A Note From Our CEO

The spread of the pandemic across the world created a challenging year for everyone and All Across Africa was not left untouched. Fortunately, the pandemic also came with some surprising bright spots. Our talented and driven teams bonded together and learned to adapt to the changing retail and production environment.

First and foremost, we worked to ensure that our artisans and staff were safe and protected during the first months of the lockdowns until we could get everyone back to work. By partnering with Greater Impact Foundation, we were able to provide much needed food and supplies to our artisans and their family members. Moreover, the US team launched new creative buying programs that increased our market opportunities, allowing us to restart production and put our staff and artisans back to work fulltime in June thus, increasing our impact and opportunities in the future.

I would like thank all of our investors, staff, partners and artisans who showed such resiliency, extreme dedication, and, positivity throughout 2020. Because of each of you, All Across Africa will continue to be an advocate and serve as a change agent for the lives of thousands of rural artisans.

We look now to 2021 with much optimism and hope for a bigger future than we could see before.
Alleviating Poverty in Africa

With a population in excess of 1 billion and an underemployment rate of 80-96%, Sub-Saharan Africa is confronted with an unemployment crisis that has kept much of the continent in poverty over the past century.

With **few living wage jobs available**, we don’t just see a problem to be solved;

**We see an opportunity** for countless people to find meaningful work and make dignified contributions to their communities.
Our Mission

All Across Africa’s mission is to **create jobs** and markets to **alleviate poverty** in Africa.
The Solution

We work to tackle the problem of poverty in Africa through sustainable and scalable job creation. Alleviating poverty across rural Africa isn’t just a dream. It’s a passion we live and weave into the spirit of our products.
Our Supply Chain – Ethical & Transparent Sourcing

From the ground up: building our baskets
All Across Africa meets the highest standard in globally sourced, ethically produced goods by carrying the Nest Seal.

All Across Africa is proud to carry the Nest Seal of Ethical Handcraft on our Rwanda and Uganda products. Having been introduced to the UN in 2017, the Nest Seal is earned after completing rigorous Nest training and compliance programs, giving brands who source from them the ability to leverage this mark of excellence. Demonstrating the **highest of standards** for assessing artisan homeworker production and supply chains, the Nest Seal lets consumers know that important issues like **fair wages are paid**, supply chain are adhered to and no **children are in the workforce**. The Nest Seal also indicates that the materials and dyes used are **ethically sourced and disposed of**. When you purchase these products, you can feel good knowing everything is made ethically in a home or small workshop.

The Nest Seal is a symbol of assurance creating **reliability and comfort for you** in our supply chain and letting your customers know that the items they shop, from fashion, to furniture, have been ethically handcrafted by All Across Africa artisans. Learn more at [buildanest.org](http://buildanest.org)
Our Artisans

98% of our Artisans are women that live in rural areas across Africa which offers less economic opportunity and activity than city centers.

They are farmers, workers, care-givers, mothers, widows, wives, daughters. They are breadwinners.

Women are the backbone of the rural economy in Africa. Traditionally, they only receive a fraction of the land, credits and inputs for agriculture, as well as training and information compared to men. This leaves them either dependent on others or less educated and further behind economically.

Empowering and employing women has been shown to significantly increase education levels, reduce hunger and malnutrition in children and families.
Get to Know Our Producers

Every product has a story behind it. That story flows through each individual artisan's hands as he or she creates our products. From their hands to yours.
Meet Eugenie

“Weaving has uplifted my life. As a result, I try to uplift the lives of other women.

I was elected to serve on a council of women in my sector, where I advocate for the development and 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. 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.”

-Nyanzira Eugenie
749,676+ hours worked in 2020
Our reach in 2020 spanned 4,575 artisans

- Ghana: 611
- Uganda: 1,214
- Rwanda: 2,750
Who on average support 5.7 dependents

GHANA
6

UGANDA
7

RWANDA
5
That means 24,700 dependents are supported

For every artisan employed, 1.5 jobs are created in their economy.

- Teachers.
- Bankers.
- Builders.
- Farmers.
- Butchers.
- Shop Owners.
- Shoe Repairmen.
- Material Sourcers.
6,862 Additional jobs are created in the community
4,575 Artisans + Supporting 24,700 dependants + Creating an additional 6,862 jobs = 36,137+

Effectected everyday through AAA’s impact
And there’s more...
60% of our artisans have improved their nutrition in 2020* due to their income

“I am a single mom who is HIV positive, yet I can feed, clothe, and educate my children. I can buy medicine and nutritious food to help me manage my illness. I am even starting to build my own home to leave a legacy for my children and give them a secure place to live when I’m gone. Luckily, I’ve had my family by my side and a cooperative full of strong women that encourage me. I never feel lonely because there are so many people around I can talk to and visit. I love all the women I work with and am grateful to All Across for the opportunities they have given us.”
-Nyirahabinrza Restute

*Measured year over year in 2020
97% of artisans feel they are more respected in their community

“With the money I make from weaving I am able to send my four children to school including my adopted daughter. I provide good looking clothes, shoes, and healthy meals for my family. Everyone in the society sees how successful me and other women in my cooperative have become after weaving. We feel proud that others in the community look up to us and strive for similar development. Before working for All Across Africa I never could have imagined making such intricate handmade crafts. With the educational classes and support of my fellow artisans my talents have far exceeded any personal expectations.”

-Mukakibibi Agnes
99% of our artisans have gained a new skill through working with AAA

“Compared to selling products in local markets, weaving for All Across Africa means that I can accurately predict exactly how much money I will make based on the weekly order quantity. I use this knowledge to engage in the financial planning and management skills AAA has taught me. Since All Across Africa only asks us to fill existing orders, I know that I will receive a reliable and timely payment. I am the main financial supporter in my household and use my income to buy livestock, pay for school fees, purchase clothing, and provide electricity in my home.”

-Yankurije Monica
AAA’s Current Tangible Impact

- 3 countries
- 45 cooperatives
- 4,575 artisans
- Support on average 5-7 dependants
- 36,137+ positively impacted everyday and growing
Thank you!

A big thank you to our employees, partners, investors, board of directors and families for giving tirelessly, innovating and pivoting during COVID, and investing time and energy to serving our artisans everyday.

Our mission is achieving significant milestones and it makes our daily work purposeful. In addition to that, each of you make it enjoyable and fun along the way. It's a joy to be part of such a fantastic and committed global family.

The impact we are having on women, men and families throughout rural Africa is unmatched and one that we can be incredibly proud of. Our future is even brighter with each of you with us!

Alicia Wallace, Co-Founding Partner
We’re excited to continue to grow together.
ALL ACROSS AFRICA