

2016

SEED IMPACT STATEMENT



SEED

MICRO-ENTERPRISE
THAT MAKES SENSE

VISIT SEEDLIVELIHOOD.ORG FOR MORE INFORMATION

A NOTE FROM SEED

Did you know that our primary goal is not to sell products? Our goal is to help develop, launch, and expand sustainable businesses around the world. And by that measure, 2016 was a very successful year.

If all we wanted to do was sell products, how could we partner with churches who minister to people who don't have skills to make things? What about people who suffer from the effects of a disease that prevent them from making things? If selling products were the goal, how would we work in countries where wages are too high, or shipping is too costly, to make it profitable for us? If our own product sales were our primary measure, why would we work so hard to find other sales outlets for our artisan group partners?

Our focus is on helping groups create holistic self-sustaining businesses. In this report, you'll get some of our facts and figures. You'll hear more of who is part of this network, and read some of their stories.

You are part of this network, too! You are a partner in the holistic transformation that comes through economically sustainable, life-giving work. You are a partner in micro-enterprise that makes sense. Thanks, and together, let's keep up this great work!



The SEED Staff

THANK YOU FOR HELPING SEED – AND OUR PARTNERING HOLISTIC SMALL BUSINESS MINISTRIES – GROW IN 2016!



SEED
STAFF



INDIANAPOLIS
VOLUNTEERS



REMOTE
VOLUNTEERS



VOLUNTEER
HOURS

CONTENTS OF IMPACT REPORT

- | | | | |
|---|---------------------------------|---|---------------------------|
| 3 | LIVELIHOOD GROUP SUSTAINABILITY | 6 | US DEVELOPMENT |
| 4 | EMPOWERMENT OF PARTNERSHIPS | 7 | INTERNATIONAL DEVELOPMENT |
| 5 | ECONOMIC / FINANCIAL REVIEW | 8 | MOVING FORWARD IN 2017 |

Our first priority is indicated by our first letter:
S for Sustainable.

We have no interest in pity, in charity, or in dependency. Our goal is to help groups of people launch initiatives that will be independent, self-sustaining, ongoing income-generating activities.

Look at the map. We are tremendously excited to note that this year, for the first time, there are more markers representing independent businesses than current partners, even when you combine artisan groups and SEED Capital initiatives. That means we are achieving our first priority. Our network includes a score of independent businesses.



**PARTNER
LIVELIHOOD
GROUPS**

12 CURRENT ARTISAN GROUPS

2 CURRENT SEED CAPITAL

5 2016 LAUNCHED GROUPS

16 LAUNCHED GROUPS PRIOR TO 2016

12 artisan groups in 12 countries (2 in Kenya, 1 group encompassing Greece & Canary Islands)

This year, five new businesses launched,
three of which are already self-sustaining:

ADDIS ABABA, ETHIOPIA SEWING SCHOOL

After two years of planning and preparation, the school opened this year!



“ This year by the help of SEED we are able to buy sewing machines ... to train young girls and women ... so they may ... support their own family. ”

ESTERILLOS DE OESTE, COSTA RICA ORGANIC GARDENS

A church and cooperative launched family and community gardens that provide food, income, and community.



“ Some people where there are no jobs ... said to us, 'Now we have something to look forward to when we get up in the morning.' ”

CAMBODIA CHICKEN, PIG, AND RICE FARM

A church planter recognized the material and spiritual needs of a poor village and helped launch sustainable agriculture.



“ Now we have six families raising pigs ... five families raising chickens ... three families working the rice field farm. ”

It can take months or even years for a group to develop their business idea, financial model, marketing plan, and all the other aspects to get something launched that won't fade away quickly.

Herlinda attends the Bogotá, Colombia Free Methodist Church. She had worked in the cleaning services industry for years, but it wasn't until 2015 when members of the church approached her and suggested she consider opening her own cleaning business.

Though she had her hesitations, the church members' encouragement — and support to help with planning and promotion — won the day. The church approached us, and after reviewing the excellent business plan, we agreed to help raise funds for the effort. In 2016, we sent the funds, and the group has launched: SEALH commercial cleaning.

COLOMBIA - SEALH CLEANING



Dra. Delia Nüesch-Oliver with Herlinda

“This has been a very hard year. On those days that are especially difficult, I remember that there were people who believed in me enough to donate... to launch this business. I look at those of us who are now working for ourselves and have sustainable income. These are the things that get me through the hard days.”

-Herlinda

The empowerment strategy has caught on in Colombia. A group in another city found out what had happened with Herlinda and SEALH. Someone suggested the group contact SEED for assistance, but another group member said,

“Why do we need North American SEED? We can do that same thing here!”



Dra. Delia Nüesch-Oliver, Latin American Missions Area Director, is presented with a piece of fine art from a self-starting business in Colombia.

The group proceeded to start a business painting fine art and selling it in the local marketplace. True empowerment is when people sense their own ability to positively impact their lives, like in Colombia. We applaud sustainable business where SEED was only the inspiration!



**POTENTIAL
GROUPS**

We have been in active conversation with potential groups in more than 10 additional countries across Europe, Africa, Latin America, and Asia.

ECONOMIC

When we work in economic development, it's important to remember the people behind the numbers.

Who are these 338 people referenced in the graph? Without the livelihood groups, they are people whose disabilities would permit them to only work a few days each month ... people who would have to work 14 hours a day in restaurants even while recovering from major back surgery ... people who would have to beg ... women who were sold into "marriage" or rented out for \$300 per month ... people who could buy food but not medicines for their children who are disabled. They live many different lives, but they are all people who have been economically marginalized and often exploited. The small business ministries give them opportunity they wouldn't have otherwise: to work, to contribute, to feed themselves and their families, to have the dignity of knowing they can work with others to do a job and do it well, and to be a valued part of a community.



118 GRADUATED GROUP MEMBERS IMPACTED
120 PARTNER GROUP MEMBERS IMPACTED

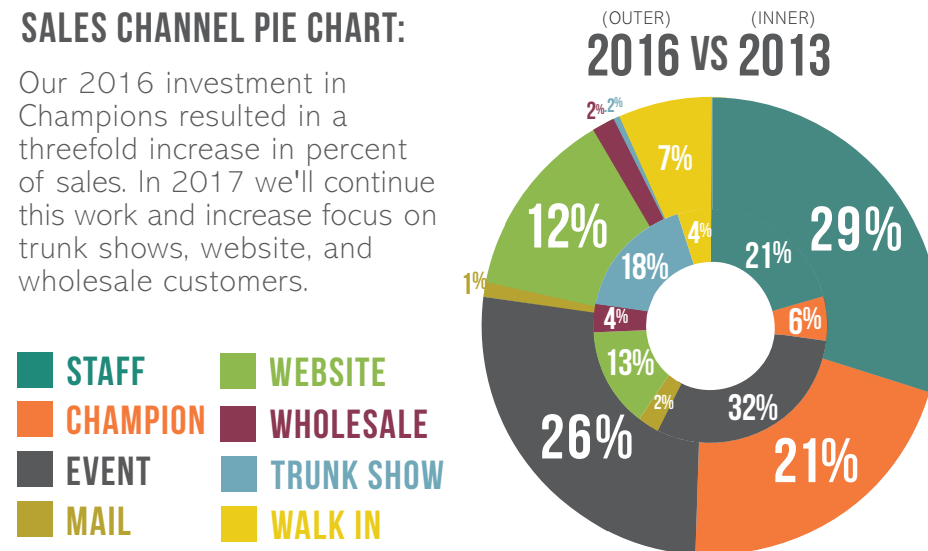
INDIRECT SALES = \$18,000

The path to economic sustainability for artisan groups includes a solid base of customers. This past year, artisan groups sold over \$18,000 to wholesale customers whom SEED helped cultivate, train, connect and empower to order directly from livelihood groups.



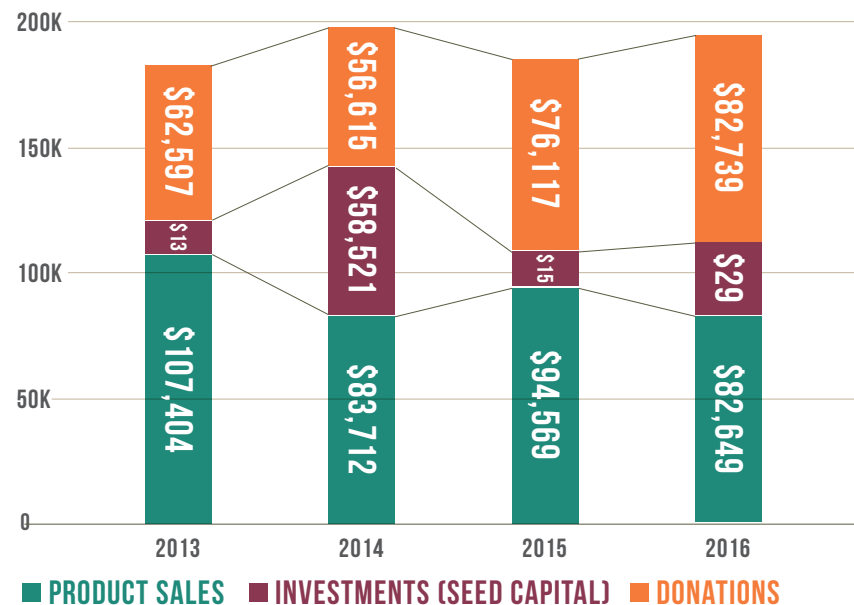
SALES CHANNEL PIE CHART:

Our 2016 investment in Champions resulted in a threefold increase in percent of sales. In 2017 we'll continue this work and increase focus on trunk shows, website, and wholesale customers.



PRODUCT INVESTMENT DONATION COMPARISON 2013-2016

SEED is more than product sales. Did you know less than half of our revenue in two of the last three years has been product-related? Much of our revenue is investments in SEED Capital or donations to operations.



DEVELOPMENT: US SIDE



SEED is not just active overseas: there is a US side to our partnership work!

After all, here in the US people also have gifts and experience and want to use them to serve for economic justice. SEED has almost 20 trained Champions across the country engaging their own communities for SEED and for micro-enterprise that makes sense. Some of these Champions give presentations, some host tables and sell in other venues, and some help support SEED through leading projects and performing administrative tasks. They decide how they want to partner: They serve in a way that makes sense for them. Champions are extremely valuable network partners on the US side.

Tanya, Florida



“ SEED is not about giving a hand out, or saying this is what you want to do, but we go to them and ask “what do you want to do?” and then we walk beside them and partner with them so that they (the livelihood groups) can stand up and do things on their own.”

Tanya from Florida heard David present at a conference in 2015 and asked if SEED had internships. The answer was, "Of course!" After serving as an intern for 2015-16, Tanya has continued to Champion SEED through working on special projects related to finance, shipping, and international development.



Debbie, Michigan

“ I have been taught many things while I've been working as a Champion. In particular... that people with needs across the world.. they are people with (God-given) talents and gifts. They have gifts that they can share and they are QUALITY gifts.”

Debbie from Michigan had heard about SEED for years, but it wasn't until spring 2015 that she decided to host a SEED table at her church one Sunday. Someone approached that table and asked her if she would come visit their church and host a table. At that second event, two people asked her to host a table at other events.

From this beginning, Debbie has developed into the event Champion: **she hosted over 20 SEED tables each of the past two years.**



**SEED CHAMPIONS
(TRAINED)**



**EVENTS &
TRUNK SHOWS**



**DISTINCT
EVENT HOSTS**

DEVELOPMENT: INTERNATIONAL

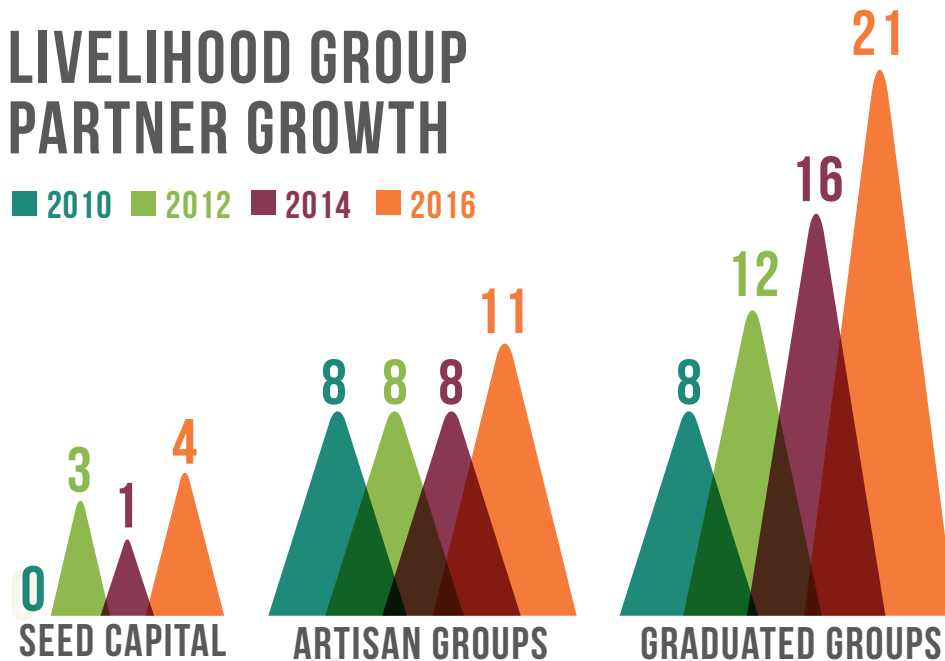


SEED's international work is not just about economic development: We value holistic development for people. That's why we work through churches, so groups participate in worship, fellowship, and discipleship in addition to economic development.

SEED's origin comes from this perspective. Over 15 years ago, a church plant in a leprosy colony in India saw people start following Jesus, but without hope of employment. Though healed from Hansen's Disease, they bore scars or were missing digits or limbs. A member of the congregation was a master weaver and volunteered to teach people how to use handlooms. That was the genesis of SEED. They continue to grow and in 2017, their product line will more than double.

LIVELIHOOD GROUP PARTNER GROWTH

2010 2012 2014 2016



Volunteer product developer, Rachel, has helped Dayanand hand loom group double the products they make.

Not only does SEED work in countries where shipping and labor costs are higher, we often pay higher prices for products to include funds to ensure full sustainable development.

Hansen's Disease attacks not only skin but also neurological systems, extremities, and the heart. This prevents many in the group from working 40 hours a week. Instead of paying an hourly wage, we asked the group to determine capacity for making products on a monthly basis. We help the group take into account members' income needs in building the price points.

The Dayanand group cares for this last generation with Hansen's Disease with dignity and honor — while preserving beautiful art and great craftsmanship.



SEED Director Rose w/ Laxmi & Asha

LOOKING TO 2017 ➔



We are excited for all the opportunities we have in 2017. We know what some of them will be and we want to be ready. And we know there will be opportunities that we don't yet anticipate – and we want to be ready for those as well!



SEED Champions gathered in Indianapolis in January for fun and strategic talks

SOME OF THE EXCITING THINGS WE ARE LOOKING FORWARD TO:

- Improving and deepening the way we partner with both artisan and SEED Capital livelihood groups
- First full year partnering with groups helping refugees in the Middle East and Greece, and other new groups!
- Equipping for Excellence and Expansion (E3) regional gatherings of all Free Methodist leaders
- Sponsor for Free Methodist Youth Conference in Colorado, debuting conference bags made by a livelihood group
- Speaking at conferences, retreats, camps, and in partnering churches
- Next-step training and empowering Champions across the country
- More than 120 events
- More effective website and online store

FOR MORE INFORMATION: SEEDLIVELIHOOD.ORG

HOW CAN YOU HELP?

We need your partnership to capitalize on these exciting opportunities.

PRAY FOR PARTNER GROUPS, EVENTS, AND STAFF

GIVE TO BUILD CAPACITY & PARTNER GROUP DEVELOPMENT



Every \$2,000 = One International trip working directly with livelihood groups to develop products and build micro-enterprise stability. **DONATE**



Every \$1,000 = Improved communications, which means an additional video or promotional item telling the story of the livelihood group partners and their work. **DONATE**



Every \$1,000 = Funds to launch a new business by a group that has already worked out their business plan and just needs help to buy the first animal or piece of equipment, or to rent space for their business. **INVEST**

PARTNER USE YOUR GIFTS TO GROW LIVELIHOODS

Our Champions tell the story of livelihood, sell partner group product, and support economic justice by using their unique gifts, experience, and perspective. **LEARN MORE**