



THE INSTITUTE FOR ECONOMIC EMPOWERMENT OF WOMEN

Empowering women
economically, socially and
politically.



Dear Supporters,

After eleven years of educating women entrepreneurs in Afghanistan and Rwanda, the PEACE THROUGH BUSINESS® program runs pretty much like a well-oiled machine, as we have been building a road to peace one student at a time, one class at a time, one community at a time. At least, that is the way it looks through the dashboard. But behind the wheel, we've been busy! Over 650 women have graduated from PEACE THROUGH BUSINESS®; even with myriad road blocks, Afghanistan and Rwanda women have created over 13,500 jobs.

A nonprofit with a mission to empower women entrepreneurs cannot help but to run itself like a tech startup, always innovating and adapting for what the student needs. On the following pages are just some of the accomplishments allowing PEACE THROUGH BUSINESS® to educate more business women and expand services in their communities.

Here's to looking down the Road to Peace!

DR. TERRY NEESE

Founder & Chief Executive Officer



AFGHANISTAN 2017

- First Lady Rula Ghani announces at the US-Afghan Women's Council Meeting in April that PEACE THROUGH BUSINESS® is one of only two programs successful at educating women in the economy. A few days earlier, Mrs. Ghani hosted the 2017 PEACE THROUGH BUSINESS® in-country graduation.
- The first-ever Afghan Women's Chamber of Commerce (AWCCI) is sanctioned by the High Economic Council, headed by President Ghani himself and championed by the International Chamber of Commerce. PEACE THROUGH BUSINESS® is officially credited as a founder.
- The PEACE THROUGH BUSINESS® program will expand into three provinces with 5-day mini-courses this fall. Northwood University will accredit the courses through its Pathways program.
- PEACE THROUGH BUSINESS® mentorship is officially international. Several Persian-speaking mentors have been recruited from London and Toronto.
- Two PEACE THROUGH BUSINESS® graduates were invited to the Bush Institute for a Leadership Forum.

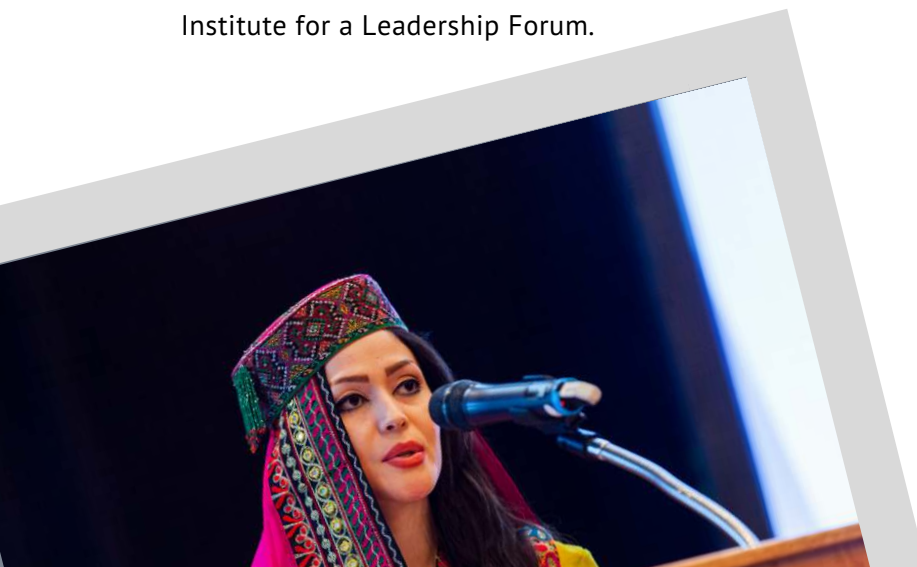
2017 Leadership Class Statistics

Av. Growth
10% / av. of 15
businesses
\$6,337 USD av.
after taxes

compared to 2.5% GDP growth for Afghanistan)
www.imf.org

**Well-Established
Businesses**

65% - 2+ yrs
33% - 5+ yrs



**Full
Time
Labor**

12 Employees
Av. / Company
180 EMPLOYEES OVER 15
TOP BUSINESSES
2% GROWTH OVER ONE YEAR

RWANDA 2017

- IEEW signs a MoU with Arrow Capital to launch a pilot loan program in Kigali through regional banks.
- After learning about the program, Access Bank Rwanda becomes a PEACE THROUGH BUSINESS® sponsor and will offer PEACE THROUGH BUSINESS® courses to their women banking customers.
- Rwanda facilitator was invited to Morocco to speak about PEACE THROUGH BUSINESS® and women in the economy. In addition, in-country facilitator, Chantal Munanayire was awarded the Woman of Courage by the U.S. Embassy in Rwanda.



2017 Leadership Class Statistics

Full Time Labor 32 Employees
Av. / Company
485 EMPLOYEES OVER 15
TOP BUSINESSES
8.4% GROWTH OVER ONE YEAR

Av. Growth

5% / av. of 15

businesses

\$19,154 USD av.

after taxes

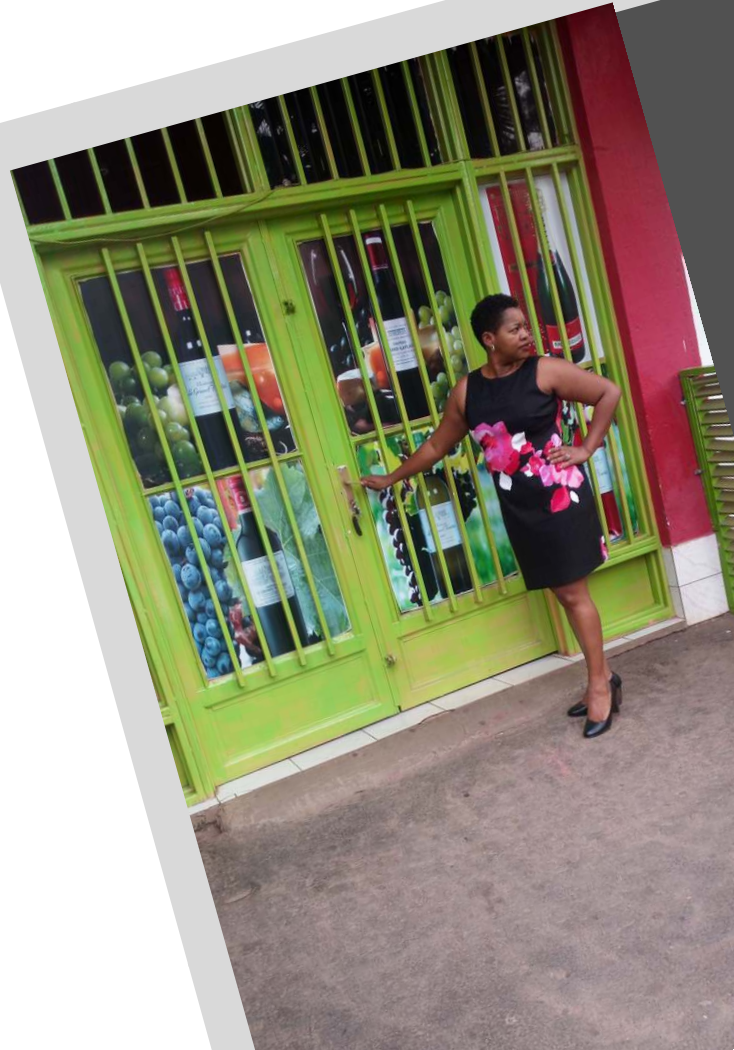
(over 1 year)

Borrowed money for their Businesses

35.7%

\$25,148 av. borrowed

from banks, family and
friends



Out of the 25 PEACE THROUGH BUSINESS® In-Country program graduates, fifteen were chosen to attend Leadership Development in the USA in July 2017 for two weeks of intensive learning and one-on-one time with business coaches and mentors. The following information is a snapshot of these fifteen lead business owners. Note that there are around 325 graduates of the PEACE THROUGH BUSINESS® In-Country program to date. Out of those, we have identified ninety-eight entrepreneurs with very strong going concerns that have been in business for at least 2-12 years.

1. Demographic

- a. All 2017 Leadership Development students reside in Kabul City.
- b. Main industries include IT, Food and Beverage, Retail, Textiles, News & Media, Medical, Agriculture, Baby Care & Educational Services, and Recreation. Largest sector represented is Food and Beverage.
- c. All are native Afghans
- d. Majority Age Range is 18-29 years old (67%). Balance of group is 30-49 (33%).
- e. 83% have children
- f. 16% have children in college
- g. 65% of businesses are 2+ years established, 33% of those are 5+ years
- h. All own at least 50% of the business

2. Employment

- a. Full Time Workers: Average of 12 employees per company (approximately 180 employees total over 15 businesses – this does not include number of employees for the entire class of 30 that graduated in country – that number would be about 270 full-time jobs per class.
- b. Percentage growth of employment over the first half of 2017 (during which time students have graduated from the course) – 2%
- c. Part Time or Contract Labor: 40 employees total over 15 businesses (av. 3 per business)
- d. Using technology in their business: 100% (all use technology for social media and accounting, half are using it for their marketing applications and about 1/3 have, or are creating a website)
- e. The average growth of the 15 Leadership Development businesses is 10% over the first half of 2017. Most generated a profit after taxes (av. \$6,337 USD)
- f. Only 16% of Leadership Development businesses had government contracts over the past year thus far
- g. Most Leadership Development businesses have an average of 3 suppliers or vendors that they purchase from on a regular basis

3. Challenges and Opportunities

- a. Security – number one challenge
- b. Other challenges in order of significance: corruption, bureaucracy, gender discrimination and access to finance.

- c. Opportunities include the ability to purchase new pieces equipment, hiring more staff and access to new markets and technical support
- d. 90% of the Leadership Development Class of 2017 are paying it forward in their community by
 - i. Talking to groups of women and girls about entrepreneurship
 - ii. Participating in the new AWCCI (Afghan Women’s Chamber of Commerce & Industry)
 - iii. Creating safe spaces for children to learn
 - iv. Conducting courses to teach young women and mentor women on how to start a business

Out of the 30 PEACE THROUGH BUSINESS® In-Country program graduates, fifteen were chosen to attend Leadership Development in the USA in July 2017 for two weeks of intensive learning and one-on-one time with business coaches and mentors. The following information is a snapshot of these fifteen lead business owners. Note that there are around 325 graduates of the PEACE THROUGH BUSINESS® In-Country program to date. Recently, our Rwanda leadership identified at least eighty graduates doing well enough to try to qualify for a \$25,000 and above loan through our new pilot loan program that is being established for a mid-2018 launch.

1. Demographic

- a. All 2017 Leadership Development graduates live in Kigali City & its Suburbs
- b. Main industries include IT, Food and Beverage, Retail, Textile, News & Media, Medical, Agriculture, Beauty & Health, Human Resources, Nutrition Consulting & Home Delivery, Hotel
- c. All are native Rwandans
- d. Majority Age Range is 30-49 years old (92.9%), the balance is age 18-29 (7.1%)
- e. 71% have children
- f. 62% have children in college
- g. 50% of businesses are 5+ years established, 28.6% are at least 2+ years
- h. All own at least 50% of the business

2. Employment

- a. Full Time: Av. of 32.3 employees per company (approximately 485 employees total over 15 businesses – this does not include number of employees for the entire class of 30 that graduated in-country – that number would be about 800 full-time jobs per class.
- b. Percentage growth of employment over the first half of 2017 (during which time students have graduated from the course) – 8.4%
- c. Using Technology in their business: 100%. (84% are using technology for social media and 69% for accounting purposes. Just over half are using technology for marketing applications and 38% now have a website
- d. The average growth of the 15 Leadership Development businesses is about 5%. Most generated a profit after taxes (av. \$19,154 USD)
- e. 35.7% of leaders borrowed funds for their business, the average borrowed per business was \$25,148 USD. About 33% of funds were borrowed from a bank and 33% was borrowed from friends. The rest was borrowed from family members.
- f. Only 23% of corporate contracts were with government entities.
- g. Most Leadership Development businesses have an average of 15 suppliers or vendors that they purchase from on a regular basis

3. Challenges & Opportunities

- a. Access to Capital and Exporting create the biggest challenges for Rwanda business owners, especially in the field of fashion. Rwanda is a small country with a limited market. The country needs to have access to capital to make bridge loans for exports and it needs to have a more organized system for exporting goods.
- b. Rwanda is also working toward quality control standards, improved warehousing, and other methods of regulating supply with demand
- c. 33% of Rwanda's Leadership Development team said that PEACE THROUGH BUSINESS® created the best opportunity for improving their business. Recently, technology, new contracts and a grant were huge benefits to moving some businesses to the next level
- d. 60% of the Class of 2017 Leadership Development are already paying forward their knowledge to other women and young girls, especially those in rural area. They do so by offering jobs in fashion and handicrafts, mentoring, teaching English and offering career guidance.