

# SHE

STYLE HER EMPOWERED



**2022 ANNUAL REVIEW**

# THANK YOU.

2022 was an exceptionally meaningful year at S H E. We celebrated our 5-year anniversary as an organization, and we honored the growth of our mission beyond anything we could have imagined.

As the Founder of S H E, I've had the distinct honor of watching our students, our team, and our community grow throughout the years. What began as my small class project five years ago has evolved into something that is creating real change in the lives of the people we serve, including mine. It's hard to convey how special this journey has been, and I know I speak for our team when I say we are so excited to enter the next chapter of our story.

This year, we continued to strengthen our partnerships with the 21 communities we serve, we launched new initiatives to better serve our students and employees, and we leaned into our vision for local leadership at all levels of our organization.

We are extremely proud of the outcomes our students and seamstresses achieved over the last year, and we know their dedication, ambition, and resilience will continue to make this world a better place for all people.

As always, we have immeasurable gratitude for you - the people who continue to power our work and share our belief in the limitless potential of girls and women.

It's one of the greatest honors of my life to be part of this incredible team and to serve the girls in our program who are the very definition of courage. Truly, we thank you for continuing to empower our team and invest in this important work. We hope you're as inspired by this year as we are.



With tremendous gratitude,

*Payton McGriff*

Payton McGriff, Founder & CEO

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# OUR PURPOSE

S H E believes in a world where all girls and women can do more than survive, they can flourish. Why? Because **when women rise, we all rise.**

When communities invest in their girls and women, they become safer, more prosperous, and more stable.

At S H E, our experience serving geographically excluded communities has led us to focus our work on the three main barriers that prevent girls and women from flourishing long-term: **1.** limited access to education for girls, **2.** lack of employment opportunities for women, and **3.** climate change.

## OUR HOLISTIC APPROACH



### 01. GIRLS' EDUCATION

We help girls break down barriers to education with new school uniforms, full-tuition scholarships, menstrual supplies, and year-round support from our local team of women.



### 02. WOMEN'S EMPLOYMENT

We create dignified jobs for seamstresses from low-income and low-education backgrounds. 100% of our products are made by women in the communities we serve.



### 03. SUSTAINABILITY

We make innovative products like our S H E school uniforms that grow and reusable menstrual pads that are better for girls, women, and the planet.

# 2022 IMPACT AT A GLANCE

With the unwavering support of our global community and dedication of our Togolese team, 2022 was another year of growth and record-setting impact.



## 99.9% STUDENT PASS RATE

Our students achieved this remarkable pass rate for their classes and standardized exams (Nearly 40% higher than the national average for girls in Togo)



## 30 WOMEN EMPLOYED

(29 in Togo) with long-term contracts, salaries above living wage, free childcare, paid time for adult education, and tailored benefits



## 21 COMMUNITIES SERVED

We continued serving all of our 20 rural partner villages surrounding our Notse, Togo headquarters



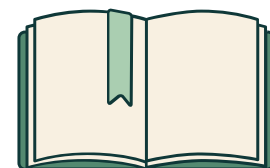
## 300+ SEAMSTRESSES TRAINED IN RURAL GHANA

Our lead seamstresses were invited by our partners, Global Mamas, to teach rural seamstresses to sew our reusable menstrual pads



## 1,500 GIRLS IN SCHOOL

With new school uniforms, full-tuition scholarships, school supply kits, and year-round support

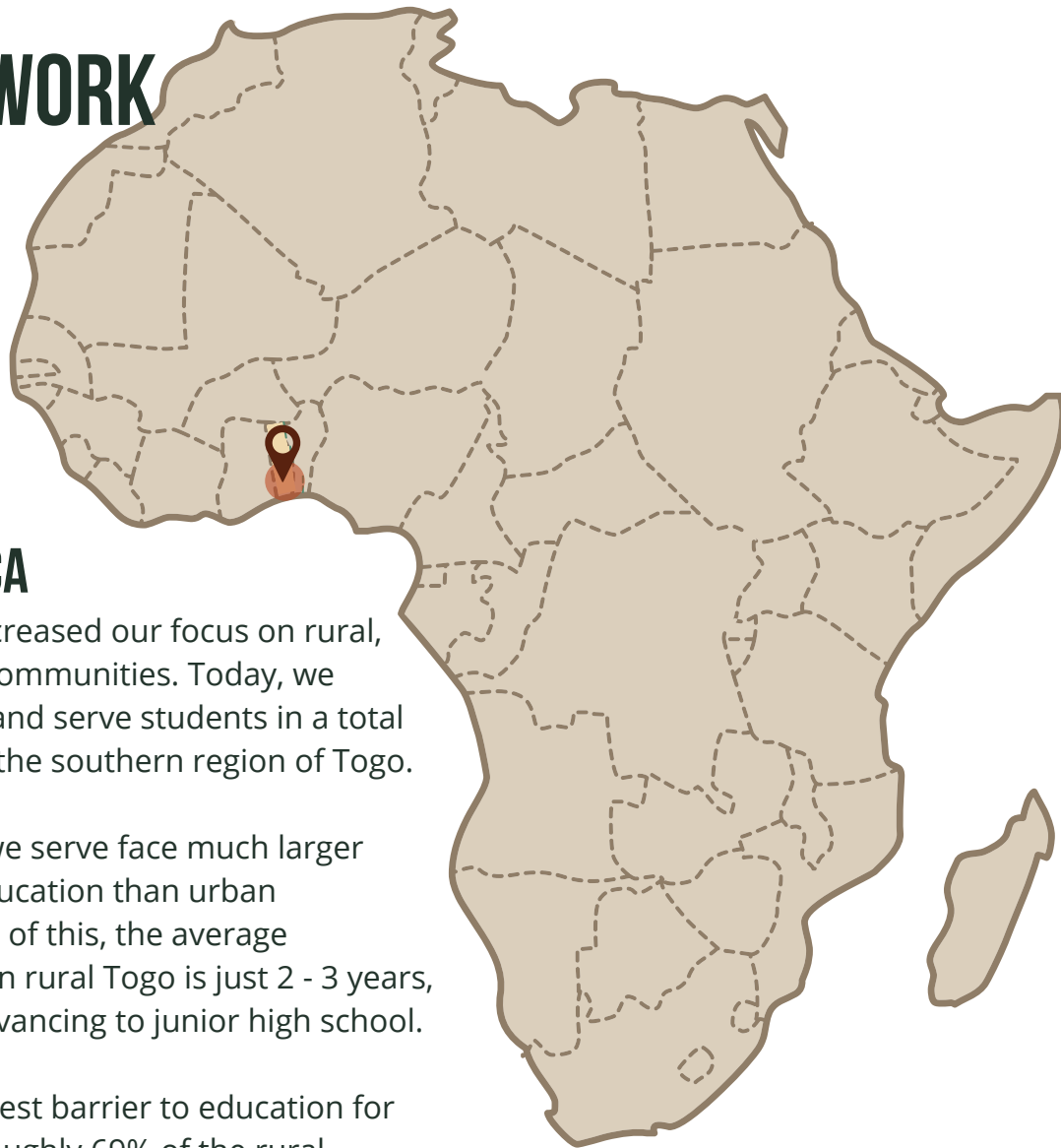


## 192 HOURS OF PAID ADULT EDUCATION

Through our paid-to-learn employment program, our seamstresses are learning to read, write, and manage their household finances during their paid workweek



# WHERE WE WORK



## RURAL TOGO, AFRICA

Over the years, we've increased our focus on rural, economically excluded communities. Today, we partner with 21 villages and serve students in a total of 42 partner schools in the southern region of Togo.

The rural communities we serve face much larger barriers to accessible education than urban communities. As a result of this, the average education level for girls in rural Togo is just 2 - 3 years, with only 33% of girls advancing to junior high school.

Poverty remains the largest barrier to education for students in Togo, with roughly 69% of the rural population living below the International Income Poverty Level (\$1.90 per day).

## OUR RURAL PARTNER COMMUNITIES

We partner with 21 rural villages in the southern region of Togo who share our belief in the power of girls and women to create lasting change in their communities. We especially thank each of our partner communities for their commitment and work to uplift girls across Togo.

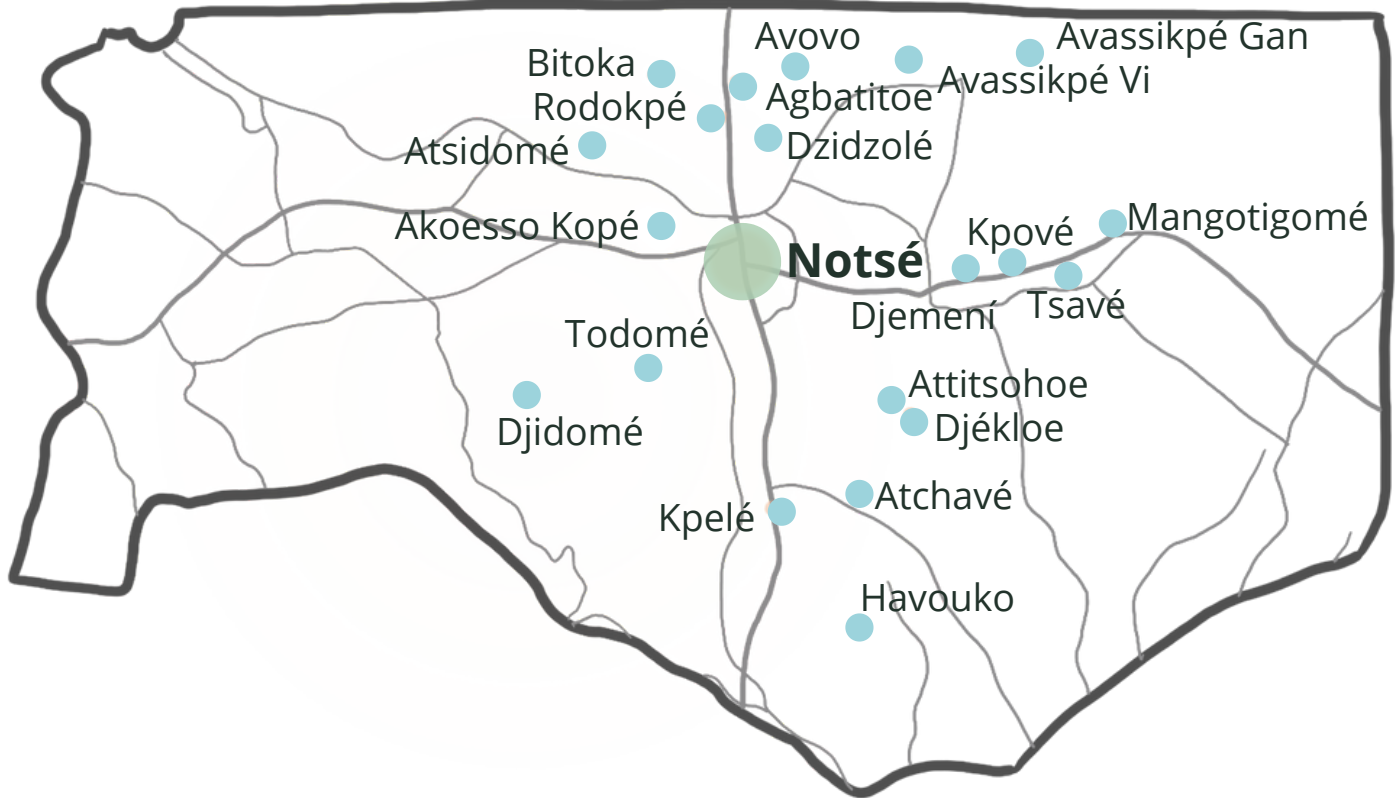
- |                        |                         |                                |                             |
|------------------------|-------------------------|--------------------------------|-----------------------------|
| 1. <b>Notsé</b>        | 6. <b>Bitoka</b>        | 11. <b>Mangotigomé</b>         | 16. <b>Havouko</b>          |
| 2. <b>Dzidzolé</b>     | 7. <b>Avovo-kpopé</b>   | 12. <b>Kpové</b>               | 17. <b>Kpélé</b>            |
| 3. <b>Rodokpé</b>      | 8. <b>Avassikpé Gan</b> | 13. <b>Djemeni</b>             | 18. <b>Atsidomé</b>         |
| 4. <b>Agbatitoe</b>    | 9. <b>Avassikpé Vi</b>  | 14. <b>Djekloe-Atitsohoe A</b> | 19. <b>Todomé-Atimabizo</b> |
| 5. <b>Akoesso-Kopé</b> | 10. <b>Tsavé</b>        | 15. <b>Djidomé</b>             | 20. <b>Atchavé</b>          |
|                        |                         |                                | 21. <b>Attitsohoe</b>       |





# GIRLS' EDUCATION

Today, 1,300 of the 1,500 students we serve live in our rural partner communities. Below is a map of the partner villages we continue to serve.



## OUR EDUCATION SPONSORSHIPS

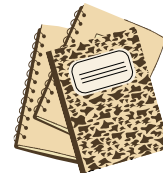
Our education sponsorships are how we address the financial barriers that prevent girls from attending school. For every \$50 sponsorship our donors provide, a girl receives:



New S H E uniform that grows



Full-tuition scholarship and exam fees



1 year's worth of school supplies



Year-round tutoring from our local team



Durable, waterproof backpack



Reusable menstrual health kit

# 2022 S H E STUDENT RESULTS



**1,500**

Girls in rural Togo received full education sponsorship from S H E in 2022



**99.9%**

S H E student Pass Rate. 1,499 out of 1,500 girls passed their classes and national exams.



**98%**

School retention rate of S H E students across all 21 communities we serve

## TAKING A CLOSER LOOK

How do S H E student exam pass rates compare to the national averages in Togo?

	National pass rate for girls	S H E student pass rate	% Improvement at S H E
<b>CEPD</b> (end of primary school)	<b>76.18%</b>	<b>100%</b>	<b>23.82%</b>
<b>BEPC</b> (end of junior high school)	<b>52.44%</b>	<b>100%</b>	<b>47.56%</b>
<b>Baccalauréat</b> (end of high school)	<b>52.39%</b>	<b>90.9%</b>	<b>38.51%</b>



### BELLA, 10 YEARS OLD

I started the S H E program 2 years ago, and I can say that our situation at home has changed compared to the past. Before, it was difficult to start the new school year with new school clothes and school kits. I am always sent home because of school fees and it is only towards the end of the year that my father can pay my fees after he sells our crops. Now that I'm with S H E, I return to school like the other children whose parents can afford it. My dad always says he's proud of me and all that S H E has done for me.

# WHY WE FOCUS OUR WORK IN RURAL PARTNER VILLAGES

## Higher barriers to education for girls

Poverty remains the largest barrier to education for girls in rural Togo, with roughly 69% of the rural population experiencing poverty.

Serving geographically excluded communities requires a more holistic approach to sustainable development and awareness of the larger community barriers threatening our students' long-term outcomes. Over the next years, we will continue seeking solutions and partners to address the following barriers we've uncovered over the last two years.

- **Only 6 of the 20 rural villages we serve have Junior High schools** (0 have High Schools), so accessible secondary school opportunities are extremely limited for students.
- **None of our partner schools have running water or bathrooms.** Girls are most likely to drop out when they reach puberty due to lack of sanitation facilities.
- **Classroom Investments:** While our tuition funding has already helped our partner schools build classrooms, issues like the **lack of school benches, equipment, and books** remain.



Attitsohoe Primary School



Weather damaged classroom in Avassikpe



Toilet facility in village school



Dzidzolé Primary School Classroom



### **AHIM MANDAOU, KPové PRIMARY SCHOOL DIRECTOR**

My name is Ahim Mandaou, and I'm the director of the Kpové primary school. There are no more school dropouts since the arrival of S H E. We also have no childhood pregnancy or forced marriage, which we've been fighting as an institution for some time, and we're seeing significant improvements since the S H E program has come to our village.



### **KOKOU GAYI, DZIDZOLÉ PRIMARY SCHOOL DIRECTOR**

My name is Kokou Gayi, and I'm the Director of Dzidzolé Primary School. Your actions are welcome in our establishment. This is not always the case with NGOs in our communities. Girls are motivated to come to school every day, and through your actions, the parents are helping to encourage the children to pursue their educations. Our parents love the work that S H E is doing for their children. We will continue collaborating with our parents to find more ways to motivate our children in this partnership.



“

Over the past three years, my situation has changed. I feel comfortable in the middle of my friends. My clothing now matches the other children, and my school fees are paid on time. I am no longer expelled like in years past. My parents are also happy with this change that S H E brought to our lives.

- Tordina, 12 years old





“  
Now that I'm in school like my peers, my mother always says she is proud of me, and she is proud of all the things that S H E has provided for our community. It feels really good to be like the other girls.

- Aimeé, 11 years old



“

Since joining S H E, my life has changed, and my mother has found relief. Today she no longer worries about my schooling. She is delighted with this change S H E brought to her life and keeps saying that it is thanks to S H E that my education is assured; otherwise I will no longer continue my studies.

After my studies I would like to train girls to sew to give other women the chance to work too. But my greatest desire is to take care of my mother who gives her body and soul so that I can succeed in life.

- Akouvi, 14 years old



# STUDENT SPOTLIGHT

## SEFAKO EGOH, S H E STUDENT SINCE 2018

My name is Sefako and I am 18 years old. I come from a polygamous family with 5 women, including my mother who is the second wife. Here is my story.

I started my primary studies with both of my parents' support. When I started the sixth grade, my father told me he no longer wanted me to go to school because he no longer had the means to support me. So from there, I went to the market to sell for a woman to earn money for my school books before the start of the school year. I had to fight to make it on my own.

One day, I was talking to a friend when she told me about S H E, and the organization really impressed me. So, when I was starting high school, I went to the management at S H E and asked if I could be enrolled in the program. And things went very well for some time.

Until one day, when I was 14, my father told me I either had to get married to a man he chose or leave his house. So I decided to leave his house. Thanks to the intervention of S H E, I was able to pay rent at the end of the month. And I worked with the good ladies at the market to earn means for my small needs, and it was thanks to the amazing women in my life that I was happy and going to school.

This summer, I graduated high school in sciences and passed my national exams. This was a really proud moment for me because it can be really difficult to pass the sciences exams.

Soon after, S H E hired me to be a Program Coordinator while I save money for university. I'm not exactly sure what I want to study yet, but with S H E by my side, I have belief in a better future.

And one of the most rewarding things about my new job is that I get to help encourage girls like me to continue their studies. When I am helping give out our back-to-school kits, I tell the girls all the time about how I wasn't encouraged to continue going to school by my father, but because I was able to persevere and stay committed to my studies, I'm now successful.

I am able to support my mother and my siblings through my work. I even was able to start my own side business of selling shoes. I'm truly living my dream.







# WOMEN'S EMPLOYMENT

## OUR PAID-TO-LEARN MODEL

At S H E, we intentionally hire women from low-income and low-education backgrounds who work as seamstresses in our sustainable factories. We've carefully developed our paid-to-learn model so every employee at S H E is guaranteed:



**Paid time devoted to adult education**



**No more than 40 hour work weeks**



**Salaries above living wage**  
(Our average seamstress salary is 75% higher than Togo's minimum wage)



**3-month paid maternity leave**



**Unlimited paid sick leave**



**Free childcare**

## OUR S H E COOPERATIVE

Currently, we operate two sustainable apparel factories. We opened our first factory in 2018 in the town of Notsé and we employ 8 seamstresses here full-time. In 2021, we opened our second factory, which we call our S H E Cooperative, in the rural village of Kpové and hired 8 more women full-time.

The S H E Cooperative seamstresses now make our S H E uniforms, and in 2023, 100% of our reusable menstrual pads will be made at the S H E Cooperative!

With 75% of S H E seamstresses having never gone to school upon hire, it's been incredible to watch them break cycles of generational poverty and pave a new path to empowerment for themselves and for their communities. As we continue to grow our mission, we can't wait to multiply our Cooperative locations across rural Togo.

## SEAMSTRESS TRAINING

New this year, our lead seamstresses were invited to lead two training sessions for over 300 seamstresses in rural Ghana. This training was intended to help women diversify their skills to help rebuild their businesses after they'd been displaced during the pandemic.

Mawudina, Fawzi, and Amoeno traveled to 6 different regions in Ghana to teach women how to sew our reusable menstrual pads out of fabric scraps and other free materials.



## AKOSS

### S H E Cooperative Member

This year, all of us were promoted to long-term contracts with S H E, and we received large raises in our salary. I cried. Francoise just gave us an envelope without telling us what was inside.

At first, we thought it was a mistake. The payment was too high. It was like I was dreaming. We really weren't expecting it because we never imagined that we could be making this money in our lives. I've always saved 70% of my salary, and I know that this will allow me to accomplish so much for my family and our future.

## BEFORE WORKING AT S H E...

At S H E, we intentionally create uplifting jobs for women from low-income and low-education backgrounds. Prior to employment at S H E:



**75%**

of seamstresses had never been to school (the literacy rate in Togo for women is 51.74%)



**2**

of our seamstresses had official documentation for formalized employment



**0**

were enrolled in national social security, retirement, or health care benefits



## AMOENO

### Co-Lead Seamstress at S H E

The journey to S H E was a long one for me. I had completed my sewing apprenticeship more than 15 years ago. I worked for many years before starting a successful shop of my own. I was even training several seamstresses.

However, because my husband is a teacher, we are often relocated. When we moved to a new town, I opened another shop, but I went two years without a single client. Years later, we were relocated again to Notsé, but I encountered the same problem. I had no source of income again.



**0**

had bank accounts or personal savings accounts



**0**

had ever received a formal paycheck for their work



**8**

children of S H E employees weren't enrolled in school due to lack of financial means

## ... AFTER ONE YEAR OF EMPLOYMENT WITH S H E



**192**

paid hours of adult education completed by every S H E seamstress in 2022



**100%**

of seamstresses achieved basic literacy and numeracy in French



**100%**

are promoted to long-term contracts and enrolled in national social security and, health care programs



Now, I have worked at S H E for 3 years. And last year, I received the honor of being chosen as one of the Lead Seamstresses at S H E. It's a dream come true for me. We have the best team ever.

I can remember the day I was promoted. As a woman, I was more than proud of myself. I can still see in my mind how happy my husband was. It just shows that the mutual respect women receive when they are financially independent makes a huge difference.



Plus, since I became a lead seamstress, so many things have changed. Now, I am growing my business of selling fabric, and I am even paying for my sister to become a seamstress. Even with all of this, I have saved more than I ever made in 15 years as a seamstress.

I think I am a natural leader, and people around me have confirmed it. I'm my happiest at S H E.



**100%**

of our seamstresses opened personal savings accounts. 2 have purchased motorbikes, and 2 have purchased land



**75%**

our average seamstress salary is over 75% higher than minimum wage



**100%**

of employee children are enrolled in school, receive regular medical care, and have lunch money

# SUSTAINABILITY



## HOW WE DEFINE SUSTAINABILITY

At S H E, we look at sustainability in three ways: **1.** the sustainability of our impact **2.** the sustainability of the environment and **3.** the sustainability of our business model.

**1. Impact** | We've always aimed to approach challenges holistically by solving short-term and long-term needs. That's why we invest in both girls' education and new job creation for women so that when a girl completes her education, there will be a stronger local economy that can support her.

**2. Environment** | In all we do, we make every effort to reduce our environmental footprint. Our factories proudly repurpose 100% of fabric waste into usable products like our menstrual pads. In 2021, we went beyond a neutral footprint and began recycling fabric waste from factories in surrounding areas. To date, we've diverted more than 20,000 pounds of fabric from landfill or incineration.

**3. Business** | We have always recognized the limitations of an entirely donation-dependent nonprofit model. In order to ensure the longevity and resilience of our work, we are building what we call our "Nonprofit Social Enterprise Model". Essentially, this means that in addition to our incredible donors and grants, we also earn our own revenue through manufacturing products for business clients. In 2022, we grew our earned revenue by 10%, and we're excited to continue growing this new model for nonprofits alongside you.

## OUR SUSTAINABLE PRODUCTS


Our sustainability journey started when we discovered that girls were outgrowing their required school uniforms several times throughout the year, multiplying the financial barriers already preventing girls from staying in school and creating unnecessary fabric waste.

Unable to find a solution in the market, we started redesigning our school uniforms to last longer and create zero fabric waste. In 2021, we launched the newest edition of the S H E uniforms for our 1,500 students. This dress expands six sizes and up to a foot in length and is designed to grow with a girl over a total of 3 years. (Plus, it now has pockets!)

# THE S H E UNIFORM

The world's only school uniform that grows.

## What makes the S H E uniform special?



← expands 6 sizes in the arms, chest, and waist & creates a tailored fit at every stage of growth

← pockets

← hidden layers of velcro allow the dress to grow up to 12" in length!

“**EDUCATING GIRLS IS NO LONGER AN OPTION, IT'S A NECESSITY.**

- FAWZI, S H E DEVELOPMENT DIRECTOR





## OUR NONPROFIT SOCIAL ENTERPRISE MODEL

We are a nonprofit first and foremost, so our highest priority is ensuring that our donor dollars go directly to serving our mission in the most meaningful way. And, because we've seen the unfortunate reality that nonprofit models can be vulnerable to economic downturn or inconsistent funding, we also view it as our responsibility to develop the most resilient business model that ensures the impact you've helped create is sustained for the long-term.

Being a Nonprofit Social Enterprise means we will continue to be a 501c3 nonprofit, and we will continue earning additional revenue through the amazing products our seamstresses make when we are not producing school uniforms for our girls. All in the hopes of building a model that allows us to serve our mission with the highest efficiency and greatest resiliency.

## OUR CLIENT PROJECTS

In late 2022, we collaborated with companies in the US to make products for their brands. We'll be announcing these beautiful product launches with our partners throughout 2023, and we're excited to expand this opportunity for partners to engage with our seamstresses' talents and support our mission.





## FRANÇOISE ODOH

### Education Director

This year 2022 is a year full of successes. I am personally so proud of the work we've done throughout this school year. Everything from our school kit distribution to our weekly tutoring is having an extremely positive impact for our girls.

Our students have achieved their highest success yet. With 99.9% of our girls passing their classes and their national exams, we know their determination and work ethic will carry them very far in life.

During a recent meeting with our parents, it became clear to me how much community trust and support we have built. They made it clear that they feel it is thanks to S H E that their girls are at ease in their education. We're more inspired than ever to continue growing S H E throughout Togo so that all girls and women may benefit from our program.

We are so grateful for the S H E community that continues to make it possible for us to serve so many of the girls and women of Togo. I hope you know the great organization you've helped build.

Thank you very much. Merci Beacoup.



## FAWZIYAT SANI

### Development Director

First of all, I would like to say a big thank you to all people who support our work from near and far.

I watch as our seamstresses continue to share their joy every time they walk through our doors. They are so grateful for the guaranteed salary at the end of each month, the literacy classes they receive, and the unconditional support from the team. They continue to remind me that S H E is more than a workplace, S H E is a second family. And many of our women are starting to make their dreams of owning land, owning a motorcycle, or starting a savings account come true.

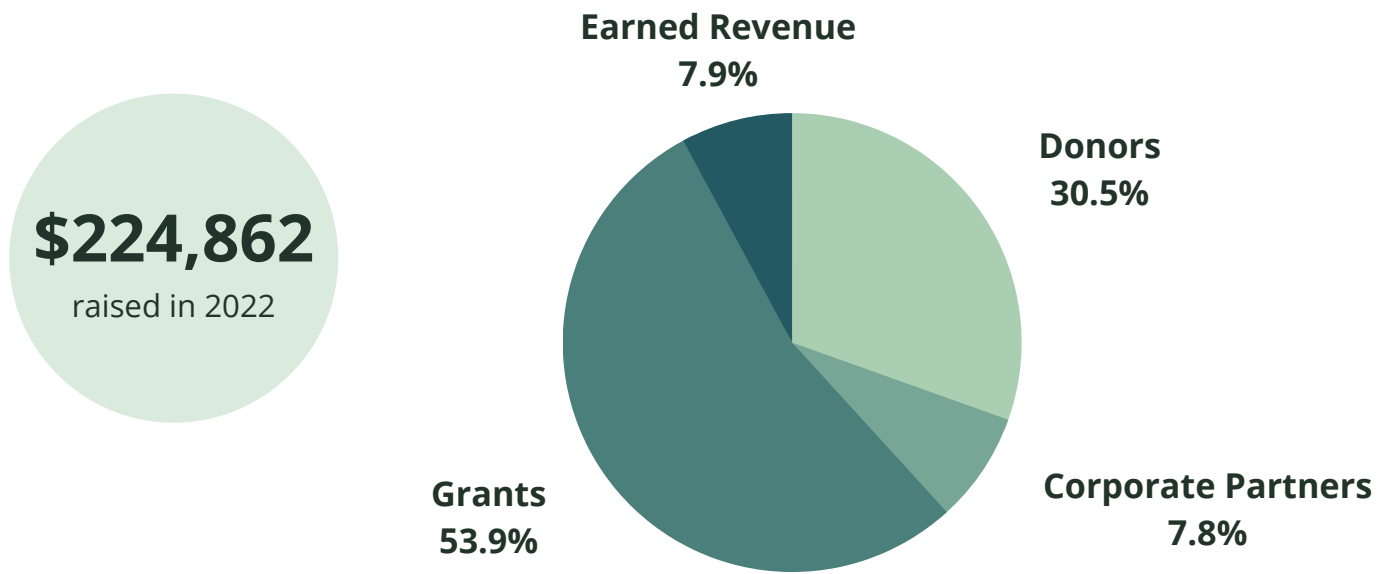
When I was finishing my English degree, people used to ask me, "what would you like to become?" I said with hope that I was going to work in international organizations, knowing that most people ended up as teachers - the majority in private schools with meager salaries and only the luckiest in public schools. So I thank you all for making my dreams come true, too.

As I look to the future, I am encouraged by all of the projects we are exploring to earn revenue for our program and make our organization locally sustainable. I'm honored to help develop our Nonprofit Social Enterprise model to make your donor dollars go even further. As with all things, building this program has taken some time, but we are learning so much and we will not give up. We thank you so very much.

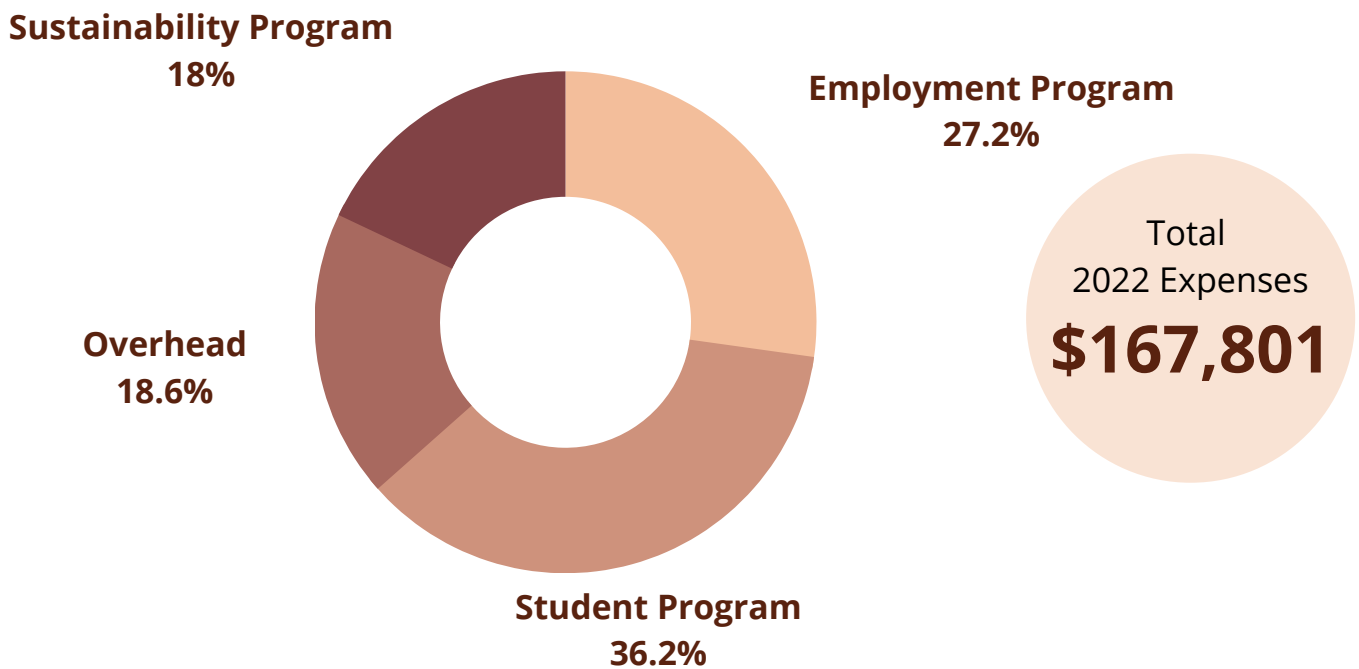
# OUR FINANCIALS

We believe you deserve confidence in how your contributions are invested at S H E. We're committed to remaining transparent with our financials.

## FUNDING SOURCES



## EXPENSE BREAKDOWN



Our overhead includes our Togo rent & utilities, our accounting & legal services, processing fees, travel, and 25% of our CEO's salary to account for her time spent fundraising and marketing the S H E program.



# STACEY TARGEE

## President, Board of Directors

When I joined the Board of Directors five years ago, I could have never imagined what a beautiful journey it would be. In the beginning, we were thrilled to support 64 girls in gaining access to education. Little did we know that in just five short years, we would be supporting 1,500 girls through their educational journeys. Nor did we know the program would reach 21 rural villages or employ 30 amazingly talented women!

The goal of S H E has always been to empower girls and women to have options to choose their own paths in life. But the sense of community and family that's become the heart of S H E is pure magic. S H E is special and such a blessing to so many, including myself.



# THANK YOU

Our Annual Report would never be complete without honoring what makes this all possible - our incredible donors. You helped us raise a record \$224,862 to serve girls and women in Togo. You helped 1,500 girls receive the chance to go to school, employed 30 women year-round, and empowered us to continue expanding services for our 21 amazing community partners. We're so grateful.

## THE S H E COLLECTIVE

The S H E Collective is a dedicated community of change makers who invest in S H E every month. Thank you for taking every step of this journey with us.

Allison Mattson

Ashley Porter

Brooke Ramstad

Chloie Dale

Dennis Sherman

Dr. Sarah Nelson

Greg Luhn

Hanaa Al Barwani

Jordan Chambers

Julie Stevens

Kenton and Nikki Lee

Lesli Pennock

Mara Litushko

Marc Chopin

Mark and Jeanette Priddy

MaryAnn Smith

Matt Walo

Niels & Erin Damman

Nina Steffens

Pam Derosé

Ron and Ellie Hampton

Shawn Weingartner

Stacey & Tyler Targee

Stephanie Austad

Tami Miller

Theron McGriff



My husband Ron and I are both convinced that helping women and children pursue education is the single most important way to improve their lives and their communities.

As we've watched S H E grow, through providing more education opportunities and especially through providing school uniforms that grow with each girl to remove roadblocks from their path, we decided our support can't be an occasional contribution.

Most recently, learning how S H E has enabled local leadership of the programs, we've become even more dedicated to supporting S H E. That is how we came to be monthly supporters."



# OUR PARTNERS

Our partners are foundations, companies, and nonprofits helping us further our mission. Thank you for your continued partnership. We are so grateful to work alongside you.

Reid Family Foundation

saalt

SWAHA FOUNDATION



Global Mamas

ANNA SCHIMMEL



Nampa Rotary Club



Boise Sunrise Rotary Club

