



Annual Report 2016

Empowering women around the
world through entrepreneurship
training

WORD FROM THE FOUNDER

“When women have confidence, a network of friends, when they make money – that’s when they begin to exert influence. And the impact is so great. Empowered women change the lives of everyone around them. They have an incredible effect.” Jennifer Lonergan, Artistri Sud founder.



2016 was a year of development.

Thanks to the appreciation received from the women enrolled in the 2015 ASSET program, and the measurable impact entrepreneurship training had on bettering the lives of these women and their communities, in 2016 Artistri Sud forged ahead, not only by improving the existing program, but by adding another layer of depth: the Train the Trainer program.

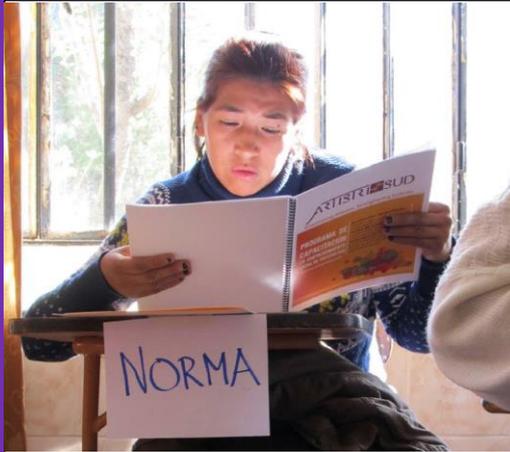
The collaboration between our valued Board of Directors, the Advisory Board composed of professionals in various fields, and last but not least, our team of motivated volunteers, all connected by the common goal of assisting us in our growth, resulted in a now-entrenched training program that is slowly developing into a self-sustaining movement whose goal is the empowerment of women in communities where they lack opportunities.

It is only due to the continued generosity of our donors that we are able to expand and amplify the influence of our project, whose ultimate goal is to create durable and locally-run programs that perpetuate the entrepreneurship training which helps women better themselves and their communities.

Our commitment to the empowerment of women is still the top priority, so it is with great pride that we share the advancements we have made in this past year.



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 WTOF). 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, the team at Artistri Sud shifted focus from acting as a conduit for sustainable products 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, joined by the Train the Trainer program in 2016. 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.

Programs

The main focus in 2016 was expanding the ASSET program in Chile and adding the TRAIN THE TRAINER program. Not only did we expand the program to include more women than before, we made strides towards transforming it into a locally-run, self-perpetuating initiative. In addition to improving the economic wellbeing of women and helping them grow both as leaders and as entrepreneurs we are now training them to become trainers themselves.

ASSET

The Artistri Sud Social Entrepreneurship Training program equips women in poor communities 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 develops 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. Practically, the women receive an intensive training locally and after they benefit from a one-year coaching program during which they get continued guidance and support in order to best apply the skills and techniques appropriated during the training.

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 responding to unforeseen changes in the marketplace, thus providing them with tactics to develop their business so as to be viable over the long-haul.

Product Innovation. 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.

Leadership. 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.

TRAIN THE TRAINER

An empowerment chain reaction.

An important part of the Artistri Sud mission is encouraging the women in our ASSET program to see themselves as leaders. They gain confidence in themselves and their capacity to effectuate positive change in their communities and more importantly, they realize that they have a voice that deserves to be heard. Overall, the Train the Trainer program is meant to further augment the skills of its participants and to facilitate the scaling of the impact of the ASSET program by allowing the program to become self-perpetuating by providing a framework allowing former participants to learn to transfer the skills and knowledge they themselves acquired through the ASSET training. The students will become the teachers, and, as graduates of TTT will teach new women the skills and knowledge that have had a real impact on their lives. They will be strong, powerful role models. Through change occurring at the grassroots level, driven by women empowering women, Artistri Sud can help ensure that its impact is both broadened and consolidated for lasting results

The program is applied in 4 steps:

First step: Needs Assessment. 3-6 months prior to the ASSET program, Artistri Sud visits a locale to study artisan businesses and meet with project leaders to identify future trainers who start as Team Leaders (TLs) in the ASSET and Coaching Programs.

Second step: ASSET Program. During the ASSET program, the volunteer TLs participate in classroom management, planning meetings, evaluations, debriefings, and are a part of the “teaching team”. This allows them to actively take part in decision-making, and build valuable experience and skills.

Third step: Coaching Phase. After ASSET training, the participants will be responsible for encouraging the success of 1-2 pairs in the peer-to-peer program. The peer-to-peer program matches ASSET participants in a mutually supportive way so that they may learn from one another, and support each other as they continue to complete their monthly homework assignments. The TLs learn to support their peer team members and liaise between the participants and Artistri Sud, supporting strong relationships, and ensuring feedback is passed along.

Fourth step: Evaluation Phase. Shortly after the Coaching Program is completed, the evaluation team visits participants of the ASSET program and assesses the impact of the program. At this time, TLs will prepare to participate as “trainees” during the next ASSET training mission.

Fifth step: Train the Trainer. During this step, the TLs actually participate, returning as graduates in 2 days of full training where they learn basic learning styles, classroom management, facilitation skills, etc., and then participate in the ASSET program as trainees, taking on teaching certain modules in addition to supporting overall program delivery. This process continues over a period of 2 years, until they have mastered the skills needed.

Chile

Building on the measurable success of the 2015 program in the Mapuche region, this November Artistri Sud went back to deliver its largest 5-day intensive entrepreneurship boot camp ever, with 24 women coming from as far as 20 hours away to participate. As always in the Artistri Sud Social Entrepreneurship Training (ASSET), we spent the entire 5 days together in a remote area—this time, in the Araucania region—where the women had a chance to connect, learn and focus on building their entrepreneurial skills and their futures.

Five of last year's top graduates also successfully completed Phase I of our pilot Train-the-Trainer program. They received two days of intensive teacher-training in Villarica, followed by five days in the ASSET program as hands-on trainees, and they will continue their training during the following year.

ASSET program graduates Jeannette and Natalia launched an educational initiative for artisans in remote areas in Chile.



Like Jennifer Lonergan pointed out at the beginning of this year's adventure "We are not just teaching people skills, we're here to create the space in which these women discover themselves as bigger, more capable, more powerful than they realized."

Implementing the concepts taught in the program resulted in a 92% increase in textile revenue in just one year, which is enough to lift some of these women above the poverty line.

Fred Schick, our trainer in the field developed and delivered a program--delivered by Skype over a period of several weeks with homework in between Skype sessions--to train two of our top graduates in program evaluation and data collection. These 2 TTT participants collected the data, interviewing 75% of the graduates about what had changed in their lives in the year since completing the ASSET program.

Impact

Our programs have made a noticeable impact in the lives of our participants. After ASSET, Elizabeth became an executive member of her community's health committee. Marisol led the charge for her community to be officially recognized and is now its president. She expressed her feelings that "women lack a lot of things in order to be happy" and said she hopes to "help groups of women who don't have the opportunity to gain the powerful tools that Artistri Sud provides."

"Because of what I have learned, I feel more determined, more secure; I feel able to make decisions for myself and ready to change my life by putting all of this knowledge into practice."

ASSET participant Francisca



"I have had many positive influences in my life from the ASSET Training. I was able to improve my designs, have more confidence, and improve the finances of my family and parents. I now see a lot of women around me that have a lot of capability – but they don't know how to use it and I want to help with this". ASSET participant Yesica

93% of ASSET participants used their acquired knowledge to create new designs.

Impact

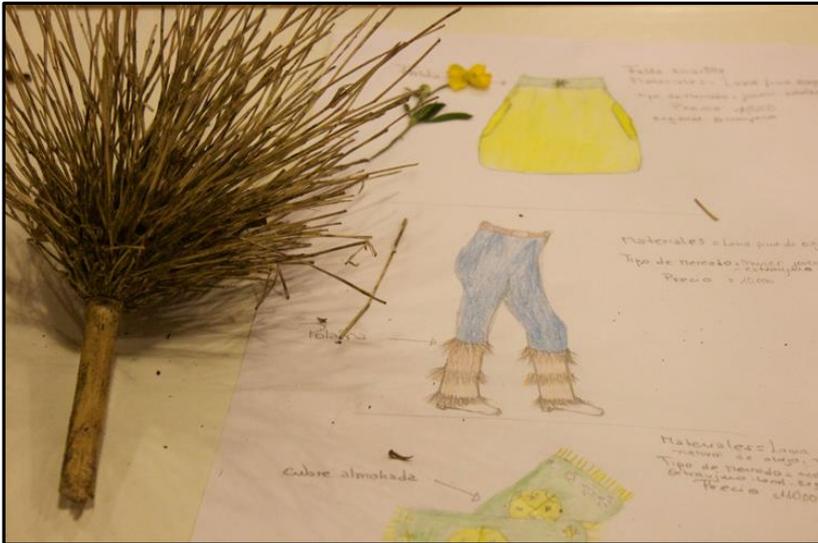
Some numbers in business

- Personal income increased on average by 164%
- Average 92% increase in sales from their craft enterprise
- 71% of women have increased their number of customers after the program
- 93% have used their acquired knowledge to create new designs
- 64% of women have started selling their products in new locations

Some numbers in life

- 57% of women report an improvement in their housing conditions
- 27% of women became official homeowners
- 79% of women have reported becoming more involved in their community
- 93% report an increase in willingness to take risks

100% of women feel more confident in interactions with their communities, have mentored or helped other women in the community; report an improvement in the communication with their families; feel an increased sense of inclusion; report increased; confidence and self-efficacy; self-rate themselves as successful



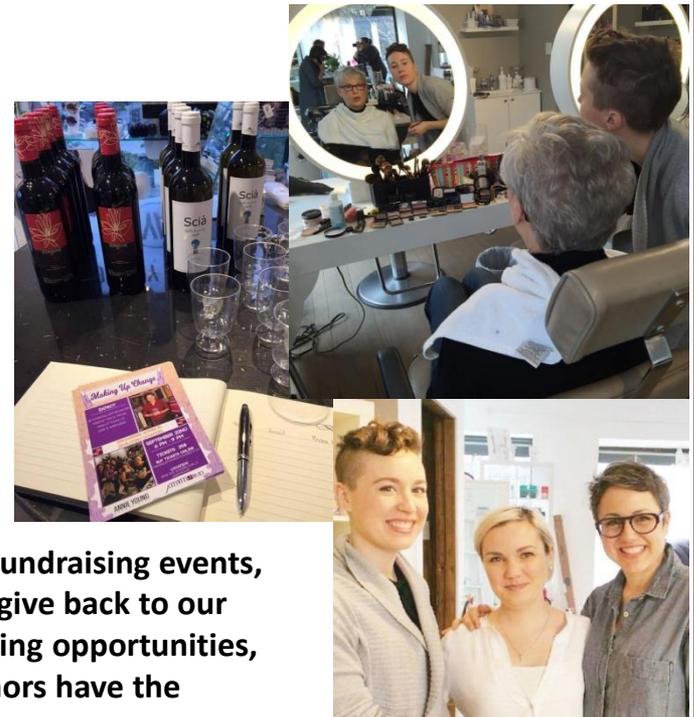
Events

Artistri Sud's involvement in the local community is a key part of the success of our program. Despite the fact that the main focus is empowering 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: networking events, speaking engagements, panel discussions, participation in university fairs and events, etc.

2016 EVENTS:

- Annual Kickoff Meeting at Fou D'Ici
- Tales of Triumph
- McGill Dobson Cup
- BeYOUtiful: Mother's Day Photoshoot Fundraiser
- Meet a Graduate! Donor Appreciation Event
- Making Up Change
- Run for Artistri Sud

This year we have focused more than before on making sure the fundraising events, that allow us to implement our mission in developing countries, also give back to our supporters and our team. This goal was achieved by creating networking opportunities, supporting and promoting local businesses and ensuring that our donors have the possibility to get more involved.



Tales of triumph

Had you attended this year's Tales of triumph, you would have been in fine company! Now at its fifth edition, Artistri Sud's annual fundraiser has become a sold-out event that doubled as a brilliant networking opportunity for the more than 100 guests who joined the Artistri Sud team. Q92's famous Donna Saker MC'd the event and Debra Arbec from CBC News joined the festivities in a show of support.

As it does every year, Artistri Sud celebrated women in business by offering two awards to inspiring women entrepreneurs from our community : Entrepreneur of the year went to Cristina Mucciardi from Cook and Date and Social Entrepreneur of the year went to Dr Ella Amir of Ami Quebec.

In addition, Artistri Sud decided to build on the idea of recognizing hard work, tireless dedication and striving for excellence by instituting a Lifetime Achievement Award, presented to TV personality Debbie Travis—successful businesswoman, pioneer of lifetime television and icon on the home decorating front.

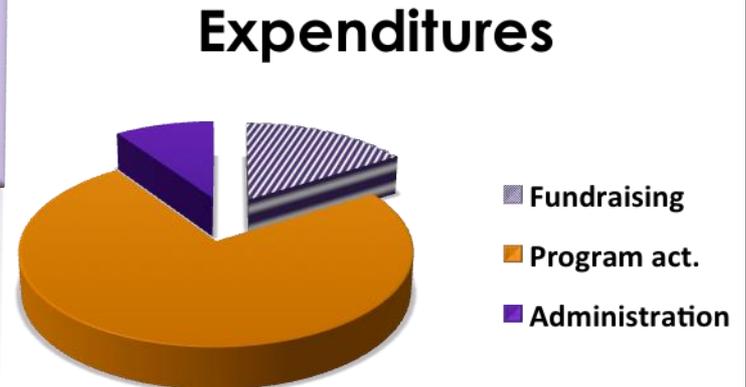
This fantastic evening was made possible by our sponsors, l'Atelier D'Argentine.



Finances

STATEMENT OF OPERATIONS (Unaudited) (Year ending December 31, 2016)

Revenue	
Donations	
Events	\$36,234
Grants	\$22,713
Other	\$5,424
Total Revenue	\$67,833
Expenditures	
Program Activities	\$45,294
Fundraising	\$9,741
Canadian Administration	\$5,764
Total Expenditures	\$60,799
Change in Net Assets	\$7,034
Unrestricted Net Assets Beginning of the Year	\$15,302
Unrestricted Net Assets End of the Year	\$22,336



Unrestricted Net Assets End of the Year	255'336
Unrestricted Net Assets Beginning of the Year	212'302
Change in Net Assets	21'034
Total Expenditures	200'188

Thank You

Our work would not be possible without the support of our donors, and Artistri Sud wants to thank you for enabling us to accomplish our goals.

Our Sponsors

Atelier D'Argentine
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Jim Litresits Optician
Tavern on the Square
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MMFA
Ooh La La Salon
Annie Young Cosmetics
Restaurant Primo & Secondo
Delmar
Oink Oink
David's Tea

Granting Institutions

Mary's Pence
Congregation de Notre Dame



Our Team

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.

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.

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.

Ainsley Butler a graduate of the Institut d'Etudes Politiques de Paris, is the program director at the Diamond Development Initiative and manages the Maendeleo Diamond Standards. She is an international development practitioner focused on economic development and international trade.

Monica Flores, MBA, director of Public Affairs at Bristol-Myers Squibb Canada has over 18 years of international business experience in healthcare, and has worked in many countries in Latin America and Europe.

Ana Amelia Quevedo, MBA, is an economist with vast experience in the fields of management consulting, financial markets and strategic initiative presently working for the National Bank of Canada.

Jordana Armstrong is passionate about sustainability and social inclusion. She presently leads the social enterprise program for the intellectual property management team at Innovate Calgary and she teaches workshops on social entrepreneurship in her community.

Our Team

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.

In 2016 our volunteers worked for 12000 hours to make our programs possible.

Alice Hollis
Ana Amelia Quevedo
Anitha Ganesan
Ariel Montana
Ariella Orbach
Arlene Whitmore
Beth Kotis
Bhaskar Patel,
Billy Liu,
Carol-Ann St-Onge,
Casey Rosner,
Christie Huff,
Dara Jospe,
Eden Beschen,
Elizabeth Eley,
Francesca Montagna,
German Andres,
Hannah Hersh,
Ishani Ghosh,
Jordana Armstrong,

Jun Yang,
Karene Jean-Baptiste,
Laura Nicola,
Lena Bergunde,
Linda Jospe,
Louise Zerr,
Lucille Panet-Raymond,
Maha Kabir

Maria del Pilar Albareda,
Marie-Guy Maynard,
Marina Nikolopoulos,
Marisa Murray,
Mary Picard,
Michelle Langlois,
Nadia Kim

Najung Kim,
Nancy Donenfeld,
Nicholas Gertler,
Nicole Bianco,
Noah Tomas Petkau,
Pamela Pagano,
Patricia Oliveri,

Pegah Ehsani,
Rachel Siu,
Sharmeena Laloo,
Silvie Letendre,
Veronique Geoffrion,
Virginia Armeni.

