

# Annual Report 2018



# Look What Happens

It's amazing what happens when women are valued. After five years, The Women's Bakery (TWB) has gained insight to what happens when we invest in women and believe in their abilities. So this year, I invite you to look at what happens when we value women.

Look what happens when women have access to **education**. Look what happens when women have gainful, sustainable **employment**. Look what

happens when women have **nutritious** options for feeding themselves and their families. Look what happens when women have the **confidence** to direct their own lives. And look what happens when women catalyze progress through **social enterprise**.

In 2018, we leaned into these objectives with more grit and grace than ever. The following few pages are just a taste of what that looked like.



With gratitude,  
Markey Culver  
*CEO and Founder*

We could not have had a year of such learnings and success without your support. Your donations and advocacy demonstrate your own commitment to the value of women. Thank you. You are a key ingredient to our success.

# Where We Work

- OWNED BY TWB
- FRANCHISE
- TWB-TRAINED



# Education

All TWB bakers receive a Rwandan Workforce Development Authority accredited certification. But the learning doesn't stop there!

TWB creates opportunities for women to teach and learn from other women of different backgrounds.



TWB trainees receive **150+ hours** of training and earn a **baking certificate** upon graduation.

## Women Teaching Women in Gicumbi

When the Gicumbi bakery launched, women from our Kigali bakery traveled to Gicumbi to give peer-to-peer training. Realizing the similarities in their education levels and life opportunities, a mentality of *“if you can do this, so can I”* developed. Women from both bakeries recognized a new value in themselves.



# Employment

Sustainable income offers women access to opportunities they may have never had before.

## Income Changes Everything for Women

- In our Kigali bakery, this means women are able to provide 2–3 meals per day for their families.
- In our Kagina bakery, this means women are setting financial goals and thinking through strategies to save money to purchase land.
- In our Gicumbi bakery, this means sustainable income is a new reality. Women are learning how to save even 100 Rwandan francs (\$0.11) per week for emergencies.



Women at our Kigali bakery make approximately **4x** their pre-training income.





All raw ingredients are **locally sourced**.

**280 children** eat protein-packed TWB bread at school every day.



## Nutrition

### The Difference It Makes

Imagine you are only able to feed your child one meal each day. With employment through TWB, women report that the dramatic increase in income now allows them to provide two to three meals a day for their children. Meals are not only more frequent, but are also often more nutritious as a result of nutrition lessons offered in the bakery.

Additionally, the bread TWB bakers are producing and selling provides access to improved nutrition to their own families and their communities.

"Before TWB, I had no confidence. Now I do."

—Baker from Rwanda



## Confidence

We invest in the whole woman, ensuring that she has both the resources, and the agency, to thrive personally and professionally. One of the ways we see thriving is through a woman's increase in confidence.

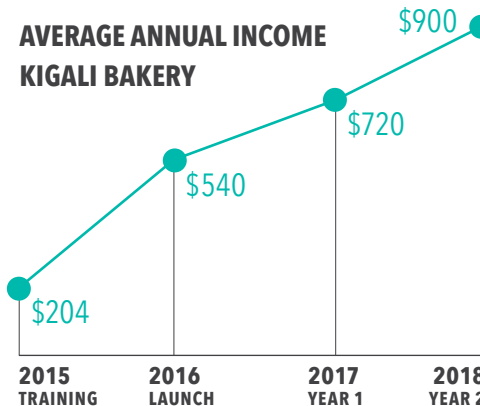
For a woman who works for TWB, an increase in confidence means being able to direct her own life. For some, this is economic confidence, like being able to rent a larger home, or provide more food for her children. For others, it is reported as feeling respected in their communities. Several bakers have said they have more confidence because people now see them as successful business women.



# Social Enterprise

As a social enterprise—a hybrid nonprofit/for-profit company—we are constantly balancing both our social impact and our viable enterprise. In a world that is seemingly increasingly polarized between profit and philanthropy, we are proving that business can and should be used as a tool for social good.

## Social Impact



Women are why TWB exists. Women who work in TWB bakeries at least double their pre-baking income.

Furthermore women are provided these benefits:

- Family health insurance
- Mental health counseling
- Financial literacy and planning
- Hygiene and nutrition lessons

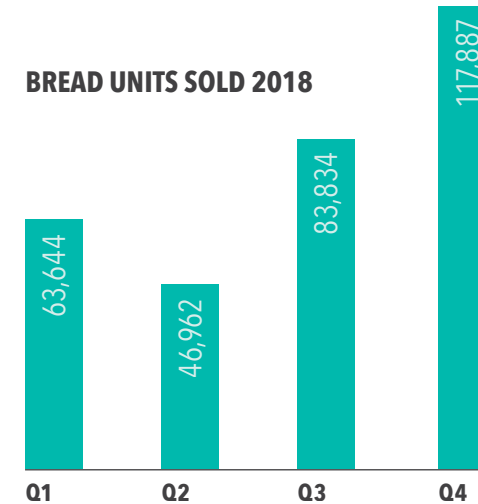
## Enterprise Impact

Bread is how we do it. Our bakeries are making an impact on the local economy in addition to the women employed in them.

In 2018 our bakeries:

- Employed 41 women
- Invested over \$178,000 in local communities
- Sold bread in 10 local markets, schools, restaurants and businesses

## BREAD UNITS SOLD 2018

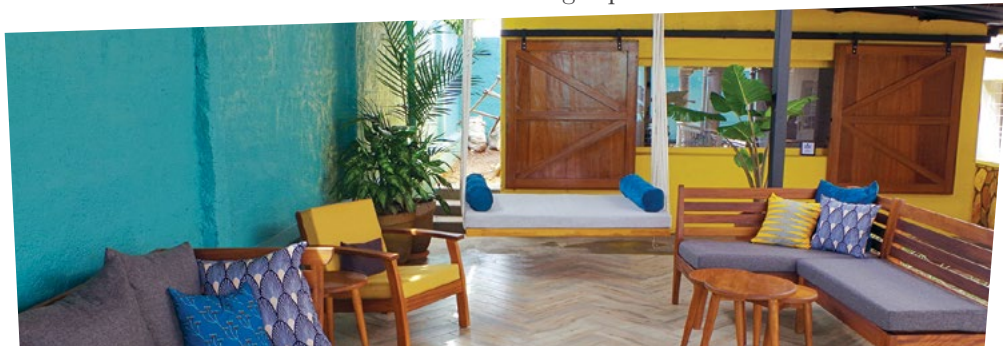


# 2018 Highlights

2018 was a year of growth. These are a few of the highlights from the year.

## January

Our Kigali bakery moved into a larger space with an open-air café and room to grow, thus becoming our East Africa flagship location.



## May

Our training program was nationally accredited as a degree by the Rwandan Workforce Development Authority.



## July

Many hours and hard work culminated in the graduation and opening of our Gicumbi bakery in Rwanda's Northern Province.



## October

And in the last quarter of the year, in partnership with AsOne Ministries, we opened the first franchise bakery location in Namayemba, Uganda.



In 2018, TWB bakeries produced **over 312,327 pieces of bread.**



Bakery sales hit over **\$48,000** in 2018.

All TWB women have **health insurance.**





# Look What Happens When We Value Women

Claudine is a mother of six, from the village of Kigogo in the Northern Province of Rwanda. To feed her children over the years she has fed cows, cut grass by hand with a machete at the local hospital, and taken any other odd job she could find. When she learned about the training of bakers in Gicumbi—12 miles away—she knew she had to be a part of it.

Walking three hours one way every day, she was the only trainee to have a 100% attendance rate. This started her on the path to becoming one of Gicumbi's leaders.

Today, she is often the first to volunteer for tasks, is a master oven operator, and is learning the art of sales.

Prior to employment at TWB,

Claudine struggled to make ends meet. But now, she has consistent income, making four times more than her pre-bakery income. She is able to send all six of her children to school. And she has been able to purchase two sheep and four chickens because of her sustainable employment.

Claudine is the essence of what it means to value women. Claudine is bread power.



“Learning new skills everyday is one of my favorite parts of The Women’s Bakery.”

—Claudine





## 2018 Financials

### REVENUE

Fundraising	\$545,805
Bakery Sales	\$48,767
<b>Total Revenue</b>	<b>\$594,572</b>

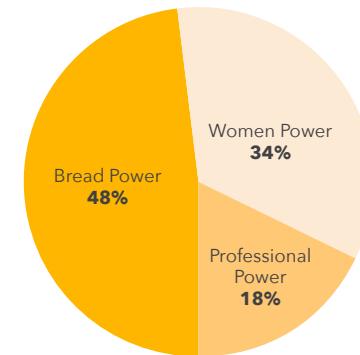
### EXPENDITURES

Women Power (payroll)	\$159,634
Bread Power (bakery operations)	\$218,837
Professional Power (admin.)	\$81,815
<b>Total Expenditures</b>	<b>\$460,286</b>

**TOTAL YEAR END ASSETS\*** **\$227,187**

*\*as reported on 2018 Form-990*

### Expenditures



## Thank You

All women are inherently powerful, and with access to social and economic opportunity, the world benefits.

In 2014, we started with a dream—to build women-powered bakeries in East Africa. Our dream has become a reality, and 2019 will serve to be the year of shoring up the stability of this dream.

We now own three bakeries and have one franchise location. Through

generous financial support we are able to focus on building the confidence of our bakers, developing our management team, and improving process and efficiency across all bakeries.

In 2019 and beyond, join us in answering the question, what if the world valued women? Together, bread power is possible.

***Murakoze!***





Our vision is to empower women, because an empowered woman, by herself, is an outcome worth fighting for.

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