

## **BeadforLife Factsheet**

### **BeadforLife Eradicates Poverty: One Bead at a Time**

BeadforLife is a model of empowering Africans, finding solutions to poverty, and joining with people around the world who want to make a difference. Since 2004, BeadforLife has provided sustainable income for Ugandan women and their families by selling their beautiful jewelry, handmade from recycled paper. The women are HIV+ mothers, refugees from a brutal civil war, former prostitutes and other impoverished people. Before joining BeadforLife, all of the members struggled to get by on less than \$1 a day.

Thousands of people have responded to this innovative project and opened their hearts, homes, and communities to these determined women. Hundreds of thousands of people worldwide partner with the beaders and share the BeadforLife spirit by wearing the vibrant jewelry, and talking to others about how to end extreme poverty. The average beader now makes more than \$2000 a year during their membership – five to seven times more than they made before.

BeadforLife acts as a ladder out of poverty, providing women not only income, but entrepreneurial training, business funding, health programs, and the chance for women to build a home of their own. With great ingenuity, beaders have started small ventures such as a poultry business, or a vegetable stall. The beaders, directly and indirectly, support over 4000 other people, who enjoy better health, housing and education.

#### **BeadforLife invests in human potential, and the dividends are impressive:**

- *99% of members say their lives have improved since joining BeadforLife*
- Over 90% of respondents report their health, housing and diet has improved
- 85% of graduates either opened a business or built a home; 42% did both
- Members sharing a latrine with 10 or more families went from 50% to 6%.

With its vision of a long-term, sustainable community, BFL invests its profits back into community projects that fight extreme poverty in the areas of health, affordable housing, and vocational training/entrepreneurial development.

#### **BeadforLife investments have resulted in the following gains:**

- Over 110 families have or will build a new home on land purchased by BFL
- More than 150 children have been tested for HIV
- 100 students are enrolled in vocational training programs
- 250 beaders have received business training to help them build other income streams
- 98% of the members have opened savings accounts
- Beaders and their families have access to testing and treatment for malaria and have received insecticide treated bed nets to prevent the disease
- BeadforLife funding has benefited more than 28,000 other impoverished Ugandans

#### **BeadforLife engages citizens in fighting extreme poverty:**

- Over 3500 BeadParties have been held in N. America, Europe and worldwide, to share the beads and stories of the women in Uganda, and to educate people about extreme poverty.
- 79% of BeadParty hosts said they were likely to take another action against poverty.
- Over 200,000 people around the world have participated in the BeadCircle through BeadParties, events, or by wearing beautiful beaded jewelry that are a symbol of connection and hope.

**For more information [www.BeadforLife.org](http://www.BeadforLife.org)**

## BeadforLife Financial Overview

During fiscal year 2007/2008, BeadforLife continued to experience tremendous growth. We feel proud to pay BFL members above-market prices for their beaded items and to invest all net profits in community development projects that benefit them, their families, and communities facing extreme poverty now and in the future. Because we know how far a single dollar can go in Uganda, BeadforLife is committed to running an efficient and effective organization and to maximizing the amount of money we invest in fighting extreme poverty.

Our total revenue for this fiscal year was \$3,515,000 and 94% of that was generated through sales of BeadforLife products. Ninety two percent of expenses went towards Program Services, with General & Administrative expenses at 5% and only 3% spent on Fundraising.

For every \$10 necklace purchased, the money is allocated by BeadforLife as shown below:

### Community Development - \$7.52

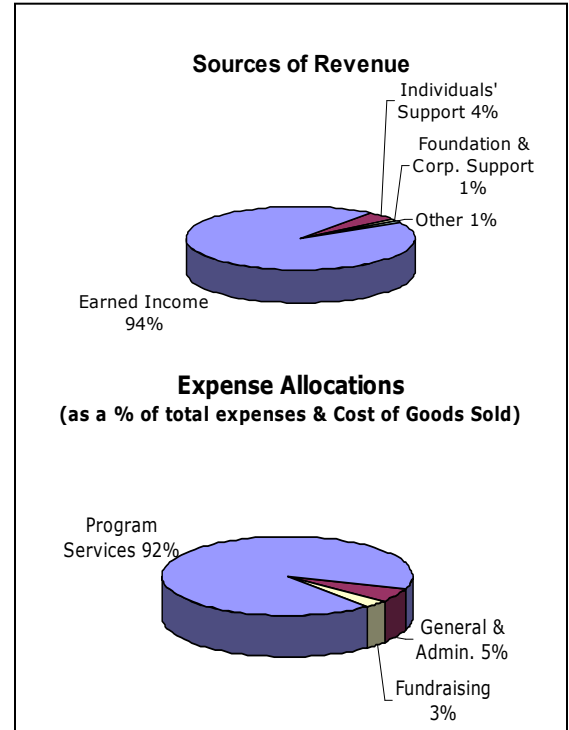
- \$2.43 is paid directly to the beader or given in materials.
- \$1.70 is spent on community development projects to end extreme poverty, including income generation, health, education, housing programs and grants to others in Uganda.
- \$3.39 is allocated to fund future community development work.

### Program Services - \$2.01

- \$2.01 is spent on education programs in the developed world to sell beads and provide opportunities for people to learn about and get involved in fighting extreme poverty.

### Administration and Fundraising - \$0.47

- \$.30 is spent in North America and Uganda as administration to run the offices.
- \$.17 is spent in North America on fundraising efforts.



\* BeadforLife has a fiscal year end of March 31th for reporting purposes. Our Form 990 is available upon request. BeadforLife is a 501©(3) nonprofit organization, ID# 20-1683139.

\$7.52 on  
Community Development Programs

\$2.01 on  
Program Services

\$.30 on  
Admin. costs

\$0.17 on  
Fundraising efforts



# Meet the Beaders



**Joan Ahimbisibwe** is one of the most entrepreneurial beaders. Her husband died in 1997, leaving her with three small children. Rather than being forced into becoming the wife of her brother-in-law which is common practice in Uganda, she fled her village and supported her family in Kampala by working at a brick factory in the hot sun. Although her life had been difficult, Joan kept a positive

attitude and looked for every opportunity to get ahead

**Today:** With the first money she earned, Joan began saving to open a small store. Soon she had enough income from her beads and store to send her daughter to boarding school. She also saved for a house, and has built a beautiful brick home in BeadforLife's Friendship Village. Now Joan has also rented land near the village to grow vegetables for sale, and has her eye on new opportunities to launch small businesses.

**Mary Naiga** contracted AIDS through her husband, who died several years ago leaving her, at age 25, with four small children. She lived in a 4-by-7 foot mud hut, earning enough income for only a single meal, often feeding the children but not herself.

Mary had access to life-saving AIDS drugs, but decided not to take them because they increase one's appetite.

**Today:** Mary rolls beautiful beads, and also started a bead-supply business selling to other beaders. Because of her stable income, Mary started taking the AIDS drugs, and her health has improved dramatically.

Mary was one of the first to build a home in the village, and because of her hard work and commitment to savings, she was the very first member to pay off her entire mortgage. Mary is now the proud owner of her own home—a dream she thought would never come true.



## Jajja (Grandmother)

**Namutebi Josephine** has had a difficult life. She had eight children, but six of them died of AIDS as adults. She now raises four grandchildren, three of whom contracted HIV from their parents.

Jajja's husband had cancer and his leg has been amputated, so he can't do much work. Jajja supported her extended family by working as a day laborer tilling people's fields for planting.

**Today:** Jajja Josephine supports her whole family by rolling beads. Although she is the oldest beader, Jajja is the life of the party and, whenever there is singing, she is out there dancing, smiling, and enjoying life.

Jajja no longer tills fields, and instead gathers with neighbors and rolls colorful beads. She is now able to feed her family three meals a day and to send all of her grandchildren to school. She dreams of moving to the BFL village, owning a home, and tilling land that she can call her own.



**Aduna Alice** came to the BeadforLife office hoping get some food. She and her two sons were slowly starving. That day, Alice washed the dishes in exchange for about \$6.

Then her whole story came out. Alice had been widowed for two years since her husband died of AIDS, leaving her no income. She lived in a one-room mud

house. Both she and her older son were HIV+ and sick. Alice was getting care, but her son was not, so BeadforLife helped enroll him in an HIV program for children, and he was put on life-saving medications.

Alice soon learned how to roll beads. When she made her first sale, she fell to her knees, tears streaming down her face. "Is this money really mine? All of it? God is good!" She had earned \$18.

**Today:** Alice makes about \$120 a month rolling beads. She is so hard-working and wonderful, that we have also hired her at BeadforLife. She rents a small home, her boys are in school, and she and her son are healthy and getting the care they need. Alice now believes that she will live to see both of her sons grow to be adults.