



Empowering artisans. Strengthening cultures.
Pour l'empowerment des artisans. Pour un patrimoine dynamique.
Empoderando artesanos. Fortaleciendo culturas.

Annual Report 2015

Empowering women around the world through
entrepreneurship training



WORD FROM THE FOUNDER

“I have many dreams...I haven't been able to achieve them yet, because I haven't had the resources, the education. This course was like a gift from heaven. Today I am full of strength, full of learning. I want to share that learning and help someone else experience this amazing change.”

—Genoveva, Artistri Sud participant, 2015



2015 has been a pivotal year for Artistri Sud.

Artistri Sud's efforts to empower women around the world through entrepreneurship training have obtained more visibility and garnered more interest within a broader spectrum of likeminded supporters, thanks to forums like the TED Talks.

This year, one by one, an amazing group of dedicated visionaries joined Artistri Sud's Board of Directors and are now actively leading the organization toward a future full of empowered women and all the positive change that brings with it. We also enjoy the expertise of a topnotch Advisory Board composed of professionals in various fields with the common goal of assisting us in our growth. And last but not least, we have teams of highly motivated volunteers doing the much-needed legwork, so that we may ensure not only the deployment of our programs, but its sustainability through follow-up coaching and a train-the-trainer program which went into development this fall.

We are forging ahead with a more robust structure in place and greater capacity to teach life-changing skills, so women can create positive change in their own lives, and those of their families and communities. It's an exciting time as we begin to truly feel the momentum building, thanks to the generosity of our donors, who help provide the means to break out of poverty, one woman at a time.

We begin every meeting by reminding ourselves of our commitment to the empowerment of other women, so it is with great pride that we share the progress we have made in this past year.

The logo for Artistri Sud features the word "ARTISRI" in a purple, serif font, followed by a square icon containing two hands (one blue, one orange) reaching towards each other, and the word "SUD" in the same purple, serif font. The entire logo is set against a white background within a purple-bordered box.

ARTISRI SUD

OUR 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 leadership skills.

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 director of Fair Trade Latin America (IFAT, now WTF0). It was created as 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. 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, in response to the urgent need expressed by women artisans, the team at Artistri Sud shifted focus to developing 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 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 partnerships with other organizations.



ARTISTRI  SUD



Product Innovation. Global markets offer opportunities to developing world craftswomen only to the extent that they are able to meet their challenges and demands. Artistri Sud trains women to analyze and segment the market in order to innovate their product offering to meet the needs of the marketplace. We also focus on developing their creativity and technical skills with the objective of ensuring they have the skills and tools they need to nurture the inspiration needed to innovate their products in an informed and organic way. Artisans are also supported in analyzing and documenting their cultural heritage assets, to provide a framework for negotiating the discord between the need to innovate and the need to conserve.

Market Research. We provide training in conducting market research to enable the women to create responsive and effective business strategies which will ensure their sustainability. Understanding markets is essential, not only for sales, but also to the extent that artisans choose to incorporate market trends and needs into their product innovation process.

The main focus in 2015 was implementing the ASSET program in Chile. We have strived to promote the wellbeing of rural Mapuche women and their families by equipping them to leverage their artisanal skills, experience and other assets to create a sustainable source of revenue. In addition to improving the economic wellbeing of women, the program also aimed to develop the women both as leaders and as entrepreneurs. Overall, through the ASSET program, Artistri Sud intends to create a self-managed local economy that values and protects indigenous heritage and the environment. In order to achieve this, our program is based on four pillars.

Strategic Planning. A lack of resources means that poor women artisans are typically reactive and disorganized in their approach to creating and capitalizing on business opportunities. We provide the framework within which they can think strategically about their micro-enterprises while identifying and responding to trends in the marketplace. Artistri Sud helps provide them with a long-term view and the strategy and tactics to develop their business so as to be viable over the long-haul.

Income Generation. Artistri Sud offers training programs tailored to meet the needs of women working in the handicraft sector around the world. We view the ability to generate revenue and financial independence as critical to their empowerment in social, political and legal spheres. We focus on developing self-esteem as well as the leadership and entrepreneurship skills essential to building sustainable livelihoods in precarious conditions. Our approach encourages women to view themselves as capable, competent agents with essential life skills and experiences who are able to effect meaningful change in their lives.

CHILE



The effort spent in 2014 to program and coordinate the implementation of the ASSET program in Chile, to a group of Mapuche women, gave fruit in the summer of 2015. A needs assessment carried out in March/April revealed that these women had a wide array of specific skills in textile production, ranging from processing the wool to producing a finished product and had some experience in sales, yet lacked skills essential to generating a sustainable income from their craft production.

The five-day training, launched in July, changed the lives of these 19 Mapuche women, that went from seeing themselves as “mothers” and “weavers” to “businesswomen”—nervous but excited to take on the challenge of driving their own micro-enterprises and lives. Through interactive lessons, group exercises and open-ended conversations these women were taught strategies and tools for innovating new products, for identifying the needs of their target market(s), for identifying and maximizing existing opportunities for the sale of their products, for identifying needs in their markets, and for building and leveraging relationships with others (existing and potential clients, and fellow artisans) to achieve their goals.

Furthermore, the year-long Coaching program is still in action, providing ongoing, adapted support for the women’s learning experience, developing the local team leaders as coaches themselves and fostering a learning community amongst the women so that the skills and knowledge learned in the program lead to real results in the women’s lives. Its goals are to assure that the women are able to assume leadership roles in their community, and to ensure that participants are able to retain and apply the knowledge that they acquired by completing monthly assignments designed to further incorporate key skills taught in the program in their sales and production cycles.



CHILE



“I’m trying to have a normal life; put food on the table for my children and buy books so that they can go to school. I want to be happy working and living my life with my family and the group of women we formed during the Artistri Sud training. Maybe I won’t become a big entrepreneur, but I can become more financially independent and that will make me so happy. With this course and this training, I can do that!”
—Marisol, Artistri Sud participant, 2015



“I’m more determined, more confident. From now on, I can make decisions by myself. What’s going to happen when I return home? My life is going to change.”
—Francesca, Artistri Sud participant, 2015



ARTISTRISUD

TALES OF TRIUMPH 2015

Already in its fourth year, Artistri Sud's annual fundraising event is gaining more traction and recognition in the community. More than 100 guests joined the Artistri Sud team and the evening's MC, Sonali Karnick (host of CBC Radio's *All in a Weekend* and CBC TV's *Our Montreal*) for the event which took place on March 10th at L'Atelier d'Argentine in Old Montreal. The keynote speech was given by Dr. Anita Nowak, McGill professor and Artistri Sud supporter.

For the first time, Artistri Sud honored women entrepreneurs in our community by presenting two awards: "Entrepreneur of the Year" (to Paulina Podgorska, owner of SOS Garde, a web-based service which matches care-giving needs with carers) and "Social Entrepreneur of the Year" (to Marisol Labrecque of Ecofixe—providing ecological water treatment solutions).



COMMUNITY INVOLVEMENT



Community involvement is crucial for the success of our mission. While the program is designed to help women artisans in developing countries, most of the work, the creation of said programs, the preparation, the fundraising, and the eventual deployment is all done locally, with your support. That is why, at Artistri Sud, we do our best to be present in the community, and to promote our mission through various means: speaking engagements, panel discussions, participation in university fairs and events, etc.

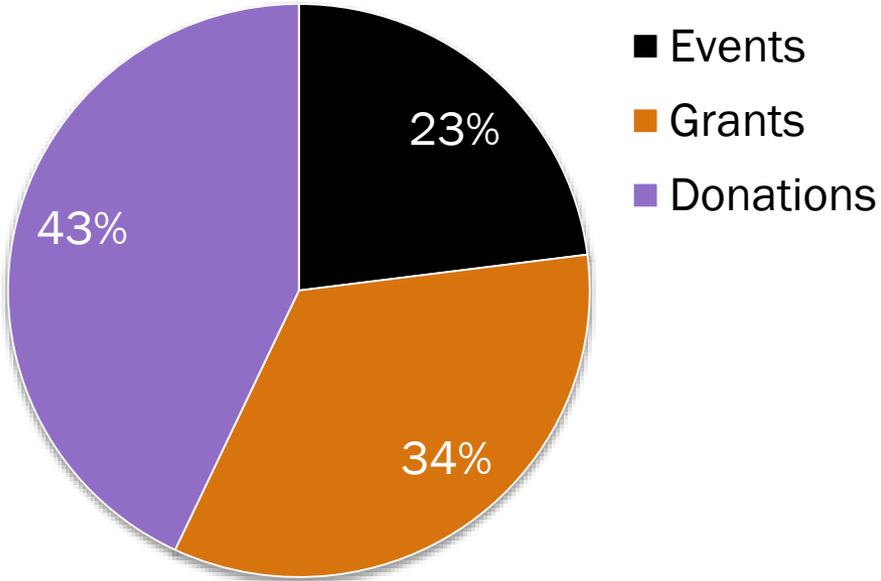
2015 Events:

- Comedy for a Cause with Mark Normand at The Comedy Nest
- McGill Non Profit Fair
- Samosa Sale, McGill University
- Tales of Triumph 2015
- Mother's Day Brunch at Mountainside United Church
- TEDxMontrealWomen
- WE2 Luncheon
- Rotary Club event
- Panel Discussion on Women's Empowerment for Trade Facilitation Office, TFO Canada's Webinar "Sharing Best Practices for Women's Economic Empowerment through Trade"
- Concordia JMSB MBA Community Service Initiative Showcase
- McGill University "Social entrepreneurship and social innovation" lecture. Speaking engagement.

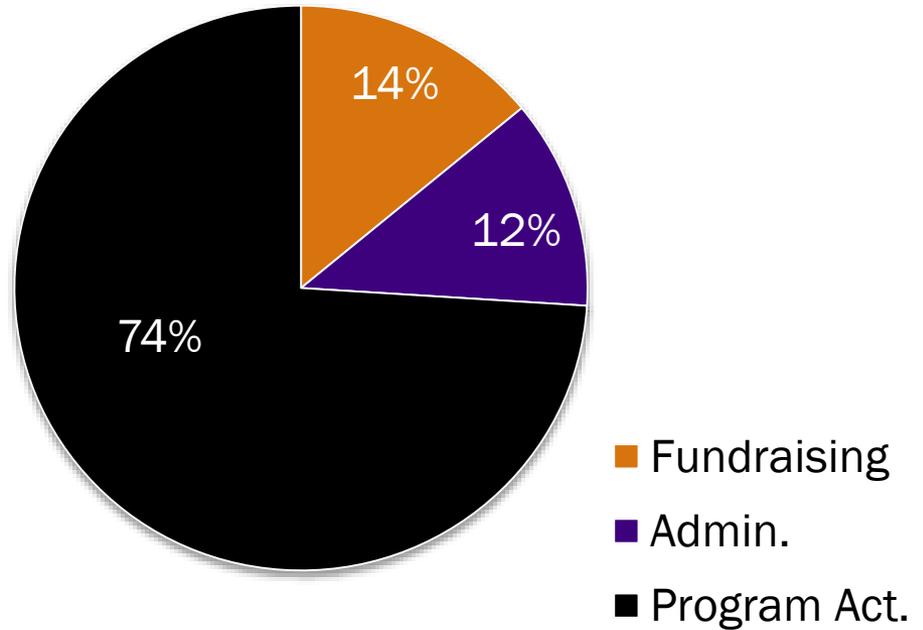


FINANCES AT A GLANCE

Revenue



Expenditures



FINANCES

STATEMENT OF OPERATIONS (UNAUDITED)

Balance at the beginning of fiscal year	\$9,818	
Revenue		
Donations	\$23,393	43%
General Fundraising	\$15,703	
Crowdfunding	\$5,447	
Holiday Campaign	\$2,874	
Grants	\$18,369	34%
Unifor	\$15,000	
Campbell Webster Foundation	\$3,369	
Fundraising	\$12,752	23%
Tales of Trimp Event	\$11,625	
Other Fundraisers	\$1,127	
Other		
Other Revenues	\$195	
Total revenue	\$54,708	100%
Expenditures		
Program Activities	\$36,224	74%
Chile Program	\$36,070	
Other Activities	\$154	
Outreach Activities	\$124	
Program Development	\$30	
Fundraising	\$6,643	14%
General Fundraising	\$6,085	
Other Fundraising	\$558	
Other		
Management and Administration	\$5,777	12%
Total Expenditure	\$48,664	100%

Made possible
thanks to 8350
volunteer hours.

ASSETS

Cash and equivalents	15,113	98%
Accounts receivables	285	2%

Total Assets	15,398	100%
---------------------	---------------	-------------

LIABILITIES AND NET ASSETS

Accounts payable	96	1%
Unrestricted net assets	15,302	99%

Total Liabilities and Net Assets	15,398	100%
---	---------------	-------------

OUR TEAM

Board of directors:

Jennifer Lonergan. Her PhD in women's history and fifteen years' experience in education and curriculum development, are 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.

Joanne Gagné. CPA, CGA, MBA With her 24 years of service at Concordia University 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.

Francesca Montagna, MA, CRHA, has over fifteen years of experience in Human Resources gained in multinational corporations in South America and Europe. Her expertise is in organizational development and effectiveness and in strategic Human Resources operating model design.

Dara Jospé, MA, JD, BCL, is an associate lawyer working at Fasken Martineau, one of the largest Canadian law firms, practicing mainly in the area of life sciences regulation.

Marisa Murray, MBA, P. Eng, has over 20 years' experience providing management consulting services to executives leading business and technology transformation programs.

Advisory Board:

Pilar Albareda: International Development professional with fair trade expertise.

Virginia Armeni: MA. Education committee chair. Educator for over 15 years, with expertise in gender equity issues. M.A. in Pedagogy.

Véronique Geoffrion: Certified Corporate Etiquette and International Protocol Consultant and founder of Bottom-Line manners.

Clare Hallward: One of the founders of Project Chance, a program and an apartment building for single mothers committed to completing their education, and their children.

Christie Huff: Community Development Coordinator at Community Learning Centres.

Anita Nowak: PhD. Anita currently serves McGill's Teaching & Learning Services team as Director of Operations for the Social Learning for Social Impact MOOC.

Lucille Panet-Raymond: Has spent 40 years in the non-profit world.

Mary Picard: PhD. Evaluation and research consultant in international development with over 20 years' experience.

Fred Schick: MA. Trilingual international development professional with over 7 years of practical field and office experience in the non-profit sector.

Paul Simard: Responsible for Creative Advancement for the ONE DROP Foundation.

Louis Yang: B.Eng, MBA. Analyst at Claret Asset Management Co. and Co-founder of ZandBox.

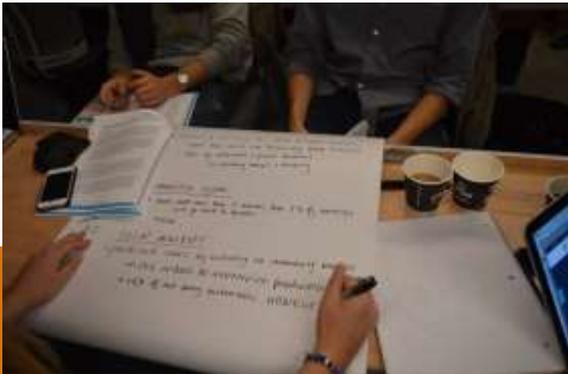


ARTISRI SUD

OUR VOLUNTEERS

Artistri Sud's volunteers work together on goals that keep every element of the organization running smoothly and effectively.

We share a belief in the value of volunteering our time, resources, and knowledge to support women around the world.



Ana Amelia Quevedo
Noah Tomas Petkau
Raachel Siu
Nadia Kim
Virginia Armeni
Hannah Hersh
Karene Jean-Baptiste
Susan Kessler
Alice Hollis
German Andres
Guberman
Ariel Montana
Eden Beschen
Ishani Ghosh
Lena Bergunde
Pegah Ehsani
Arlene Whitmore
Joelle Kattan

Patricia Oliveri
Marisa Murray
Silvie Letendre
Sara Mahabadi
Pamelitas Corner
Sharmeena Laloo
Louise Zerr
Michelle Langlois
Louis Jun Yang
Nancy Sherer
Billy Liu
Jordana Armstrong
Ariella Orbach
Laura Nicola
Dara Jospe
Annie Rubin
Linda Jospe

Beckie Granatstein
Carol-Ann St-Onge
Maddie Sequeira
Atieh Ghobadi
Julian Kosma
Florence Pigeon
Elif Ezgi Aksulu
Tess Goldhagen
Nina Patti
Disha Jani
Linghui He
Beth Kotis
Elizabeth Eley
Francesca Montagna
Sandra Schock
Susan Holton
Annick Martineau

Marina Nikolopoulos

ARTISIRI  SUD

THANK YOU

Our sponsors

Restaurant Atelier d'Argentine

Kalikori Olive Oil

Salon de coiffure Orbite

Moksha Yoga

Best Buy

Montreal Symphony Orchestra

Montreal Chamber Orchestra

Fou d'Ici

Granting Institutions

Unifor

Campbell Webster Foundation

Mary's Pence

Thank you to our generous donors

Aisa Biria
Amina Tariq
Anita Nowak
Anne-Marie Armeni
Annie Lapointe
Antoine J Panet-Raymond
Aome St. Laurence
Beau Johnson
Benoît Monette
Bhaskar Patel
Britta Giesinger-Berg
Brooke Motowlyo
Cameron Scott
Carol-Ann St-Onge
Carter James
Catherine Muraz
Cendrine Rollet
Christine Lalonde
Clare Hallward
CNC Developers, Chowdary Yalamanchili
Cynthia Contini
Dahna Weber
Dara Jospe
Dario Pulgar & Maria Albareda Lazo
DDMG Communications Inc/Bilqis Tremblay
Debbie Toth
Diane R. Webster
Don and Alice Briggs
Dora Koop
Dorian Leger
Dorota Kadlubowska

Elizabeth Neufeld
Ephemera Wilde
Éric Jospe
Fiona MacFarlane
Francesca Montagna
François Seguin
Gabiella Orbach
Gianluca Bertolizio & Marta Garbin
Glynis Devine
Grace Yang
Groupe Voyages Mondesa
Guillaume Couturier
Hannah Simmons
Jacques and Josée Desjardins
Janis Riven
Janna Boloten
Jayan Jose
Jean Martin Castonguay
Jean-François Poulin
Jeff Arnold
Jennifer Lonergan
Jessica Xiao
Joanne Daphne Photiades
Joanne Gagné-Hébert
Joelle Kattan
Johanne Harvey
Jordana Armstrong
Julia Knight
Julie Ducharme
Kate Brayley
Kathy Fazel

Katie Ragan
Kayla McKenzie
Keigo Suzukawa
Keith Chan
Kevin Lee
Laura Loofbourrow
Les Aliments La Parva
Leslie Quinton
Lighui He
Lili de Grandpré
Linda Jospe
Liohn Sherer
Liz Falco
Lucille Panet-Raymond
Lynn Harris
Mackie Vadacchino
Marie-Thérèse Caron
Marisa Murray
Marjorie Heppell
Maryse Barbeau
McGill Students-Samosa sale
Michelle Jospe
Milla Craig
Mindy Gordon & Greg Moran
Moragh Chisolm
Nancy Sherer
Naseem Ullah
Nicholas Ormond
Nima Najand
Nima Parsa
Pablo Mauricio Ingelmo

Paola Pant
Patricia Visosky
Pegah Ehsani
Pete Herlihy
Peter Monk
Pierre Louis L Le Saunier
Potcake Productions
Renaud C Emond & Nancy Murdock
Rhoda Gordon
Richard Pringle
Richi Vejar
Rob Nason
Robert Torralbo
Sam Latham
Sandra Jones
Sandra Schock
Shelley Gordon
Silvie Letendre
Stephanie Wong
Susan Holton
Susan Kessler
Susan Spencer
Susan Taylor
Suzanne de Grandpré
Toni Bramley
Vanessa Whitmore
Véronique Geoffrion
Vida Guido
Virginia Armeni
Virginia Guerstein
Virginia H. Stikeman