experience in systems development and implementation. Joanne is passionate about her field of expertise and enjoys sharing it with the members of Artistri Sud.

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Advisory Board

Artistri Sud continued to benefit from the input of its Advisory Board, whose members provide expertise and advice in areas including programming, evaluation, fundraising, legal matters, and more.

Advisory Board Members in 2014:

- Pilar Albareda
- Virginia Armeni
- Clare Hallward
- Christie Huff
- Anita Nowak
- Lucille Panet-Raymond
- Mary Picard
- Paul Simard

Outreach

Communications:

Artistri Sud communicates with subscribers via a monthly newsletter, various social media platforms, and our website. Through these means, and the annual report, Artistri Sud engages our existing supporters as well as attracts new ones. Ishani Ghosh, Disha Jani, Emily Pazar, Carla Bragagnolo, Sarah Klein and Khalil Guliwali supported Artistri Sud's communications with supporters.

Partnerships and Research:

In 2014, Artistri Sud actively explored possible partnerships with individuals, businesses, and organizations in Montreal and elsewhere. Arlene Whitmore, Belen Giaquinta, Disha Jani and Florence Pigeon researched and sought possible partners.

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Volunteers

Many new student and other volunteers began in 2014, joining a strong force of professionals and university student interns working under the supervision of board members, committee members, and the executive director.



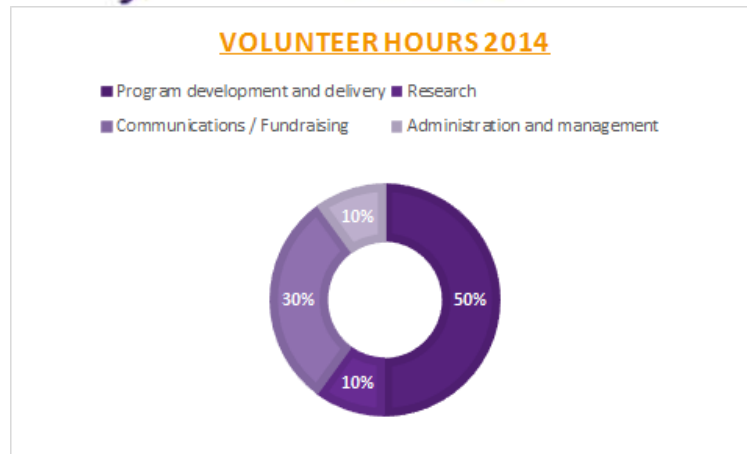
McGill student volunteers at a Sunday morning meeting

The number of reported hours for 2014 reflects the commitment and importance of volunteers in accomplishing the work of Artistri Sud. Together, student volunteers logged over 1,320 hours in 2014. Professional volunteers logged an additional 960 hours over the course of the year. Our dedicated team of over 40 volunteers contributes to all aspects of Artistri Sud's administration and programming.

Volunteer hours breakdown (estimate):

- Program development and delivery: **50%**
- Research: **10%**
- Communications / Fundraising: **30%**
- Administration and management: **10%**

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Volunteers in 2014:

Aidana Aitzhanova
Alejandra Ramirez
Amina Tariq
Anna Juchau
Annie Rubin
Ariella Orbach
Arlene Whitmore
Ashley Menarik
Asieh Haeri
Azaria Yonli
Belen Giaquinta
Bhaskar Patel
Carla Bragagnolo
Carla Guerra
Carol Chisholm
Christie Huff

Claudia Mitchell
Dana Hauck
Diana Oka
Disha Jani
Emily Pazar
Fatima Khan
Florence Pigeon
Georgia Kolevri
Ingrid Power
Ishani Ghosh
Jacqueline Boily
Joanne Gagné
Jinnie Park
Kate Shaw
Kathryn Gfellner
Khalil Guliwala

Ling Hui He
Louis Jun Yang
Lucille Panet-Raymond
Marcia McKenzie
Mary Su
Matias Garabedian
Nazish Mirza
Nina Patti
Oriane Leake
Pilar Albareda
Sarah Klein
Tess Goldhagen
Toni Bramley
Virginia Armeni
Virginia Guerstein

McGill University: SEI Impact Internship

For the third year in a row, Artistri Sud has collaborated with the Marcel Desautels Institute for Integrated Management on the SEI Impact Internship—a high-quality program which places McGill BCom students to work in professional

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settings and projects within the social economy. Joelle Kattan joined Artistri Sud this summer, where she developed and implemented a strategic partnership plan. She maintained the charity's financial accounting and bookkeeping, while also managing Artistri Sud's online presence on several platforms, including social media, blogging, and web development.

Thank you

The success of Artistri Sud is dependent on its donors and supporters. Thank you to those who contributed in 2014.

Companies/Organizations

AV Communications
Boulangerie Cachitos
CanadaHelps.org
Change for Change
Clinique Dentaire Cogollo
Telus
Traductions MGM
Universalialia

Individuals

Alexandrina Aird	Bhaskar Patel	Claire Moran
Andre Berthiaume	Byron Hauck	Clara Lapiner
Andres Ibanez	Carla Guerra	Cynthia Joy
Anita Novak	Carlin Hauck	Daintry Dalton
Anne Papaharis Short	Carmel Chiachiaro	Daniel Harris
Anthony Croll	Carmen Gimenez	Dario Pulgar
Ariella Orbach	Cacho	David Kendall
Arlene Whitmore	Carol Chisholm	David Rollert
Armando Collante	Carole Haddad	Dora Koop
Barbara Joannides	Carolina Plata	Elisabeta Micaro
Barbara Malcolmson	Christie Huff	Elizabeth Ballantyne
Barrie Howells	Christina Nacos	Elizabeth Cooper
Benoit Desjardins	Christine Lalonde	Elizabeth Falco
Betty Scott	Clare Hallward	Fabien Blanchard

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Fiona Macfarlane
Gem Silver
Gregory Dietrich
Gwendolyn Owens
Ida Teoli
Immacolata
Vadacchino
Ingrid Power
Iphigénie Marcoux-
Fortier
Alejandra Lezama
Janis Riven
Jawaid Mirza
Jeff Arnold
Jennifer Buttars
Jennifer Lonergan
Jessica Noras
Joanne Lochou
Johanne Harvey
John Addo
Joseph Singerman
Karen Biskin
Karen Hall Moon
Kathy Fazel
Katrina Rojas
Khalil Guliwala
Kim Cordell
Lamia Charlebois
Lauren Mandelker
Leon Glass

Leslie Quinton
Linda Zouvi
Linghui He
Louise Bucheit
Louise Vigneault
Lucille Panet-
Raymond
Lucy Stojak
Luz Elena Pedroza
Lynn Harris
Maggy Warda
Marcia Mckenzie
Marie Manadili
Marie Rose
Amazonian
Marie-Guy Maynard
Marie-Thérèse Caron
Marion Bramley
Martin Dauphinais
Martin Lalonde
Mary Picard
Maryse Barbeau
Maurice Forget
Mike Samson
Milla Craig
Minh Dien Pham
Mirella Mokbel
Myriam Sandra
Cohen
Nathaly Gagnon

Pamela & Marc
Garneau
Pamela Ireland
Pélagie Lefebvre
Peter Monk
Pilar Albareda
Rachel Goldman
Rob Fewtrell
Sandra Jones
Sandra Shock
Sevag Pogharian
Shawn Buzzell
Shelley Coleman
Simon Thibault
Stephane Pillet
Stephanie Brisson
Susan Earl
Sylvie Trottier
Tessa Woodhead
Thomas Armitage
Thora Herrmann
Vanessa Herrik
Vasko Boshevski
Vida Guido
Virginia Armeni
Virginia Guerstein
Virginia Stikeman
Yvonne Clark

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