

ROSE

WOMEN'S FOUNDATION

Impact Report

2023





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MISSION

To empower women in extreme poverty through the gospel and entrepreneurship.

VISION

Faith-driven, female entrepreneurs, ending global poverty.

VALUES

Integrity, Honesty, Respect, Humility and Love.

FROM THE FOUNDER

"I am the vine; you are the branches. If you remain in Me and I in you, you will bear much fruit; apart from Me you can do nothing." John 15:5

Dear Friends of ROSE,

When I first went to Kenya in 2016 for my study abroad, I was struck by the severity of poverty in the Kenyan slums. I saw many women selling goods and making food on the roadside, and often these women had toddlers on their hips and babies on their backs. I couldn't understand how these women and their children survived.

This led me to research entrepreneurship poverty alleviation for women in extreme poverty in Kenya. I interviewed 150 women from the Mathare slum in Nairobi where we did focus groups and surveys. When asked questions about poverty alleviation in their communities, an overwhelming majority of these women said they wanted to start or grow a small business. So together with the first 150 women, we started 10 small businesses and coined the name ROSE from **R**estoration of **S**isters in the **E**xtrême.

Since 2020, ROSE has served over **1,627 women in Kenya** to start and grow small businesses to alleviate poverty for their families. At ROSE, we believe empowering a mother supports a child's future and well-being sustainably. In 2023 we supported **3,700 children**. We streamlined operations and expanded our team so that we could reach 4x the number of people we reached in 2022.

We praise God for an extraordinary year of growth! We were blessed with new expansion partnerships, new dedicated employees, and the generosity of our ROSE-giving community. Our mission to empower women in extreme poverty through the gospel and entrepreneurship is flourishing. We are committed to equipping women to grow successful, God-honoring businesses, create dignified jobs, lift families out of poverty, and transform communities.

I am personally so grateful to our supporters and dedicated partners for their generosity and support both internationally and locally in Kenya. It is an honor to serve God and the women of ROSE every day. Thank you for believing in our shared vision for women to alleviate poverty through God-honoring small businesses.

God bless,



Allie Amoroso
Founder, Executive Director
ROSE Women's Foundation



WHO WE ARE

The Problem

According to The World Bank, as of 2022, over **700 million people** live in extreme poverty, which means they subsist on less than \$2.15 per day. **Sub-Saharan Africa** is one of the most concentrated locations of this difficulty where more than 1/3 of the population of **employed workers** live on *less than \$1.90 a day* (UN Stats).



Overview

ROSE Women's Foundation is a faith-based, non-profit organization serving **women** living in **extreme poverty** in Kenya by providing access to biblically based business training, discipleship, and access to capital. Through a train-the-trainer approach, ROSE equips women leaders from local churches to deliver **high-impact business training** and guides them through the ROSE alumni program, focusing on savings, mentorship, and access to capital. Since 2020, 1,676 women earning **less than \$2/day** have created dignified jobs and increased their incomes on average by **400%** after one year. Our biblically-based business curriculum teaches families to serve God and serve others through their work and their lives.

What We Do

Capacity-Building

ROSE's biblically-based *Micro-Enterprise Business Skills Training* equips women with the business skills needed to run profitable, God-honoring businesses.

Discipleship

Local trainers *disciple* the ROSE women throughout the training and alumni programs, providing spiritual, emotional, and business guidance. *Mentorship*, provided by local corporate partners gives the women accountability, emotional support, and new perspectives.

Access to Capital

Through local partnerships with micro-finance institutions (MFIs) and angel investors, ROSE provides access to growth capital.

2023 IN NUMBERS

4,996 ————— women and children reached

1,249 ————— businesses impacted

333% ————— average income growth of a ROSE woman

1,649 ————— jobs created

408 ————— trainings held

\$1,501,226 ————— total revenue generated by ROSE businesses

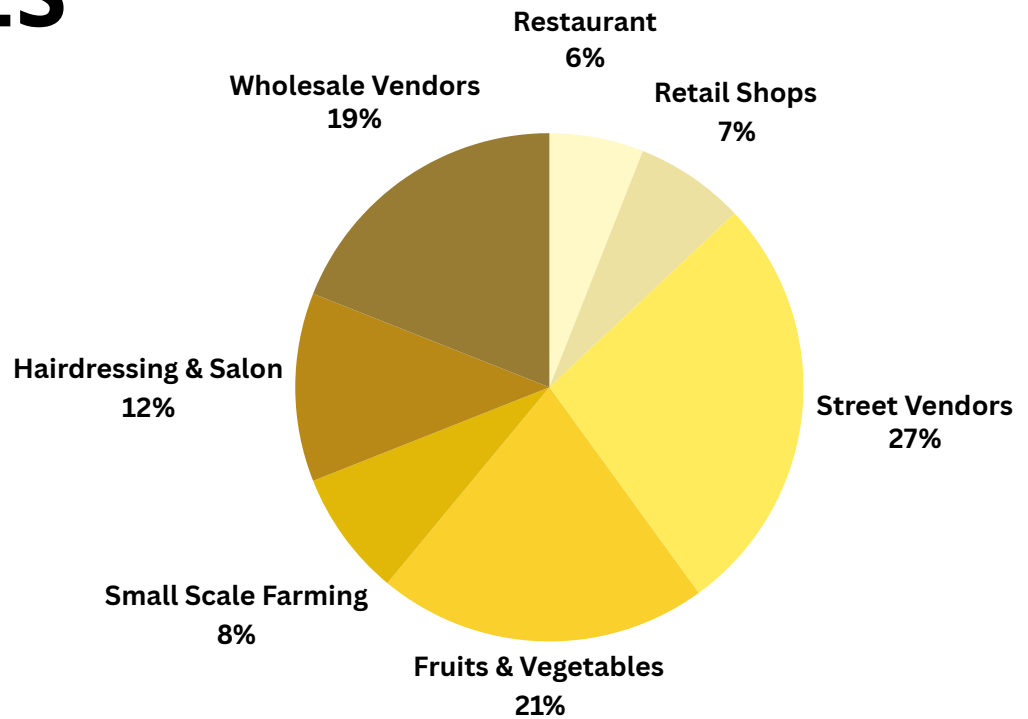
10 ————— new ROSE team members

9 ————— new partners

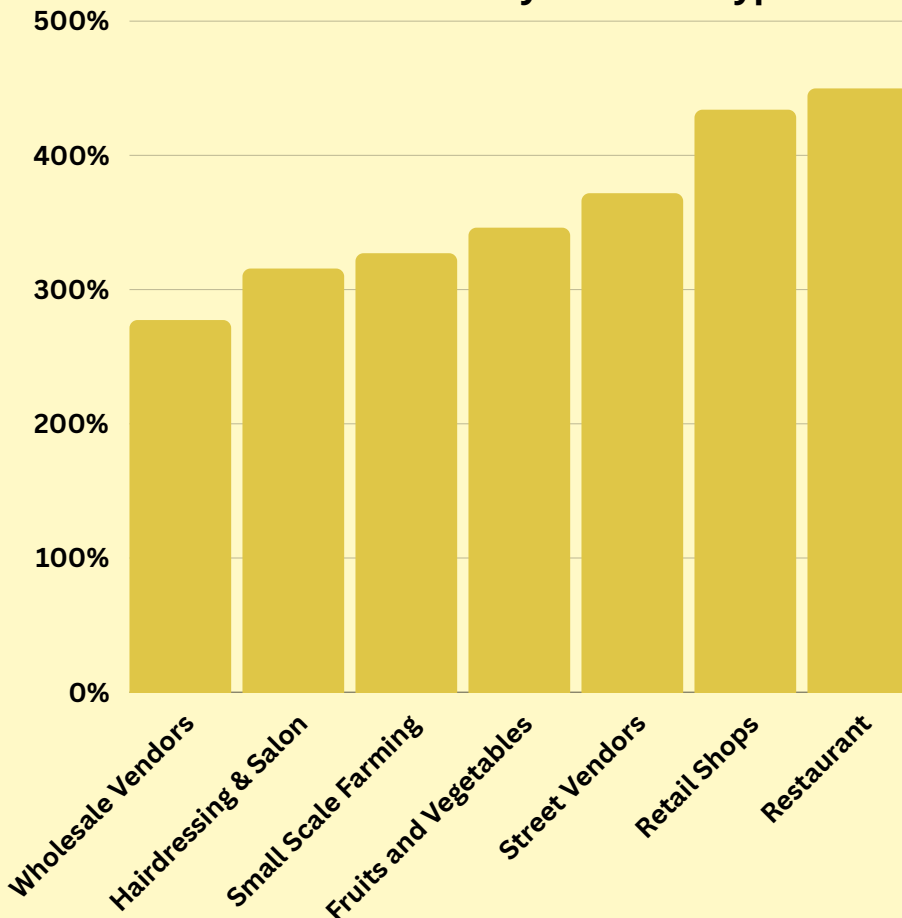


TYPES OF ROSE BUSINESSES

ROSE women contribute to a variety of industries, each with their unique sets of challenges and advantages. To the right is a breakdown of the different industries of ROSE entrepreneurs in 2023 and below is the income growth that was seen in each industry.



Income Growth by Business Type



Key Findings

Even though only 6% of ROSE businesses were restaurants, they saw the highest income growth from start to end of the ROSE program - approximately 450%.

In 2023, street vending represented the largest subset of ROSE businesses (27%). This is likely because street vending offers low business operating costs, convenience, and accessibility to the customer.

LIFE TRANSFORMATION

Peris' Story

Peris is a loving wife, mother, and entrepreneur who joined ROSE in July 2023. Before ROSE, Peris reports barely making any profit in her street vending business, where she sold shoes, ice cream, and nuts. Her family depended on her husband's income and needed more support. Peris sought help from her ROSE trainer and leader, who encouraged her to try a new business that fit the needs of her community - Peris has not looked back! She now runs a small kiosk, known as a *kibanda*, where she sells basic household items and has since **increased her income by 350%**!



This income growth led Peris to buy **health insurance for her entire family of 6**. Now she can pay her children's school fees. With her new businesses, Peris has also been empowered to hire delivery staff to bring purchases directly to the customer. **Her business has created 3 jobs!** Peris and her family have also begun to pray and read daily devotions together. Not only has Peris' daily life changed, but her confidence has risen, and she has been equipped with tools to continue growing her business to the Glory of God.

"I am thankful for the ROSE program. Life still has its challenges, but I am not where I was 9 months ago. I am able to support my husband in providing for the family and our children go to school consistently."
- Peris W.

Quality of Life

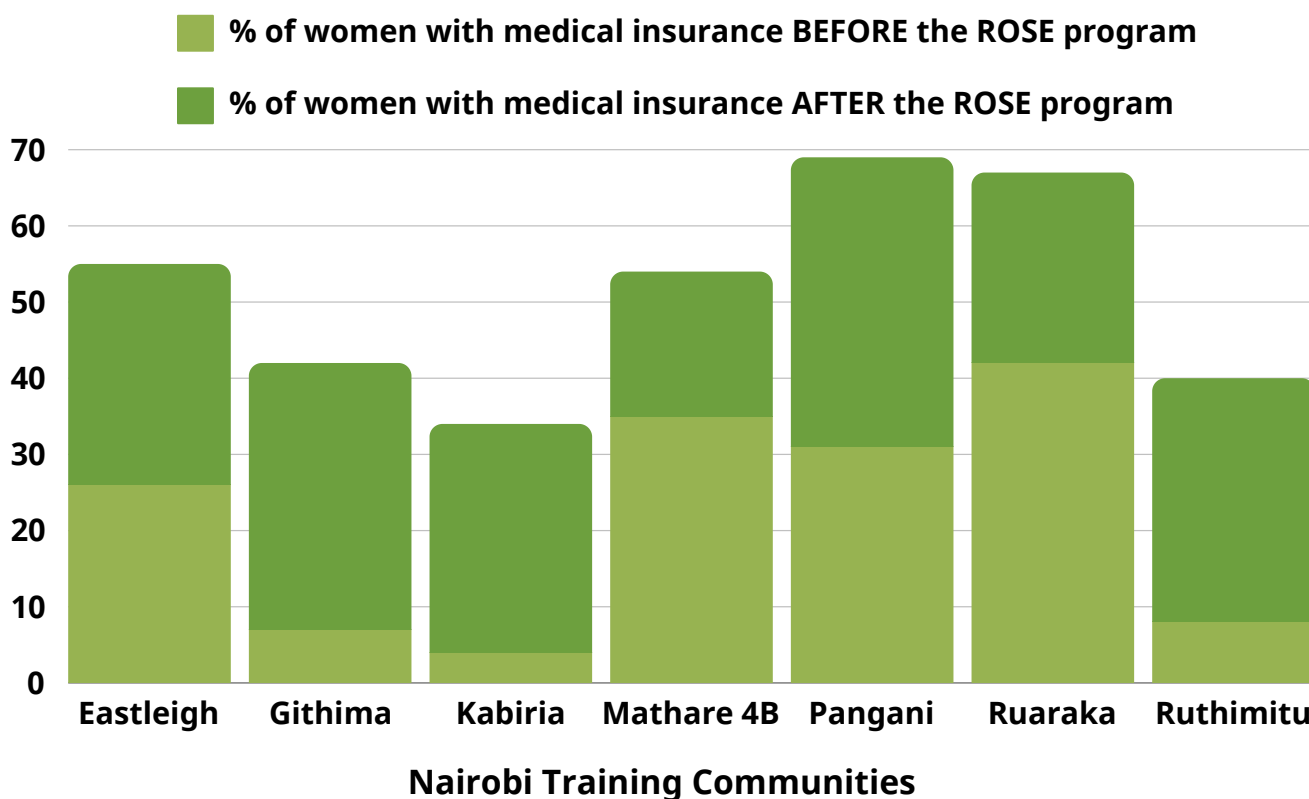
ROSE women often carry the burdens of childrearing, breadwinning, and caring for sick family members in addition to running their businesses. These stressors can make it difficult to run successful businesses while maintaining good spiritual and emotional health. ROSE believes that the *holistic* empowerment of each woman means working to alleviate spiritual, mental, and economic poverty. There are several factors we focus on to inspire a ROSE woman's whole-life transformation, including her ability to obtain health insurance (see page 6), savings practices (page 10), spiritual growth (page 7), and mental wellness (page 8).

INCOME TO HEALTHCARE

Women with greater income growth showed a higher likelihood of enrolling in medical insurance by the end of the program.

For many, ROSE training in 2023 was the first time women learned how to enroll in medical insurance coverage. For micro-enterprises that rely on the business owner being present daily, a woman or family member falling sick has the potential to put the entire business at risk, as business funds are diverted to medical bills. The lack of preparedness makes entrepreneurs susceptible to shocks after medical issues strike their families.

In 2023, ROSE connected 160 women directly with a national health insurance program representative, and through our Emergency Preparedness Training, women were encouraged to divert funds to health insurance enrollment for long-term business sustainability and family care. We also saw that the increase in income gained through ROSE may have contributed to an increase in health insurance enrollment.



SPIRITUAL IMPACT

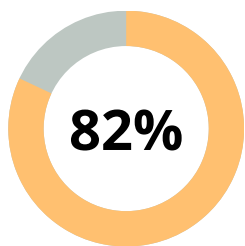
In 2022 and 2023, ROSE implemented its Spiritual Integration strategy and has reached thousands of women, children, and staff through prayer and discipleship seminars, church-led devotionals, and deeper study of scripture. At ROSE, **over 1,200 women heard the gospel** in 2023!

Florence's Story

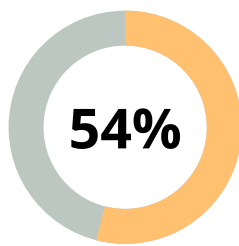
Florence is a single mother who sells secondhand clothes. Before ROSE, Florence hardly went to church and rarely read her Bible. She is now a committed member of her church! She also encourages her children to come with her and makes prayer part of their lives. She works to personify the woman of strength and dignity from Proverbs 31:25.



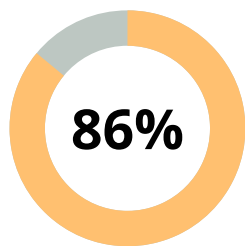
After 5 months with ROSE...



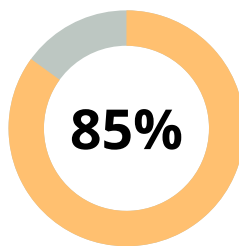
of women report **praying with family** daily



report **reading scripture** daily



report **applying biblical principles to their businesses**



report **going to church** more frequently

Local Church Integration

One of ROSE's many local church partners is Deliverance Church, Juja Road in Eastleigh. Pastor Beatrice has blessed the ROSE women in the Eastleigh cohorts by volunteering to lead each training's devotionals, listen to the women's prayer requests, pray with them, and offer counseling to those battling anxiety and depression. ROSE women in Eastleigh look forward to ROSE training sessions so they can hear from Pastor Beatrice. Her involvement in the program encourages women to seek further pastoral support, prayer, and community from their local churches. We love partnering with churches that serve as the hands and feet of Christ like Deliverance Church!

ROSE empowers women to lift their families from poverty not just with business skills but with emotional and spiritual care. ROSE works to support our trainers spiritually and teach them to cast their burdens on Christ (1 Peter 5:7).

By the end of 2023, all ROSE staff had benefitted from Healing Group sessions with a local Christ-centered partner. These sessions continue to provide proven methods to work through trauma, coupled with guided prayer and reflection. These Healing Groups help equip ROSE staff to offer trauma-informed discipleship to the women they train who go through the daily hardships of managing businesses, maintaining their households, and living in slum environments.

Bernadette's Story

Bernadette is an energetic, loving Women Leader who trains ROSE women. Many of the women she trains have experienced trauma or care for children who have been traumatized. Bernadette herself has adopted children ranging from 1-16 years of age who have experienced trauma.

Bernadette has witnessed that many women in low-income communities rarely feel seen or recognized, and the Healing Group Training taught Bernadette how to actively listen to the women she trains to offer better support. Before attending a Healing Group Training, Bernadette would listen to the women's struggles in class and pray with them, often getting physically sick due to the stress. Her participation in a Healing Group taught her ways to care for herself while caring for ROSE women. She learned how to release her stress and process her emotions.

Bernadette reports that she is a better trainer and mother because she is now better able to care for the ROSE women in her cohorts. We are so proud of Bernadette and the other Women Leaders for how they use what they have learned to care for the women they serve!

MENTAL HEALTH SUPPORT

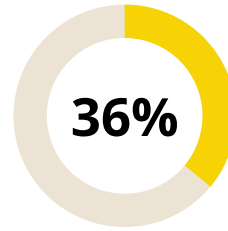


2024 Impact

By the end of 2024, our programs teams will be certified to offer Healing Group sessions to all ROSE women!

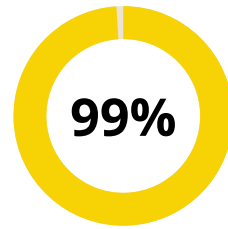
By the end of 2024, we estimate that over 1,800 ROSE women will be impacted by trauma-informed discipleship. At least 5,400 children will also be impacted.

COMMUNITY IMPACT



of ROSE women participate in local savings groups

Fruit and vegetable businesses created an average of 5 jobs while fish-selling businesses created an average of 4.



of ROSE women report **sharing the gospel** with customers after the program



Winnie's Story

Winnie is a true testament to the power of community and group savings! She owns a fruits and vegetables business at Dagoretti Market, but when she joined ROSE in July 2022, she struggled to increase her profits because she could not keep her customers. Through the business skills training, she identified the need for better customer relations, made significant changes to her marketing strategies, and expanded her customer base. Since graduating from the ROSE training and throughout 2023, she has shared her

new success with other micro-entrepreneurs in her community. She helped form an alumni savings group, where she receives financial and emotional support from her fellow women entrepreneurs. The group now holds weekly finance meetings, participates in table banking, is registered with the government, and manages a group bank account. Not only have they increased each woman's loan access significantly, but they also enjoy increased social connectedness by visiting one another and supporting each other in case of emergencies. Now that Winnie has employed staff to take care of her business when she is away, in 2023, she joined ROSE as a trainer and encourages new ROSE women to join groups as well!

RURAL GROWTH WITH



105

caregivers trained

315

children impacted

2

rural communities

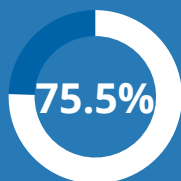
This year, ROSE trained entrepreneurs in rural Western Kenya and partnered with Compassion International for the first time. ROSE worked with Compassion's church partners to train entrepreneurial caregivers of children sponsored by Compassion International.

We learned of specific challenges ROSE women face in rural communities including low market access due to low population size spread across a large region rather than in a centralized locations, selling on credit, and barter trading. Despite these challenges, caregivers learned new ways to reach markets and increase their incomes. The success of this partnership led to the expansion of this partnership in Nairobi in 2024.

We look forward to seeing the future impact made in Western and Central Kenya in 2024!



of ROSE women practice regular **bookkeeping**



have an **active bank account**



LESSONS LEARNED

ROSE has experienced incredibly fast growth. Over the last 5 years, we increased our fundraising budget from \$20,000 to over \$750,000 and grew from 1 cohort per year to an expected 50 cohorts in 2024.

With this growth, we have learned the importance of spiritual and mental health on a woman's ability to grow her business. We also learned of the challenges women face when accessing capital, particularly credit.



2023 SWOT ANALYSIS

Strengths

- Proven ability to spread programs across Nairobi and into rural Western Kenya.
- Of our 50 staff at the end of 2023, only 2 are US nationals and 48 are local Kenyans.
- **ROSE women are empowered to become ROSE trainers and employees in addition to business owners.**
- Strong local interest among women entrepreneurs in the training program.
- Local churches and large NGOs engaged
- Kenyan corporate participation and financial support of the program growth.

Weaknesses

- The mental health burden on trainers to support women striving to overcome physical poverty.
- Low rates of access to capital for alumni
- Need for increased engagement of alumni after the completion of training programs.

Opportunities

- Increase access to capital for women entrepreneurs using our extensive database and network of local funders.
- Adopt new technologies to manage scale and future expansions.
- Increase local leadership in Kenya.
- Strengthen existing and new partnerships with Kenyan corporates.
- Partner with NGO partners with a desire to roll out the ROSE programs among their beneficiaries.

Threats

- Inflation and cost of living increasing.
- Economically hard times in Kenya.
- Limited opportunities for women to receive capital.
- Other NGOs in Kenya giving handouts creates a handout expectant culture.

Diamond Trust Bank sponsored 4 cohorts, a total of 200 women through our 1-year Micro-Enterprise Business Training programs. DTB staff also graciously volunteered as mentors for ROSE alumni entrepreneurs.

ASPEN Institute supported a gender-inclusion initiative to provide access to finance for women-owned micro-enterprises.

SMEP Microfinance Bank partnered with us in 2023 to begin a project to provide access to credit for women in 2024.

M-PESA Foundation sponsored 2 cohorts through business skills training and the alumni program.

ROSE partnered with **5 new churches** in Nairobi and Kisumu, Kenya.



PARTNERS

The Navigator's Kenya has been instrumental in disciplining and offering Bible study to our programs teams in 2023.

Kutoa Project offered and continues to offer mental health support and training for ROSE staff, which will ultimately help us better care for ROSE women throughout the program.

M-PESA Foundation



Gladys' Story

Gladys is a farmer who was sponsored by one of our generous partners! She sells her vegetables in the market and, through ROSE, identified how to further invest in her business and capitalize on the demand for new types of vegetables. Gladys now offers a much larger variety. She was also able to lower her expenses by learning to source her own natural pesticides. Gladys now effectively promotes her organic produce, reaches a wider customer base, and has increased her income by **675%** after her first 4 months with ROSE!

She also shares with other farmers her new best practices. She won ROSE's July 2023 Pitch Competition and used the prize to lease more farmland! Gladys began volunteering to help train as an alumni trainer for the Ruthimitu community, and we are proud to walk this journey with her!

GOING FORWARD

Building Capacity to Scale

ROSE is committed to increasing quality and replicability as we are building a scalable model. This includes standardizing our program delivery and impact evaluation methodologies.

We are also committed to growing ROSE Women's Foundation into a global capacity-building organization long-term. We envision ROSE Kenya becoming completely locally led and locally funded. As we evaluate growth in other regions, we hope to build the capacity of other local organizations around the world to deliver ROSE programs in their context.

Looking Ahead

By the end of 2024...

Reach over 3,000 women in total
Successfully expand to 8 new regions in Kenya
Impact 15,200 women and children in total

By the end of 2025...

Reach over 30,000 women and children
Serve 3 major cities in Kenya

Within the Next 5 Years...

Serve in at least 1 other East African country
Reach 100,000 women and children with spiritual and economic poverty alleviation

Alternative Credit Score

Micro-enterprise entrepreneurs like ROSE women are often excluded by traditional credit scores that qualify them for loans. To fill this access to credit gap, ROSE partnered with the ASPEN Institute and a local microfinance institution to launch a project to develop an alternative credit score with an evidence-based approach.

ROSE seeks to build an alternative credit scoring methodology that can largely fill the gap for access to capital for women micro-enterprise entrepreneurs. In the long term, we hope this project will provide access to credit for millions of women entrepreneurs around the world.

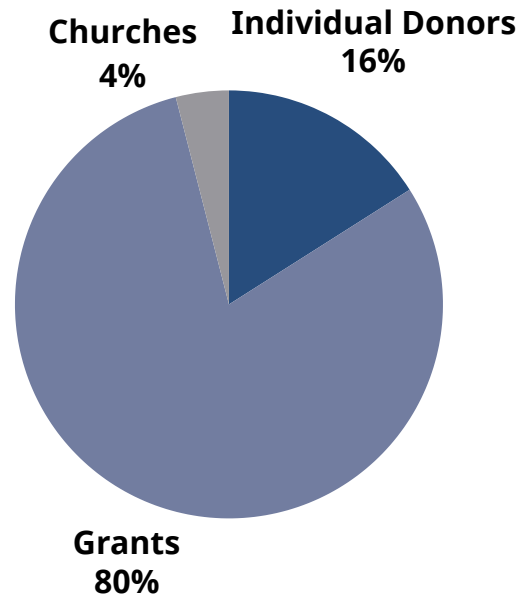


2023 FINANCIAL REPORT

Income

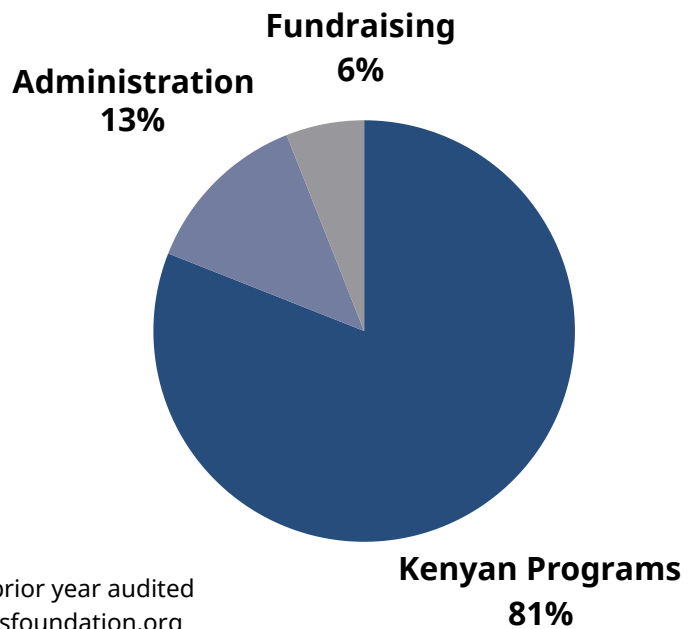
Individual Donors	\$104,339
Grants	\$531,725
Churches	\$23,611
Total Income	\$659,675

*Fundraised \$103,819 locally through ROSE Kenya NGO, and this is not reflected above.



Expenses

Kenya Programs	\$350,800
Administration	\$58,473
Fundraising	\$26,022
Total Expenses	\$435,295



These financial statements are unaudited. For prior year audited financials please email us at info@rosewomensfoundation.org

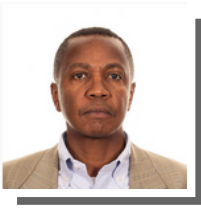


Enhancing Trust

The ROSE Women's Foundation is accredited by the Evangelical Council for Financial Accountability, which holds ministries and churches to the Seven Standards of Responsible Stewardship.

To learn more, visit ECFA.org.

GLOBAL BOARD OF DIRECTORS



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Washington D.C.

Joseph Kimani, *Treasurer (KE)*

Administrator for the Catholic Bishops of Kenya;
Nairobi, Kenya



Amina Ismail, *Secretary (KE)*

Senior Technical Advisor at American Red Cross
Nairobi, Kenya



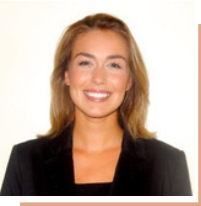
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Talent and HR Field Operations Manager at the
International Food Policy Research Institute
Washington D.C.



Allie Amoroso, *Member (Founder)*

Executive Director at ROSE Women's Foundation
Nairobi, Kenya



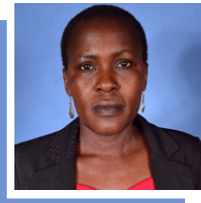
Doug Gilbert, *Treasurer (US)*

Partner at DFW Capital Partners
Bethesda, MD



Dr. Rael Ogwari, *Member*

Lecturer, Educational Psychology at Moi University
Eldoret, Kenya



Dr. Todd Smedley, *Member*

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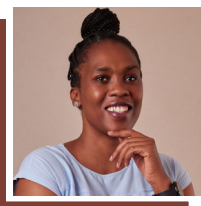
Prisca Muyodi, *Member*

Founder and CEO of Educore Kenya;
Nairobi, Kenya



Theresia Njeri, *Member*

Chief Financial Officer, Graça Machel Trust;
Nairobi, Kenya



Thank you for your generosity and support! Every dollar makes an enormous impact on the lives of the women we serve, their families, and our local staff. Please continue to support ROSE women. You can subscribe to our newsletter, The ROSE Garden, on our website to keep up to date with our exciting growth!
God is good!

"She is clothed with strength and dignity and laughs without fear of the future"
Proverbs 31:25

Get Involved

PRAY: Women find strength and dignity in business and life through the good news of the gospel.

PROVIDE: Only \$500 a year uplifts a family out of extreme poverty through the ROSE program.

PARTNER: Consider how you or your institution can provide resources to strengthen the work of ROSE.



ROSE
WOMEN'S FOUNDATION



DONATE