THE WOMEN'S BAKERY

2021

Annual Impact Report

Building Our Future

Dear Champions,

Challenging and impressive. These two words encapsulate the year 2021 for The Women's Bakery. Despite on-and-off pandemic-related restrictions, curfews, school closures, and raw materials shortages, our bakeries **smashed** sales records again! The number of bread units sold in 2021 was 1.48 million, a 120% increase! And hundreds of thousands of people had access to nutritious breads.

Our Mission: The Women's Bakery is a social enterprise that empowers women and creates access to nutritious, affordable breads in East Africa.

We are living our Mission. There is *nothing* women cannot do.

As we celebrate tremendous sales growth, we look ahead to more exciting growth happening in 2022 and beyond. We are working to open a fourth bakery (more news to come!) And we have embarked on a new revenue endeavor: micro-franchising! Our first two female micro-franchisees have stepped into the world of small business ownership.

All of these achievements have laid the foundation for sustainability at TWB. Our belief that a bakery can empower women and sustain itself through the sale of affordable, nutritious breads is taking flight!

With gratitude for your continued support, *Markey*

TWB baker Liziki at Gaju's storefront.

Introducing TWB Micro-Franchises

Through the micro-franchise program, TWB sells bread to a micro-franchisee at wholesale prices, who will then sell the bread to her own customers. TWB supports micro-franchisees with training, marketing, branding, and provides a runway for her to launch her business.

Micro-franchises will create a financially viable option for more women to enter the workforce.

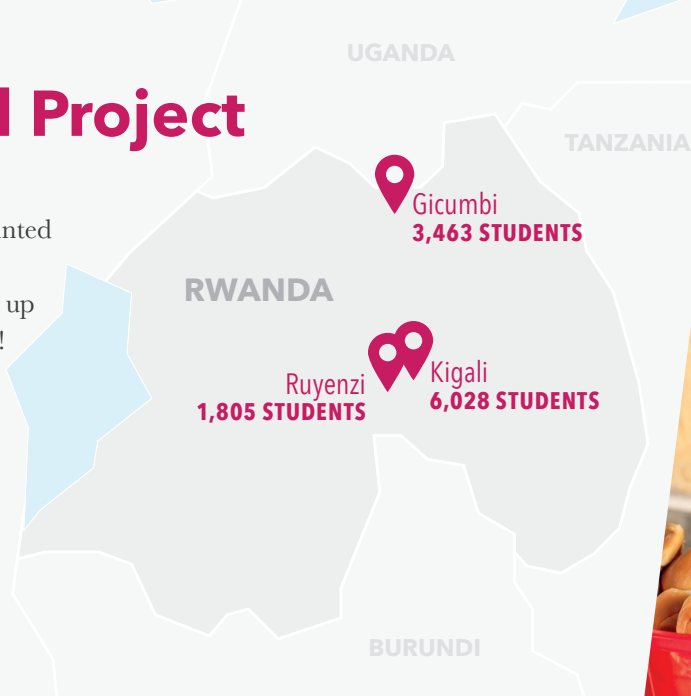**GAJUYAMWIZA YVONNE, KIGALI BAKERY CLEANER AND MICRO-FRANCHISEE**
"Being a TWB saleswoman is an honor, and above all being a saleswoman gives me courage. I truly love it."

—Gaju

One Bread Project

TWB's One Bread Project is currently providing discounted nutritious bread to 11,000+ students at school every day, up from 3,000 students in 2020!

The generosity of our supporters makes the One Bread Project's expansive impact possible.

UGANDA

TANZANIA

Gicumbi
3,463 STUDENTS

RWANDA

Ruyenzi
1,805 STUDENTS

Kigali
6,028 STUDENTS

DRC

BURUNDI

Building Our Future

Providing health insurance to all employees is an important part of our Mission to improve lives in East Africa. It's made possible thanks to philanthropic support.
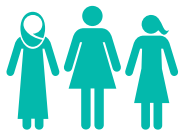
54 women have health insurance through The Women's Bakery

139 dependents of women at The Women's Bakery also have health insurance
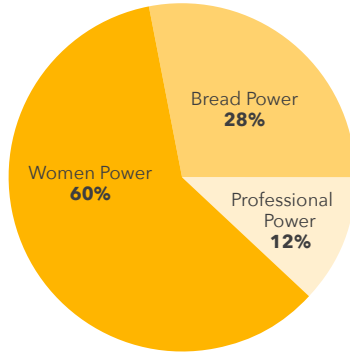
2021 Financials

REVENUE

Fundraising	$1,018,161
Sales	
Bakeries	$78,339
One Bread Project (discounted bread)	$47,789

EXPENDITURES

Women Power (payroll)	$589,664
Bread Power (bakery operations and programs)	$273,735
Professional Power (services and admin)	$111,928

Expenditures

Women Power 60%
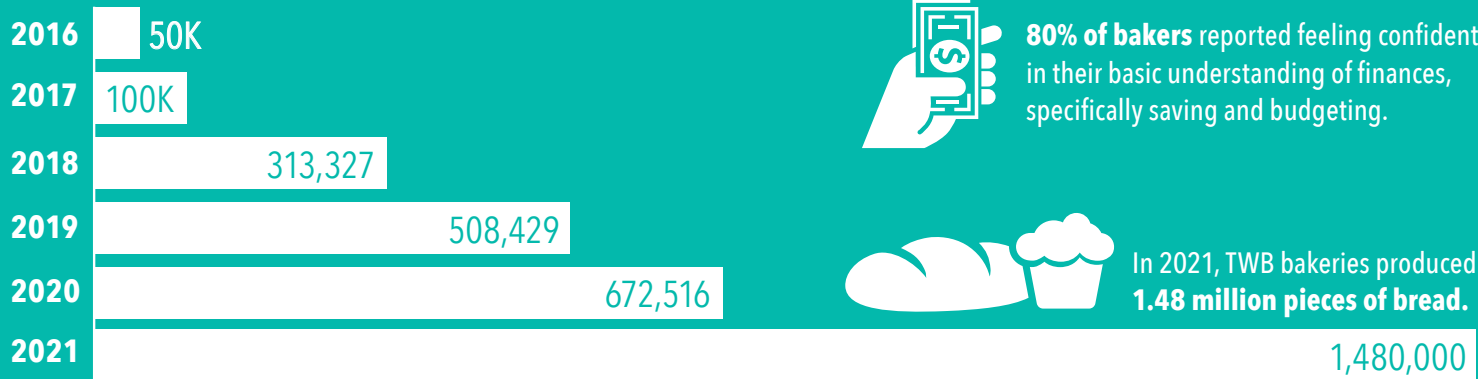Bread Power 28%
Professional Power 12%

The Model Is Working!

Bakery revenue is largely generated through the sale of simple, nutritious, and affordable bread. Keeping the average cost of a piece of bread to 50–100 Rwandan Francs ($0.05–$0.10 USD) is Mission-critical as lower-income families count on us for affordable daily bread. During difficult years, affordable bread matters and demand is rising.

Bread Units Sold Over Time

Women bakers have become more efficient in producing bread, contributing to a steady increase in bread sales over the years.

Year	Units Sold
2016	50K
2017	100K
2018	313,327
2019	508,429
2020	672,516
2021	1,480,000

80% of bakers reported feeling confident in their basic understanding of finances, specifically saving and budgeting.

In 2021, TWB bakeries produced **1.48 million pieces of bread.**

In our words

FRANCOISE UMUTONIWASE
DEVELOPMENT AND COMMUNICATIONS MANAGER

THE **WOMEN'S BAKERY**

I joined TWB in January 2017, and I was happy because to me it was a big achievement to start to work on my dream (of a career in the culinary industry). I was excited to work with strong women; women who once thought that their lives were finished, had no hope; they were full of fear, thinking day and night what to do, and why them? And one day, one day something they always call a miracle comes in their lives: The Women's Bakery. Bread on their table. Hope. A bright future for them and their families.

Thank you for being part of our story!

—*Fran*

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