

2013

Annual Report

Empowering women around the
world through entrepreneurship
training

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.

A Year in Review



Artistri Sud celebrated a year of growth in 2013. We received registered charity status in June, which will allow us to make more of an impact as an organization, and to partner more sustainably with artisan groups in the developing world. In September 2013, we embarked on our pilot project in Bolivia, the culmination of several years of collaborative work on a program to support the development of sustainable and equitable enterprises. Following the intensive entrepreneurship program, we supported the artisans' efforts to integrate the lessons from the training into their professional and personal lives through a one-year Coaching Program, which will continue into 2014. We also filmed an informational video to help stakeholders and potential partners understand this project, which can be seen on YouTube. To expand our efforts in the Montreal community, we applied for club status with the Students' Society of McGill University (SSMU). We hope to partner more with McGill students and the McGill network in an effort to raise funds and awareness and for our cause.



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 WTO). 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 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.

Our Work

Artistri Sud gives women artisans the tools that they need based on their skills and expertise. 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, we directly trained 21 women through our program, and hope to build upon this number in years to come. Through our training programs and continued coaching, we will continue to



"[We're] apprehensive about the future. There are fewer artisans, populations are getting older, it's harder and harder to pass on the tradition."
- Tajzara, Artisan

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 incredible 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 developers. 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. Our hope is that women trained by Artistri Sud pass on their new skills and expertise to other women in their community artisanal groups, constantly expanding the 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. Along with helping artisans discover new local and international markets, in 2013, we also explored the possibility of developing a distribution network in Canada for the sale of these handcrafted products, thus providing a bridge to international buyers. Our program's impact is meaningful, in that it empowers 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.

Our Projects

Wholesale Marketing, Montreal

In an effort to assist our partner artisans in gaining access to global markets, we assembled a team with the task of researching options for business development and wholesale retailing in Canada. A hybrid business model, which would support the women's sales as well as generate revenue for Artistri Sud, was explored and trialed in local markets. Currently, products made by craftswomen in Zimbabwe, Cambodia and Bolivia are on sale in selected Montreal locations (Cartes, etc., Boutique Mai and Renée Lévesque).



Pilot Project, Bolivia

The pilot project was based in part on the founder's experiences with artisans in countries throughout the developing world, and in part on a needs assessment conducted with target groups in 2012 in Bolivia. Program curriculum was developed by educational consultant Virginia Armeni with input from educator Karina Leonard Anderson, psychologist Kenneth Bruce, entrepreneur Carolyn Wyse, international business and local field consultant Christine Lalonde and other business, program development and evaluation experts.

Our training program intends to enable women to create a strong, sustainable source of income for themselves and their families. We do this by implementing a five-day intensive workshop called the Artistri Sud Social Entrepreneurship Training (ASSET) Program, followed by a year-long Coaching Program to guide and assist women artisans as they integrate the key learning of the ASSET program and meet their monthly goals.



The ASSET Program 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 students can support each other as they transfer knowledge to their workplace contexts. The Coaching Program is currently underway and will be completed in August 2014.

Program Impacts

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. A comprehensive Evaluation Report on Implementation of the ASSET Program was drafted by industry professional Christie Huff, and afforded valuable insight into project recommendations and areas of improvement. Ms. Huff's findings provide participants and stakeholders with a thorough understanding of our pilot project in Bolivia, while helping our team outline possible next steps in the process. Her work is also helping to guide the follow-up Coaching Program, which began in September.

The Coaching Program strives to provide an opportunity for women to practice the skills learned in the training session. Initial observations from coaches identified that participants who were able to meet together after the program appeared to be most engaged and benefited most from applying their learning to their production and sales practices. This phase of the program will be evaluated pending its completion in 2014. The final evaluation will aim to determine how the program overall has impacted participants and will recommend changes to maximize its effectiveness.



“Overall Artistri Sud has developed a high quality training program based on rigorous needs assessment that could definitely be replicated for other communities and sectors [...] The program approach models empowerment behaviours, making it likely to achieve change in this area in relation to their business, which potentially increases women's confidence/self-esteem in

- Christie Huff

“All of the break off activities were effective – when women were put in position of leadership – they lived up to it, realized they could do it.”

- Trainer Observation

Events

Tales of Triumph 2013

On March 6, 2013, our popular fundraiser once again exceeded expectations. Three inspiring women shared their stories of empowerment with over 120 guests at Robin des Bois, a non-profit restaurant that supports local charities. Thanks to the generosity of guests and sponsors, fundraising targets were met, with proceeds going towards the Bolivia project. Barefoot Wines generously donated wine for the event.



Speakers:

- + **Judy Servay**, founder and general manager of Robin des Bois
- + **Wanda Kaluzny**, founder and conductor of the Montreal Chamber Orchestra
- + **Erica Diamond**, writer, speaker, and creator of the award-winning website, www.womenonthefence.com/

Mistress of Ceremonies: **Christine Lalonde**

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. Many new volunteers began in 2013, joining a strong force of professionals and university student interns working under the supervision of board members and the executive director.



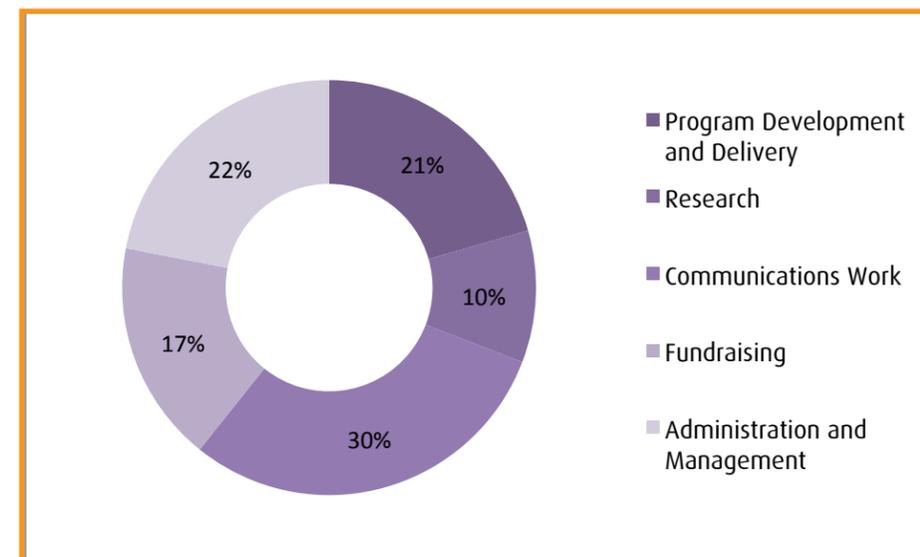
Finances

Summarized Statement of Revenues and Expenditures (Year ending December 31, 2013)

Balance at beginning of fiscal year	\$6,638.85
Revenue	
Fundraisers	\$6,979.07
Donors	\$8,171.90
Total Revenue	\$15,150.97
Expenditures	
Activities in Bolivia	\$9,149.64
Fundraising	\$2,044.48
Canadian Administration	\$2,694.61
Total Expenditures	\$13,888.73
Surplus Earnings	\$7,901.09

The number of reported hours for 2013 reflects the commitment and importance of volunteers in accomplishing the work Artistri Sud. Together, student volunteers logged over 1100 hours in 2013. Adult volunteers logged about an additional 800 hours over the course of the year. Our dedicated team of over 50 volunteers contributes to all parts of Artistri Sud's programming and behind-the-scenes efforts.

Volunteer Hours 2013



Board of Directors

The Board of Directors is responsible for providing the highest level of leadership for the development of the organization. Ensuring that all controls are in place, the board's responsibility circulates around defining and articulating the organization's vision and goals.

Bhaskar Patel brings diverse expertise from over twenty years in resource development and managerial experience. Currently holding a general manager position at Cybersoft Technologies, Mr. Patel focuses on resource development, resource management, efficient and sustainable development and quality of life issues. His professional background includes a successful career in finance, media and information technology industries. In the past, he has also worked on new business development and has managed a consulting business. Mr. Patel's strengths lie in building teams, growing businesses and strengthening communities.

Ian Chadsey has over 15 years of pro-gressive experience in investor relations, media and corporate affairs. He is currently VP Investor and Media Relations at Alderon, an iron ore development company, where he is responsible for developing and managing communication activities with the media and financial community. Prior to joining Alderon, Mr. Chadsey was the head of Investor Relations for several large Canadian Corporations. Bringing many years of experience advising senior management on sensitive communication issues that influence strategic direc-tion, his experience has proven to be invaluable to the organization.

Ingrid Power is a marketing consultant, specializing in brand strategy, product launches and communication. Her extensive experience consists of over 20 years of brand management for many global companies. Having a strong appreciation for the creative potential of marketing, she also recently worked to develop the communication strategy for an advertising agency.

Jawaid Mirza is a senior advisor and banking executive, bringing with him over 30 years of diversified experience of working with global institutions, including CitiCorp and ABN AMRO Bank. In his solid record, he has served in various senior regional positions around the globe: Chief Operating Officer and Chief Financial Officer responsible for Europe, and Global Private Banking and New Growth Markets out of Amsterdam. He has also worked in Hong Kong as Corporate Executive Vice President and CFO responsible for the Asian region, including Middle East, Sub Continent and Australia/New Zealand. Mr. Mirza is a successful leader with demonstrated abilities directing operations and staff, managing financial performance and streamlining systems across the board. In the past, he has been a member of the Top Executive Group of ABN AMRO Bank, ABN AMRO Group Finance Board and Group COO Board. He currently holds a position on the executive Board of Directors at Commercial International Bank in Egypt.

Jennifer Lonergan, PhD is an educator and trainer with fifteen years of experience in education and curriculum development. With expertise in entrepreneurship, fair trade, material culture interpretation and management, Dr. Lonergan co-founded Artistri Sud. Having previously worked as a retail buyer and coach to artisans in Cambodia, Niger, Laos, Thailand, Peru and Bolivia, her passion for supporting women's sustainable business drives her work as the executive director of Artistri Sud today

Virginia Guerstein is a journalist and communications professional with over 10 years of experience in Argentina and Canada. She moved to Montreal in 2010, at which point she began collaborating with Artistri Sud as the communications director. Responsible for strategic planning and the development of web and other media content, she has a special interest in cross-cultural communications. Her role includes the support of communications efforts between partner organiza-tions in Latin America and Artistri Sud. Ms. Guerstein currently holds the coordinator position of a work-force integration program for immigrants with the Ville de Montréal.



Committees

Communications Committee

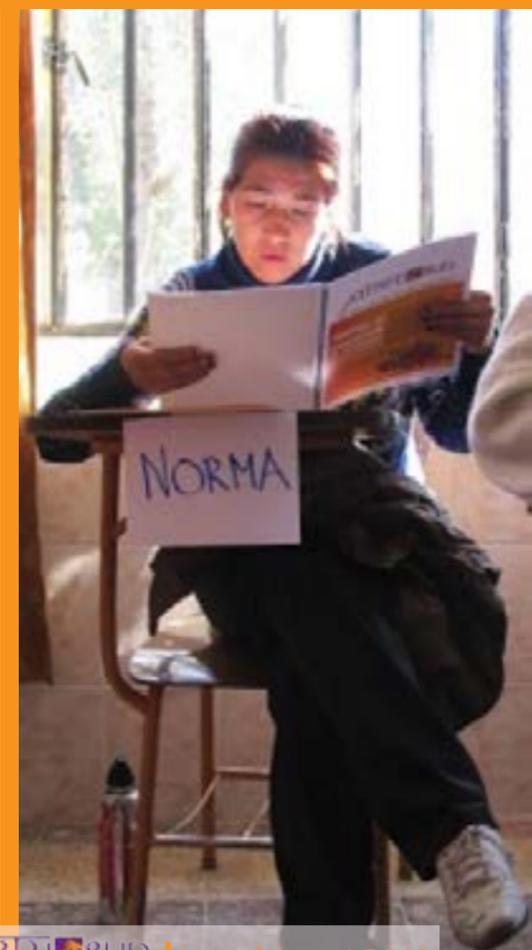
Artistri Sud communicates with subscribers via a monthly newsletter, various social media platforms and our website. The objective of this committee is to define, plan and support the implementation of a communications strategy that effectively engages our existing supporters as well as attracts new ones. This committee is also responsible for producing the annual report, in collaboration with the executive director.

Fundraising Committee

Artistri Sud needs to raise core and program funding to achieve its mission. This committee's objective is to determine and implement the approaches that would be most successful. They work closely with the other committees in order to coordinate their events, applications and campaigns.

Program Development Committee

This team is responsible for developing and delivering the training programs aimed at women entrepreneurs and artisans and developing related materials.



Moving Forward

The Board of Directors is responsible for providing the highest level of leadership for the development. In the coming year, Artistri Sud hopes to build on the growth and momentum that we have achieved in 2013. We will spend the next few months creating an executive board for the McGill chapter of Artistri Sud, and setting up goals for fundraising and awareness events on campus. The size of the board of directors was expanded, and we continue to work within the Montreal community with partners who recognize our commitment to economic development for women. We will maintain our primary commitment to the entrepreneurship program and its delivery by continuing to mentor the group of women artisans in Bolivia. Through the one-year Coaching Program, we will ensure that they meet their own goals and objectives, as set in September 2013. We hope to improve our future sustainability by finding diversified sources of funding and income to support our programs and initiatives, so that we may continue to empower women around the world.



Thank You

The success of Artistri Sud is dependent on its donors and supporters. Thank you to those who contributed in 2013.

Champions for Change

The following organizations and individuals generously donated much-needed funds to our cause.

Anita Nowak	Madeleine Féquière	Ingrid Power
Bhaskar Patel	Marcia McKenzie	Jayan Jose
Carol Walker	Marie-Thérèse Caron	Jeff Arnold
Fondation Solstice	Sandra Jones	Jennifer Lonergan
Lucille Panet-Raymond	Vida Guido	

Progress Participants

The following businesses and individuals supported our work by attending events, donating in-kind or contributing through other means.

À la bonne femme	Irene Schwab
Alex Mozgovenko	Irene Sidorenko
Allison Haggarty	Ingrid Power
Ambaa Yoga	Isabelle Masse
Anna Tecce	Janko Dvovenik
Armenolo Collande	Jennifer Lonergan
Barefoot Wines	Jill Kerr-Shaw
Bonnie Swaine	Jodie Duplisea - Ambaa Yoga
Carolina Plata	Joe Reda
Carolyn Wyse	Judy Servay
Christie Huff	Kathy Fazel
Christine Lalonde	Katrina Rojas
Clare Hallward	Ken Bruce
Claudette Hastick	L'Oréal
Cynthia Joy	Laura Hewitt
Cynthia Queano	Louis Subirana
Dahlia Gold	Lucille Beauchemin
David Cunningham	Lucille Panet-Raymond
Diane Leboeuf	Lynn Harris
Dorothy Bourgue	Madeleine Bazerghi
Elina Zois	Mandy Hantzis
Elisabetta Micaro	Marc Hindle
Eric Laperriene	Marcia McKenzie
Erica Diamond	Maria Ruhman
Fay Prince	Marianna Balakhnina
Fiona MacFarlane	Marie-Guy Maynard
Flora Ciccarelli Jewellery Designs	Martin Dauphinais
François Masse	Mary Gruchol
Gassim Bangoura	Michelle Lyon
Giselle Plata	Michelle Sands - Ambaa Yoga
Gwendolyn Owens	Nektar Diamantopoulos
Helen Cools-Lartigue	
Hotel Nelligan	
Hugh Clarke	
Ida Marcoux	

Pam Ireland
Raluca Petrescu
Rita Gillespie
Robin des Bois
Roksana Bahramitash
Salon Salim Habchi
Sandra Jones
Sharon Cohen
Simone Aubrey
Stephanie Basire
Stephanie Jacobs
Sushi Yumi
Sylvie Altarac
Tina Montandon

This report was prepared by Deanna Cook, Disha Jani and Mary Hai Su, under the supervision of Jennifer Lonergan. Graphic design was done by Carla Bragagnolo.

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