Mission

Resonate uses storytelling to empower women and girls in East Africa to build self-confidence and unlock leadership potential.

Vision

A world where women are leaders in creating communities where all people are respected and valued.

Values

**Believe** – use your head and your heart

**Connect** – build community

**Inspire** – share your story

**Act** – be proactive

**Lead** – remember your self, community, and purpose
Resonate offers 4 training programs that build leadership capacity through increasing self-confidence, comfort speaking publicly, decision-making power, and taking on formal and informal leadership roles. These programs are:

1. **Storytelling for Leadership**
   - Our flagship 2-day program is at the core of every training program, and the heart of our work.
     - Key skills: self-confidence, public speaking, decision-making

2. **Action Leadership**
   - Over 6 months participants gain key skills to support them as they design and implement community projects.
     - Key skills: identifying strengths, goal setting, problem solving, project planning

3. **Professional Development**
   - Choose from a range of foundational professional skills and create a custom training to increase staff capacity and effectiveness.
     - Key skills: team management, problem solving, communication, project execution

4. **Training of Trainers**
   - Over 6 months participants are trained and certified in our core Storytelling for Leadership model so they can pass on what they’ve learned.
     - Key skills: public presentation, coaching, facilitation
Francine is a 34-year old mother of four who lives in Nyarugugu district, in rural Rwanda. When we first visited in February 2015 there was no female representation in the local council. Francine participated in Resonate’s Storytelling for Leadership training along with the other members of her cooperative, hoping to build her leadership capacity.

Before, Francine wanted to:
- Be a community leader
- Participate in a community savings group

After training, Francine:
- Leads monthly community meetings
- Participates in a community savings group
- Ran for and was elected to her village council

After Resonate’s training, 3 of the 7 members of the village council are female. When we returned to talk with Francine at the end of 2015 she told us:

“I used this [training] during the campaign when I had contested to be a mediator in my community... and I won the elections.”

Francine is one of 425 participants we trained in 2015. We saw a 10-15% increase in leadership capacity measured by increased self-confidence, decision-making, and communications skills.

Impact Numbers

We partnered with impact organizations in East Africa to train:

- 425+ in Storytelling for Leadership
- 200+ in Professional Development program
- 7 new Facilitators
Resonate is a non-profit social enterprise that believes that *all* women have the potential to lead change in their lives and communities. Through a training program rooted in storytelling we support participants to leverage their personal strengths and experiences to unleash self-confidence and power to lead.

We have a wide range of participants, but we primarily serve disadvantaged women and girls in East Africa between the ages of 15 to 35.

Resonate is based in Rwanda, but we provide training throughout East Africa. We always work through partnerships. We collaborate with groups focused on skill building and education and offer our training programs as a way to amplify the impact of our partners.

We work with our partners to ensure that women and girls have the training, tools, support network, and confidence to take advantage of the opportunities available to them.
**Program**

- This year we standardized our training programs and created a graphic version of our curriculum to reach more audiences.
- In addition to working with other non-profits, we also worked with 2 private sector partners, and conducted our first training in Uganda.

**Systems**

- We hired an Operations Manager who is instituting policies and systems to make us more efficient and effective.
- We rebranded, and created a video about our work.
- We have designed an improved M&E theory.

**Sustainability**

- We successfully trained and certified Facilitators of our core model.
- During the Unreasonable Institute we developed a 5-year vision and financial model.
- We hit our fundraising and earned revenue targets with $60,000 in committed donations and $20,000 in earned revenue.
In 2016, our accountability is to our impact. We will strengthen our work through an improved theory of change (on the next page), a professionally revised curriculum, and our strong network of program alumnae and partners. We will extend our program to 800 East Africans and increase leadership capacity of participants by 25%.

“I never hesitate to share my idea when I have one...the training helped me to overcome my fear.”
– Caritas, training participant
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<tr>
<th>Guiding Metric</th>
<th>Indicator</th>
<th>Description and Measurement Theory</th>
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<tr>
<td><strong>Leadership Capacity</strong></td>
<td><strong>Increase in self-confidence</strong></td>
<td>Have conviction: believes in herself and doesn’t allow her opinions to be overridden</td>
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<td>Take Risks: willing to try new things, take on responsibility, and solve problems</td>
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<td>Be Optimistic: high expectations of personal success and ability to overcome obstacles</td>
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<td><strong>Increase in comfort speaking publicly</strong></td>
<td>Voice Opinion: speaking out about ideas or opinions, even when they may not be popular</td>
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<td>Motivate Others: use her own story and experiences as an example to inspire others</td>
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<td><strong>Increase in decision-making power</strong></td>
<td>Self: controls her own body, actions, and finances</td>
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<td>Household: has at least an equal say in household decisions and finances (where applicable - adults)</td>
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<td>Community: influences direction of community initiatives and projects</td>
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<td><strong>Increase in leadership roles (formal &amp; informal)</strong></td>
<td>Be Proactive: seeks out new opportunities and puts herself forward for those opportunities</td>
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<td>Take Initiative: organize herself and others regardless of whether or not she is in an official organizer</td>
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<td>Be Empowered: take on greater responsibility</td>
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Ayla has a background in community organizing and leadership development with staff, volunteers, and community members. Prior to her work as a community organizer she was a strategic communications consultant and specialized in stakeholder engagement, coaching, and facilitation. Ayla’s work with Resonate draws on her expertise as a coach and trainer, as well as her deep understanding of creating lasting, community-based change through engendering local leadership. She has worked on community development projects in Nicaragua, El Salvador, and Ecuador and has consulted with One Acre Fund to design and build out a country-wide leadership development program for their staff. She was a Mary Maples Dunn scholar at Smith College, where she graduated with honors with a B.A. in Political Science and Spanish Language.

Solange Impanoyimana was born in Rwanda, Western province. Solange previously worked for Gardens for Health International (GHI), a non-profit that reduces malnutrition by helping families grow nutritious foods and providing holistic education and support. In her role at GHI she developed and adapted image-based health curricula for a local context, and led train the trainers sessions for the community. She is a former Generation Rwanda scholar and Global Health Corps fellow and holds a bachelor’s degree of Journalism and Communications from Institut Catholique de Kabgayi. Solange also worked for Voices of Rwanda translating genocide narratives and for Radio Isango Star contributing to news programming. Solange has worked on various community development projects for NGOs and government contractors, supporting Rwandan youth development and helping progress health provisions in rural communities.

Claire Uwineza joins the Resonate team as the Operations Manager. She comes to Resonate with an impressive academic and professional resume. An International Youth Fellow, Generation Rwanda scholar, and Frontier Market Scout, Claire has made significant contributions in development and business. Claire worked at Oxfam and World Vision Rwanda before serving as the Manager of the Discover Rwanda Youth Hostel. A graduate of the University of Rwanda, College of Science and Technology with a Bachelors degree in Electronics and Telecommunication Engineering, Claire also holds a certificate in Social Enterprise Management and Impact Investing from the Monterey Institute of International Studies in Monterey, California.
THANK YOU

CLIENTS

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Akili Dada
African - Women - Lead
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GARDENS FOR HEALTH INTERNATIONAL
GirlHub RWANDA
THE KOMERA PROJECT
CARE
CORNERSTONE DEVELOPMENT
FATE Consulting FROM ACCESS TO EQUALITY
the komera project
ON PURPOSE
youth venture

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