ALL ACROSS AFRICA

2017 ANNUAL REPORT
All Across Africa’s mission is to create jobs and markets to alleviate poverty in Africa.
The Problem

Africa’s population in excess of **ONE BILLION** people.

- Low demand for labor.
- Few living-wage jobs.

Unemployment is: **80%-96.5%**
AAA’s Pioneering Solution to Poverty

Create Thousands of Jobs
Focus on Rural Poor

Train Skill Sets
Use Local and Renewable Materials
Design Original & Modern Products
Artisans are at the center of community economic development.

Total primary jobs created: 3,200
Secondary Rwanda jobs created: 2,745

Total economic benefit was calculated using the multiplier effect. Jobs created were estimated based on artisan, industry, and cooperative leader interviews.
Artisan Cooperatives As Regional Drivers

RIPPLE EFFECTS OF ARTISAN SUCCESS

The effects of artisan spending proliferate far beyond initial transactions. Because community members spend most of the money they receive from artisans, money flows through the economy one person at a time, creating a ripple effect. The magnitude of this impact can be measured by the multiplier effect, an economic concept.

The estimated total economic benefit artisans have on the Rwandan economy is 1.2 billion RWF.

The multiplier effect accounts for increased economic benefit as a result of a new demand and new monetary injections into the economy.

Assuming that artisans spend .8 and save .2 of every RWF of extra income, the multiplier will be the marginal propensity to consume divided by the marginal propensity to save, or 5. Using this multiplier, the estimated total economic benefit artisans have on the Rwandan economy is 1.2 billion RWF.

Therefore, employing a single AAA artisan results in the creation of 1.5 additional jobs and over 650,000 RWF ($1,391,304) in added economic benefit.
Improving livelihoods by investing in the sustained employment of artisans requires significant capital, training, and commitment. Compared to socially conscious efforts that serve a single need through a one-time transaction, improving livelihoods requires ongoing relationships. Such an undertaking ultimately pays off because it generates more robust and sustainable impact in the long term.

With additional income, artisans fuel the eradication of rural poverty by advancing regional prosperity. In this way, improved livelihoods are an engine, not an endpoint. Economically empowering an artisan to become self-reliant is a powerful mechanism that allows her to become a catalyst for development in her community. The outcome of this investment generates an immediate impact and also creates a multiplier effect for years to come.
94% of our artisan workforce have purchased health insurance coverage.

80% of artisans actively use a savings account.

96% of our artisans’ children have completed primary school.
Impact of 1 Job Created

Support 5.7 dependents on average.

Create 1.5 more jobs.
Understanding how artisans impact their communities establishes a broader context for understanding the profound change AAA has in East Africa. The confidence and agency that accrue to the artisan from engaging in her craft and producing goods from these efforts, though intangible and difficult to quantify, is a subtle but powerful way artisans have disproportionately positive social impact due to their increased AAA income. As a result, secondary impacts expressed in this report may not capture the full extent to which intangible benefits to these artisans affect their communities.

“Not only has All Across Africa helped me take care of my children and give them a better life, but it has also inspired me to reach out to the greater community. I was elected to serve on a council of women in my sector, where I advocate for the advancement of women in my community. In the past, women in Rwanda stayed at home, but now society is encouraging women to develop their own skills.

I was also elected to serve as a health advisor to improve community healthcare and wellbeing. I hope that my role as a strong female leader encourages other women to be strong leaders as well.”

NYANZIRA EUGENIE
53, Group Leader
For every product that they produce, AAA artisans make around 4-5 times more than they would otherwise receive from local markets. This increased income usually lands in the hands of women who are prone to spend their income on the health, education, and overall wellbeing of their children.

When additional earned income flows directly to women, especially women with children, the economic and social impact is magnified.

According to the World Bank’s World Development Report, greater control over household resources by women changes spending patterns in ways that benefit children. This in turn combats poverty traps, promotes system change, and increases direct benefits for an artisan’s family.

Artisan Uwiziyimana Seraphine pictured with her youngest daughter and granddaughter.
“When you give a woman money, she knows what to do with it and how to spend it. Women are responsible. We spend to improve daily life as well as society. We are good at communicating and quick to understand every situation.

This is why I am so grateful for All Across Africa, because I see them giving women a chance to succeed.”

KABASINGA CONCILIDE
47, Cooperative Leader
“I am the primary income provider in my family. Before, I didn’t always know if I could afford food if the crops failed or medicine in the case of emergency. Now, I can comfortably say that I am able to pay for a hospital visit, medical treatment, or additional food if needed.

The increase income made it easy for me to get loans, which I used to build my house, invest in land, and purchase livestock. Once I pay one loan off, I go to the bank and request another one so that I can continuously improve my living situation and daily life.

I aspire to have a lasting impact on my family and community by working to lift up others.”

NIYITEGEKA LIBERTE
53, Cooperative Leader
2017’s achievements would not have been possible without our amazing staff, partners & investors’ and advisors’ support.

We are looking forward to your continued partnership and support in 2018 as we impact lives All Across Africa!

Sincerely,

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