

20 Annual Review

Thank you.

FROM OUR FOUNDER

It's been a year unlike any other, and it is during times like these that we feel especially grateful for the S H E community. You empowered us to show up and step up for the girls and women we serve during a very difficult time, and for that, we cannot thank you enough.

We're troubled by the pandemic's disproportionate effects on girls and women globally, with an expected 47 million girls and women being pushed into poverty and an expected 11 million more girls never returning to the classroom after the pandemic. And these impacts are not isolated in the global south. We watched as 865,000 American women fell out of the workforce in September alone.

We feel humbled to respond to these deeply concerning statistics and the growing needs of the communities we serve. With the support of our amazing donors and partners, we've been able to double our full-time employment numbers, add 1,000 girls to our student sponsorship program in Togo, and employ women in Idaho who are refugees and were displaced by the pandemic.

If this year has taught us anything, it's that despite major adversity, we really can create a better, more equitable world together. There is so much work remaining to dismantle social inequities and rebuild flourishing communities, but we believe this is an opportunity for us all to reset with intention and action towards global equity. And it's an opportunity to prioritize women and girls as we move forward toward together.

At S H E, we believe in a world where every girl and woman can do more than survive, she can flourish. In partnership with the incredible girls and women we serve, we're continuing closer to that vision every day. I am incredibly proud of the leadership our Togo team has shown in this ever-changing year, and I'm completely honored to be part of such a special team and community. We are more inspired than ever, and we thank you for being our partner in this increasingly important work.



With tremendous gratitude,

Payton McGriff

It's impossible to effectively summarize the experiences of 2020. We've witnessed incredible sacrifices, acts of heroism, and social progress around the globe, and we have navigated devastating loss. As we look back on the unpredictable year that was 2020, we are constantly reminded of the words of our Development Director, Fawzi.

"we are stronger together."

Even though we have been separated through distance for the majority of this year, we have been amazed at how much closer we feel to our team, to our students, and to our community. The impact and growth achieved at S H E this year is a beautiful representation of the collective power we possess when we are united around an uplifting cause.

While the majority of this annual review will focus on the amazing achievements of our S H E team and community, we feel it is our duty to continue calling attention to the devastating effects of the pandemic on girls and women that make our work more important than ever.



11 million girls may never return to school

According to UNESCO, 11 million girls may never return to school after the global education disruptions.



47 million more girls and women pushed into poverty

UN Women found that 247 million women and girls will be living on less than \$1.90 per day in 2021.



We're at risk of losing 25 years of progress this year

Without mitigating efforts, we are at risk of losing a generation of fragile progress for women's equality.

These alarming global statistics not only threaten decades of progress made towards gender equality, they put girls around the world at risk of adolescent pregnancy, early and forced marriage, and violence. For many girls, school is more than just a key to a better future. It's a lifeline.

Going forward, we need to prioritize women in the workforce by creating environments that help women thrive. Things like childcare benefits, paid maternity leave, flexible scheduling, and continuing education are places to start, and we are proud to build each of these elements into our paid-to-learn employment models. To ensure girls have safe and stable learning environments, we're investing in a holistic approach to education with even more intention.



HOW HAS COVID-19 IMPACTED GIRLS AND WOMEN IN TOGO?

This year, schools in Togo were closed in early April and remained closed until late November. Intercity travel was completely halted, making it difficult for organizations to reach rural communities. Without internet access and a lack of technological infrastructure throughout the majority of Togo, distance learning was not an option. Thus, the majority of students were completely left out of learning for 8 months.

When schools finally reopened in late November, schedules had to be modified to maintain social distancing. As we've seen for years, overcrowding is a tremendous issue in Togo schools, with 3 students to one desk a very common occurrence. Schools didn't receive the funding necessary to build enough desks or expand classrooms, so they were forced to split classes into morning and afternoon sessions.

Unfortunately, students and teachers are bearing the greatest burden of this year's changes. We were disappointed that in the middle of a global pandemic and economic downturn, students in Togo were charged two times the normal tuition rate to cover the schools' reopening costs. Fortunately, our amazing donors raised the amount we needed to cover full tuition for our students, but we know that tens of thousands of girls will lose out on their educations for this unanticipated expense increase.

HOW S H E ADAPTED TO CONTINUE SERVING GIRLS AND WOMEN

When schools closed in April, our teachers began making at-home learning kits for our students. We set up a small walkthrough window for students to safely collect their materials and return their previous lessons. Our goal became bridging the education gaps that were continuing to widen.

After only a few weeks, the Togolese government decided that students in grade levels that required national exams would return to school to prepare for their tests. We quickly set a goal of helping 100% of our students pass their national exams. We hired 3 additional teachers and arranged outdoor tutoring sessions every Wednesday and Friday to assist with the test preparations.

Amazingly, **97% of our students passed their national exams!** When we say this is an incredible accomplishment, we simply cannot overstate it. The 3 students who were unable to pass will repeat their grade level with sponsorship from S H E and retest in summer 2021.



1,000 NEW STUDENTS

We knew the pandemic posed a tremendous threat to girls' enrollment in school, so in May, we committed to sponsoring an additional 1,000 girls in Togo.

Growing our program by 500% required an exceptional amount of work from our team and support from our community, but people from around the world stepped up in so many ways, put in countless additional hours, and fundraised more than ever before to help achieve this inspiring goal.

DOUBLING OUR FULL-TIME TEAM

Knowing that women's employment would be vulnerable to the unfolding year, we also committed to keeping our team fully employed throughout the pandemic. When the opportunity arose for S H E to manufacture PPE, we were not only able to secure employment for our current team members through the year, we were able to hire 5 additional women full-time.

This also enabled our Founder and CEO, Payton, to join our paid staff as the 21st official employee of S H E! We also hired Rita, our first seamstress in Boise, Idaho! (You'll find her incredible story below)



2020 HIGHLIGHTS

Here are some of the highlights of 2020 that remind us that even in the most extreme forms of adversity, opportunity persists.



1,180 girls sponsored

This year, we added 1,000 girls to our program in Togo



21 women employed

with salaries above living wages. (19 in Togo, 2 in Idaho)



17 towns and villages served in Togo

This year, we expanded our program into 16 remote villages surrounding our Notse office



Expanded women's employment programs to Idaho, USA

In response to overwhelming job losses among women in the US and the demand for face masks, we hired our first seamstresses in Boise, Idaho



12 handwashing stations installed at partner schools

In addition to the 2 girls' bathrooms built in partner schools in 2019



2 women received 3month maternity leave

Employees received 3 months of paid maternity leave, and we welcomed two new healthy boys to the S H E family!



1,000 menstrual pads made with recycled fabric

All fabric scraps are shredded and converted into reusable menstrual pads for our girls



500 pounds of fabric diverted from landfill

We've recycled 100% of fabric waste generated by S H E manufacturing in 2019 and 2020



6.500 face masks made

Starting in April, our seamstresses have made over 6,000 face masks in Togo and the US



400 hours of tutoring, skills training, and support

provided for each student in our girls' education programs



OUR FOCUS

Our 3 years of experience have led us to identify three social barriers that prevent girls and women from flourishing:



EDUCATION

With 132 million girls out of school globally, gender inequality threatens global development.



EMPLOYMENT

740 million women lack formal, protected employment leaving them vulnerable to harsh working conditions, exploitation, and poverty.



ENVIRONMENT

Climate change disproportionately impacts girls and women, and the apparel industry is known to be the 2nd most polluting industry in the world.

OUR SOLUTION

We focus our programming around these three areas so we can build a world where all girls and women can do more than survive, they can flourish.

Girls'



Women's Employment



Circular Design & Production



1 Girls' Education

STARTING WITH A SCHOOL UNIFORM

Required school uniforms represent the largest financial barrier for girls seeking an education in Togo and many countries around the world. With 69% of the rural population in Togo living on less than \$1.90 per day, family finances are the number one reason students miss out on their educations. On-going poverty leaves rural girls in Togo with an average of just 2 - 3 years of education.

That's why all 1,180 students in S H E | Togo received a new school uniform, full-tuition schoolarship, school supplies, and reusable menstrual products at the beginning of the school year. We address the immediate financial barriers to education, so our girls can begin forging their own pathway to empowerment.

AND PROVIDING YEAR-ROUND SUPPORT

We know empowerment is much more than providing supplies and getting girls in school. In addition to the financial support provided to each girl at S H E, we provide year-round skills training, mentoring, tutoring, and support in our after-school program. To help our students prepare for their return to school after 8 months outside the classroom, we provided 1 month of free summer schooling classes to all students in our program. Now that the school year is underway, students in Notsé meet twice per week at our office to participate in a wide variety of socially distant lessons.

For our new students who live in remote villages, our staff visits once per month to host educational workshops on topics like feminine hygiene, girls' rights, and skills training. Our Togo team is building relationships with local women's groups and new students with the hope of establishing locally-led after school programs for girls to meet more regularly.

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Educating girls is no longer an option, it's a necessity.

- Fawzi, Development Director







WHY IT'S IMPORTANT TO SUPPORT GIRLS IN RURAL COMMUNITIES

Girls in rural Togo spend an average of just 2 - 3 years in school, with many never stepping foot inside a classroom. That is roughly half the time that girls in urban cities spend in school. The reason is that barriers to education are greatly amplified for girls in geographically excluded towns. In Dzéményi, one of our new partner villages, we saw a stark reminder of just how many barriers are keeping girls out of school.

When we first visited Dzéményi, we learned that the 3 girls pictured with Françoise were the only girls remaining in the sixth grade in the entire community. Every other girl had been pulled out of school early because her parents couldn't afford her education, because she was kept in the home for house chores, or in some cases because she was expected to marry.

The tremendous barriers girls overcome to achieve their educations is a testament to their strength and resilience, and each of our girls represent the opportunity that exists within even the most extreme forms of adversity.



OUR STUDENTS' ACHIEVEMENTS

This was an especially tough year for our girls, but despite the widening education gaps forming this year, our students achieved our highest success rate to date!

	2017 - 2018	2018 - 2019	2019 - 2020
Girls sponsored	65	150	180
Student pass rate	85%	93%	97%

175 out of the 180 girls sponsored for the 2019 - 2020 school year are moving on to the next grade in their schooling. It's with the help of our amazing team of teachers that students passed their national exams during such a difficult year, and we are incredibly proud of their achievements. Students who weren't able to pass their exams will repeat their respective grade levels with continued support from S H E.

2 Women's Employment

During a year when women's employment is incredibly vulnerable, our community helped us keep our entire team fully employed and empowered us to create 5 more full-time positions on our team.

WHY WOMEN'S EMPLOYMENT IS SO IMPORTANT

Our employment initiative began when we hired local seamstresses to produce the first batch of school uniforms for our girls. In getting to know these talented young women, we started to realize their was a growing population of young women who were denied an education and had no real opportunity to gain one after "aging-out" of the formal education system.

Becoming a seamstress is one of the only options for girls from low-income backgrounds who cannot read or write, but it's known for being a harsh and vulnerable industry. Girls are forced through a system that requires them to pay a large sum of money to become an apprentice for a shopkeeper, and they then spend a minimum of three years working unpaid in their shop. Many apprentices come from small villages outside of towns, so they end up living with their shopkeeper to maintain housing. Often times, girls put in a full day of unpaid work at their shop and return to the shopkeeper's home to complete all household chores.

This year, we hired 4 new full-time seamstresses, and they are some of the most inspiring women we've ever known.

OUR PAID-TO-LEARN MODEL

It's not just about getting women to work in jobs, it's also about getting jobs to work for women. We built our paid-to-learn employment model to help women break cycles of poverty and gain independence in their own lives. Every woman employed by S H E is guaranteed:



Paid time devoted to adult education



No more than 40 hour work weeks



Salaries above living wage



3-month paid maternity leave



Paid sick leave



Childcare benefits



Meet Akouto

Akouto joined our team in May of 2020. She's a strong, soft-spoken, and wildly talented woman.

As a child, Akouto was sold into forced labor by her aunt. She worked 12 years as an unpaid housemaid in a family's home before escaping with the help of another family member.

We've always believed that talent is equally distributed, but opportunity is not. Akouto has overcome tremendous hardship in her life, and she refuses to be defined by her circumstances.

Below, she shares her story and encouragement that all girls and women should hear.



I never expected to be working for an organization like S H E, but it is something I am so very proud of. I was never able to finish my education because I didn't do well in school. I failed the second grade 3 times. I was so ashamed of myself that I dropped out of school, and I never learned to read or write.

My sister brought me to Lome to work as a maid, but I was never paid by the family and I spent many years trapped and working in their home. Eventually, my uncle helped me get out of that situation and get into a sewing apprenticeship. But after I finished my apprenticeship, I stayed around at the shopkeeper's because I couldn't afford to open my own workshop.

Honestly, it was a very difficult period of my life and I was losing hope quickly. But then, all of a sudden, I heard Françoise's voice on the radio talking about an NGO that was hiring seamstresses. I applied that same day.

Now that I work at S H E, I can truly say my life has changed. I'm now respected when I speak among my family and friends. People in my neighborhood have great interest in my work, and I'm able to rent my own house and support myself.

So, if there's one thing I want to urge girls and women, it's to never let shame control your life. Shame leads us to bad decisions and to be persuaded by the wrong opinions. I was ashamed because I thought I was not smart like the others, so I dropped out of school. But I know now that was a big mistake. If I wasn't ashamed of my condition, I would've continued my education and I would've graduated from school.

So mothers and daughters, I urge you to go for it and to go far. Have confidence in yourselves, believe in your decisions, and dream of big things. S H E will support you to achieve your potential. And S H E will see all of the value you already have.

EXPANDING OPPORTUNITY FOR WOMEN IN TOGO AND BEYOND

This year, women all over the world faced devastating job losses. Among those especially hard hit were women in the United States. In the month of September alone, 860,000 women fell out of the workforce. This represented roughly 80% of the people who fell out of work that month.

Our goal has always been to grow opportunities for women in Togo and beyond, and the amplified needs created by the pandemic expanded our focus to the United States. In our hometown of Boise, Idaho, the demand for sustainable, responsibly made products



(especially face masks) grew rapidly alongside the increased need for jobs during the pandemic. This culmination of events led us to open our second employment program for women in our hometown of Boise, Idaho, USA.



Meet Rita

Rita is the first woman we hired in our Boise program this fall! Originally from the Democratic Republic of Congo, Rita first learned to sew from her talented mother, Veronique, who worked as a fashion designer and model in Europe before opening her first boutique in the DRC.

When Rita was just 8 years old, the first Congo war destroyed her mother's shop and her family was forced to flee to the Central African Republic as refugees. After 15 years in the CAR, they were given a second chance in 2012 when they moved to Boise

and opened a successful retail shop in the International Market. When it burned down in 2015, the two women were more determined than ever. Rita is a testament to the strength and resilience of women, and we are beyond honored to be working in partnership with her.

This fall, Rita officially joined team S H E as our product manager and designer. She is now the talented woman beyond all S H E masks, bags, and client projects in the US. As we continue growing our permanent presence in Boise alongside Rita, we're honored to have the opportunity to serve women in Idaho who are refugees, women experiencing homelessness, and women displaced by the pandemic. We can't wait to share some of the incredible projects Rita is cooking up for S H E in 2021!

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We are here not to be the first, but to refuse to be the last

3 Circular Design and Production

At S H E, we don't just produce products, we thoughtfully design and manufacture them to eliminate their negative environmental impact. It's widely known that clothing production is the second-most polluting industry on the planet, and the impacts of pollution are directly and disproportionately affecting women and girls.

HOW DO WE MAKE OUR PRODUCTS SUSTAINABLY?

We started by redesigning our school uniforms to last longer and create zero waste. S H E uniforms expand six sizes and up to a foot in length, and they're designed to grow with a girl over 3 years. We then take all fabric scraps from the manufacturing process and transform them into reusable menstrual pads for our students. In 2020, we manufactured 1,180 S H E uniforms that grow and recycled 500 pounds of fabric scraps into reusable menstrual pads for girls!



In addition to S H E products, we also design and manufacture sustainable products for businesses around the world. Our business-to-business manufacturing is a strategic decision that allows us to scale more efficiently, balance the seasonality of school uniform production, and increase long-term employment numbers for our women. It also allows us to earn revenue to grow our programs and sustain our impact over time.

This year, clients from Dubai, Germany, Great Britain, and cities around the United States helped us build our jobs programs through responsible manufacturing, and we can't wait to continue building our social business model for women and girls.

3 How can we know we're making a difference?

We closely monitor our programs through ongoing interviews with our students, employees, and community members. We also collect data to see how many of our students are growing in the program and where we can improve our programming to better meet them where they're at. But don't just take our word for it - we'd love you to hear it directly from our community members.



Francoise Togo Program Director

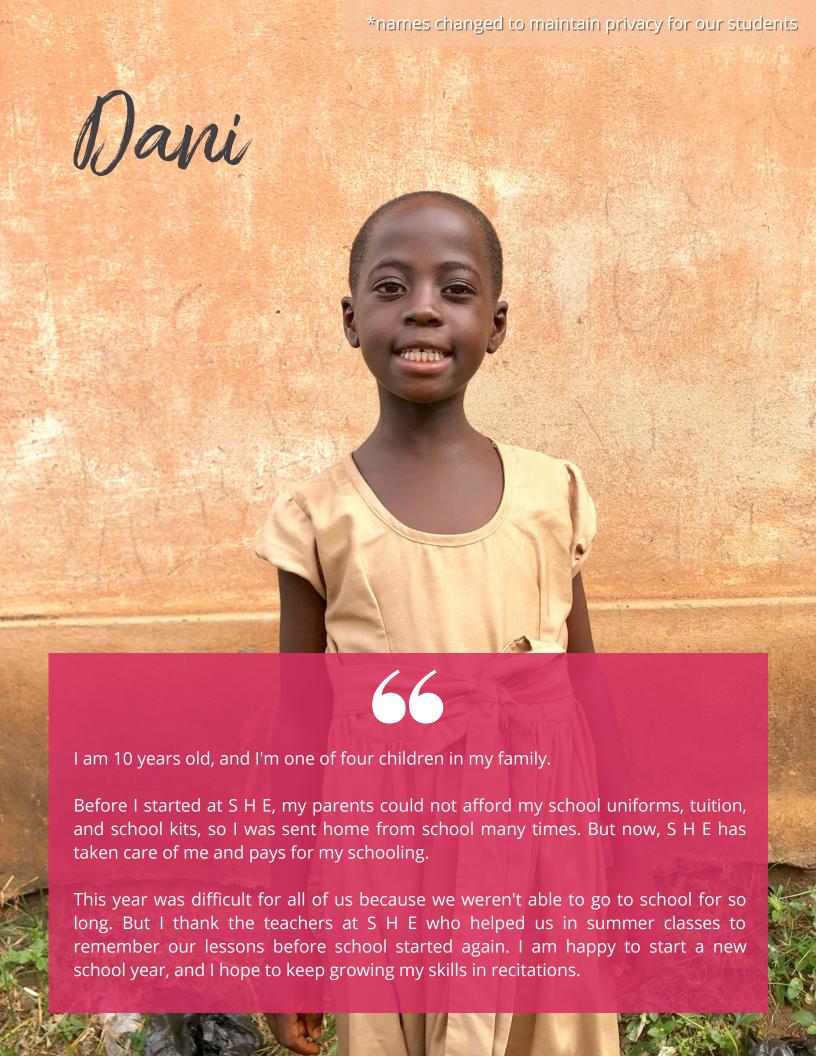
I can say that the S H E community is growing exponentially, and that makes me very proud. S H E is evolving every day, but it was during this unpredictable year that I felt the real power of the force that is S H E and our amazing women leading it. So I think it is very fitting that "S H E is becoming" was the theme of our campaign this year. S H E is becoming a movement.

For those of you who have been with us since the beginning, you know that we started with

just 65 girls in our program in 2017. Then, in 2018 we grew to 150 girls and again we grew to 180 the next year. But S H E truly became a movement this year when we registered 1,000 new girls in 16 different villages. We distributed school kits and school uniforms, and we didn't stop there. The S H E community in the United States took action to raise money and provide full-tuition scholarships for every one of our girls.

When I remember the warm welcome we received from the villagers during our visits and during our back-to-school campaign events, I realized that S H E is much bigger than just an NGO. We have a special opportunity to end discrimination against women in Togo. Our entire team grew more committed to that vision than I've ever seen, and we have faith that S H E will grow throughout Togo and beyond.

I personally salute the work of S H E, and I believe in the difference we're making in the communities we serve. I receive meaningful messages from parents, students, and headmasters nearly every day, and I thank you for letting me a part of this very special movement in our country's history.





2020 impacted me especially because it was a very dark year for many companies in Togo. With the advent of the coronavirus, many companies have had to downsize. Others have even closed their doors permanently. However, at S H E, not only have we doubled our workshop staff, but we have also extended our scope.

We have obviously gained experience over the past two years and we have been able to reach out to areas in which the need is greatest. I admit, I find this to be the most meaningful part of my work. When we can create a job for a woman who is supporting her family on her own, or when we can hire a woman who has tried for years to find stable work, I feel so inspired. We are really proud of our growth, and we're especially proud of *how* we're growing.

It's with so much sincerity that I say, it wouldn't have been possible without you.

Thank you for supporting us. Thank you for promoting girls and women.



My favorite thing about S H E is that I know I am supported unconditionally. I feel supported by my sisters and my friends at S H E, and I am happy when I am here. I am also proud of myself because I stay committed to S H E no matter the difficulties I face. This year, I am challenging myself to learn reading and writing better.



Ami 66



I never imagined there would be an NGO like S H E in my village. Before the arrival of S H E, there was no way for girls without means to go to school. I am so happy to have a new school uniform and notebooks to last me the year. Now I can draw as many things as I can imagine.

I hope S H E continues to support girls in my village so we can stay in school.





Amoenon

S H E Seamstress

Several things made me proud at S H E this year. After we were finished making the school uniforms, we were invited to go to the villages to sensitize young girls and women on the importance of work and to distribute school kits to girls so they can finish their educations. We were all very happy and honored to give these kits to our younger sisters and to pass on to them the little that life has taught us.

Once in the villages, everyone was really grateful, but it was during our visit that we confirmed that children are suffering even more in the villages. The condition of their uniforms was deplorable. Some didn't even have

them and they were dressed in tattered clothes. Others did not have shoes on. It was quite sad. So when we arrived with the kits, we were greeted with two arms, as we say in Ewé.

After the sharing, we encouraged those children not to give up. To always persevere because we too have faced hardship and overcome them. We also encouraged parents whose children were not able to graduate to continue supporting them. We showed them that if the studies didn't work, they can learn a trade. We shared our stories and told them that we wouldn't be at S H E if we hadn't learned to sew. From the way they were looking at us, we are sure something changed inside them. Even though 2020 was a tough year, at S H E, we all gave our best, we came together to persevere, and we accomplished amazing results. I am so proud to be part of this journey.

Anani

Headmaster of Dakpodji school

I'm here to give testimonies on everything the S H E program has been doing for us at the Dakpodji school. I'm even afraid I won't be able to cover them all. To start, S H E built 2 new toilets for us. After that, it was the rehabilitation of a whole building of four classes with our two offices, and you have helped us build twelve tap handwashing systems for our students during the coronavirus.

S H E provided face masks to our teachers and students, and you sponsor several girls from underprivileged backgrounds in our school.

Really we say thank you very much and may this program continue over time.



Wow, we could really get carried away with stories from our incredible students, team members, and families. (Which we definitely plan to do in a later S H E Community Report!) To make sure you get all the information you deserve, we will wrap this up, but not without a few of our favorite moments from 2020!



Our seamstress, Wassila, sporting her new helmet she purchased from her S H E salary. (She's now saving up for the motobike to accompany it!)



S H E is Becoming, our annual back-to-school campaign, showcased our brilliant students and helped 1,180 girls enroll this year!



One of our newly enrolled students, Emilie, smiling with her back-to-school kit.



Our Togo team getting ready for the first of 16 back-to-school events this fall.



Elolo in the middle of 1,000 school supply kits



Visiting our amazing new partner villages

4) The many times you inspired us



SHE MOVED MOUNTAINS

When 10-year-old Flo was in quarantine in the summer of 2020, she decided she would use her time indoors to make a difference in the world.

Flo decided she wanted to climb the equivalent of Mt. Everest from the stairs in her home and raise money for girls' education!

During her 45 day challenge, Flo climbed a total of 85.238 stairs and raised \$3.500 in the process. By turning her free time into a time to make a difference, Flo helped 177 girls in Togo go to school!

S H E moved mountains.

GIRLS SUPPORTING GIRLS

Early in the year, six students from Eagle High School in Boise, Idaho raised \$585 to provide reusable menstrual cups to girls in Togo. Together they raised enough money to buy reusable menstrual cups from our partners, Saalt, and they funded essential menstrual education workshops for girls and women throughout our Togo communities.

They also presented to their class to raise awareness about period poverty around the world.

We're absolutely inspired by the power of girls supporting girls!



Countless times, the S H E community showed immeasurable support for girls and women. During one of the most challenging years on record, you helped us raise more than \$100,000 to support our programs, and we couldn't be more grateful for the work you've made possible. You inspire and empower us to continue this important work.

5 Forward Thinking

With the global setbacks of 2020, our work became more important than ever before. So we are leaning in close to our goal of building a world where all girls and women can do more than survive, they can flourish.

We're moving into 2021 with increased focus and inspiration for where S H E is headed. We'll continue expanding our girls' education and women's employment initiatives in both Togo and Idaho as we build our earned revenue to help grow and sustain our programs.

With the incredible support of our donors, we're able to sponsor a growing number of students each year. With the increasing number of client orders we're receiving from our responsible factories, we're able to employ an even greater number of seamstresses than we imagined. And with the amazing support of the community in Notsé, we're able to serve a growing number of community members daily.

As you know, we aspire to create systemic change for girls and women around the world with education, employment, and environment at the heart of all we do. That's why we've set an audacious **goal of reaching 1 million girls and women by the year 2030**.

We are building a new model of change for girls and women, and we are incredibly proud to see how resilient S H E has become in an ever-changing world. We will continue listening, learning, and pivoting as we move forward towards our vision, and we thank you endlessly for being our partner in this journey.



You make our work possible

Our Annual Report would never be complete without honoring what makes this all possible - **YOU**. Our donors and supporters helped us raise **\$105,334** for our girls and women (more than double the amount you raised last year!) You are responsible for 1,180 girls receiving the chance to go to school, employing 21 women in both Togo and the United States, and uplifting the 18 communities we now serve through gender equity.

When our future was uncertain, you empowered us to continue our work, and that can not be said enough. You mean the world to us.

With a very special thank you to

OUR PARTNERS

Who supported us in so many ways this year - we are so grateful.





















YOGAMIGAS



OUR S H E COLLECTIVE

Who invest monthly to create lasting change for girls and women

Ellie Hampton	Lesli Pennock	Niels Dayman
Ashley Fretwell	Tracy Hitchcock	Mara Litushko
Chloie Dale	Allison Mattson	Dr. Sarah Nelson
Alyson Natoni	Rowen Fitzgerald	Theron McGriff
Stacey Targee	Full Swing PR	Victor Schlonga
	Brooke Ramstad	

AND TO OUR COMMUNITY

Who who went above and beyond anything we could've imagined to support S H E this year.

