



2019

ANNUAL REPORT

Beauty for Ashes Worldwide, Inc.
EIN: 46-4454004

Prepared by Brandi Lea

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A Letter from Our Director

Thank you for all of your support throughout 2019. It was a year of growth, in our mamas, our systems and our team. We saw our mamas truly take charge of their own futures as they developed more diverse streams of income for themselves. They told us over and over how much **hope** it brings them to know that by planting kitchen gardens as well as crops for selling, by raising animals and by growing ginger they now have options. We also saw continued growth in their literacy improvement as many mothers graduated the program, knowing now how to both read and count. We will never tire of hearing, "I am no longer cheated in the market these days because I can count **and** I know I am worth being treated with respect." That never gets old!

Even the challenges that faced us were used for beauty. In November, I took an emergency trip to Uganda to help clarify vision for our mamas. Through this trip, our Ugandan leadership and I were able to stand shoulder to shoulder to remind each mama that yes, Decodi (our Ugandan NGO partner) would do their part to teach them, yes, Beauty for Ashes Uganda would do our part to raise the money, but that the mamas themselves would also have to continue to show up for literacy classes and women's empowerment groups, save their own money and change their own lives. It truly took my breath away to watch each of us move more fully into our places in the puzzle, knowing that we are all #bettertogether.

Some of the highlights for me, personally, are always our trips where we see firsthand how mutually transformative relationships change everything. This year, we took 43 people to Uganda, each of whom would say that this trip changed their lives. When we love the world and are loved by the world, everything changes.

Honored to Empower Together,

Brandi Lea, Founder / Executive Director





Impact at a Glance

Beauty for Ashes Worldwide, Inc

EIN: 46-4454004

COMMITTED TO EFFICIENCY

We believe in financial transparency, stewardship and servant leadership.

96% of your gifts went directly to program needs on the ground

96%



"My Business has grown over 7x by now. I sell Vegetables at the market and to others."
- Ameto Stella, Oduhai Village

TOTAL GIFTS IN 2019

\$636,717.66

Given by 1,000+ different donors

LIVES CHANGED BY YOUR GIVING

835



Students in School

4500



People with Clean Water

80



Leaders in the SoulCare Sisterhood

1,230

Single moms and widows Empowered and now impacting their 6,800 Kids

41



Women's Cooperatives

462



Graduates from Literacy +

667



People Provided Medical Care

1



New Country Project





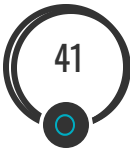
Women's Cooperatives and Literacy+ Impact Report

Women's Cooperatives, Savings and Literacy+ Classes

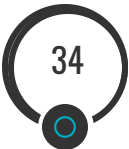
Women Served



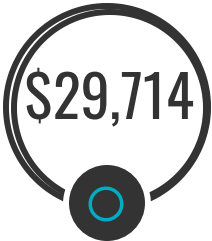
Cooperatives



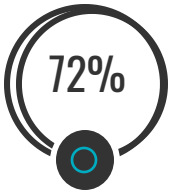
Villages



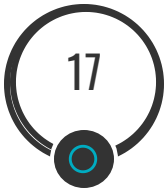
Amount the Mothers Saved



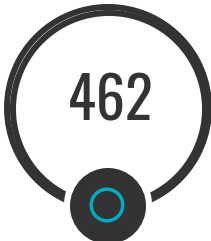
Women Attending
Literacy+ Classes



Literacy+
Centers



Graduates from Literacy+



Model Home Project

Through our "model home project" our Ugandan team (along with the subdistrict leadership) picked 260 homes to focus on this year. These homes were identified as needing vast improvement in hygiene and sanitation. The following numbers represent the **impact**

210% Overall Hygiene & Sanitation Improvement

Bath Shelters

87%

New Pit Latrines

87%

Dish Racks

81%

Rubbish Pits

70%

Kitchen Gardens

48%

Tip Taps
(hand washing station)

81%



Women's Cooperatives and Literacy+ Stories



Acobo Edith of Aparisa group was shy and did not believe in herself. She says that the thought of responsibility and changing her life seemed impossible. But, in Literacy + she learned how to write her name and how to read. This helped her build her confidence. She was soon elected as village mobilizer using the literacy certificate awarded to her. She now boldly say, "I am ready to take higher positions in the coming village elections."



Ikou Mary of Abalang Group is determined and encouraged to stand in as a local counselor in her community, after receiving her Literacy certificate during graduation in Arapai.

With such courage and boldness, we believe more women will be taking up positions in decision making in their homes and the community and their voices will be heard.

This year, our mamas saved more than any year previously. They are diligently working on group, emergency and personal savings to ensure their families are protected and thriving. They also doubled down on starting income generating activities. We encouraged them to have multiple streams of income including produce, animals and services as well as a group project. This ensures that when disease or drought come through the region, our mamas will still be strong and safe. Many of our mamas now grow crops to sell in the local market (cassava, potatoes, tomatoes, etc), grow a cash crop to sell for markets around the world (ginger) and also raise animals (cows, goats, chickens, etc). This is making them more financially stable.

Our favorite thing is to see our mamas rise up and know their value. This is shown in how they conduct themselves in their villages, meetings and even at the market! As seen above, they are being elected into positions within their villages now that they can read, they are not getting cheated at the market now that they can do math and more!



Arono Grace started a chicken project after literacy classes on agriculture & business. She now has 80 chickens. This is helping her pay school fees for her children!

"I loved the topic on hygiene and I have learnt that most diseases can be prevented for example malaria. Since I joined the cooperative and the literacy program, I no longer fall sick like how I used to! Now I don't have to spend money on treatment."- Asio Grace, Angaro Village



School Fees: Impact Report

Total Spent on School Fees

\$250,642

Secondary Students

797

Vocational Students University Students

39

85

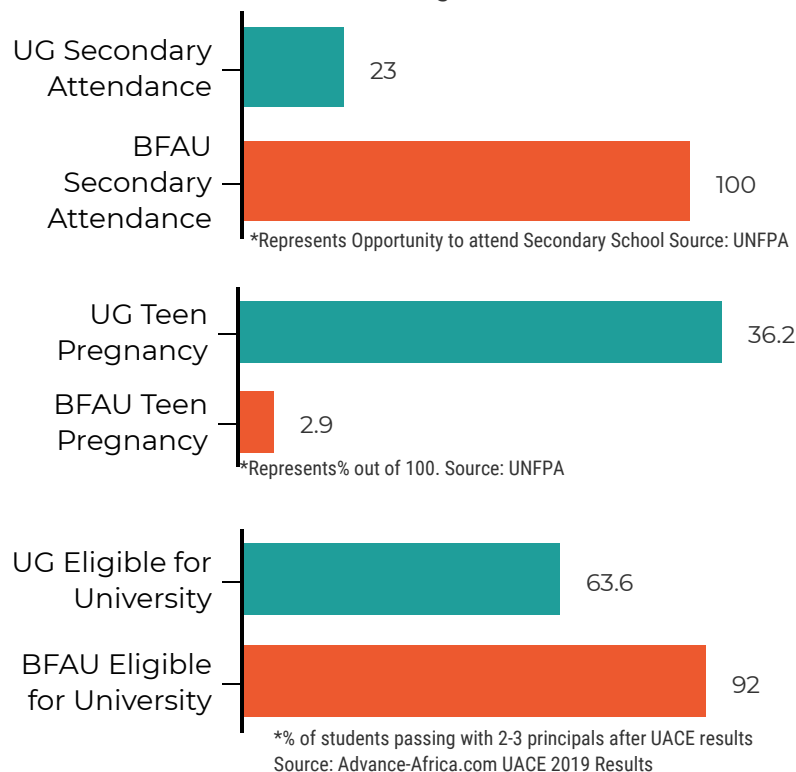
University Graduates

24



Did you know?

Country wide / Uganda Stats VS
BFAU Program Stats



NEW PROGRAM: School Mentors

In 2019, we hired 7 new school mentors to increase mentorship + decrease percentages of school drop outs. These mentors were identified, hired and curriculum was written for them to tutor students bi-weekly while running a "young life" type trauma informed program on the off weeks. The classes encourage healthy self image, healthy relationships, breathing techniques and boundaries discussions among other topics.

School Fees Impact: Stories



Malisa has been a beneficiary of the sponsorship program since 2016 when she was in Senior One and a student in Soroti Secondary School. She is now in Senior Four and is still benefitting from the program. The Sponsorship has helped Malisa to stay in school as her school fees are paid. Malisa is looking forward to attaining her Uganda Advanced Certificate of Education with a major in the arts subjects that is History, Economics and Geography all with the support of the sponsorship.

Secondary Student
Malisa, Matali Village



Daniel (below) is a student of Motor Cycle Engineering at Reh VVocational Training Institute in Soroti. Daniel is appreciative of the sponsorship as he would not have been able to return to school and receive a skill. He is hopeful of the future because he is receiving a marketable skill and will be able to cater solely for his needs and support his family. Daniel's mother, Ms. Marita is grateful for the scholarship as she now sees her child receiving an education that she would not have been able to give him



Graduations bring out the whole village. Obale John Paul was the first in all of Orobai Village to graduate from University



Samuel (left) has been part of the sponsorship program since 2015 when he was in secondary school. He is now studying Social Work and Social Administration at Stafford University. He is thankful for the sponsorship and admits that if it wasn't for the sponsorship, his mother would not have been able to pay for his education. Samuel is now able to support his mother by riding a taxi bicycle (known as a bodaboda) so as to subsidize on the family costs. He is also able to pay for his rent and provide food for himself.

University Student
Samuel, Odukai Village



Vocational Student
Daniel, Angaro Village

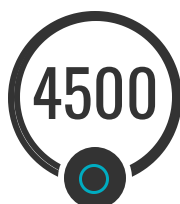


Special Projects Impact Report

Water Projects



Clean Water Wells Provided



People served with those wells

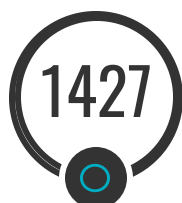
Special Projects



Homes rebuilt after crisis



Bottles of essential oil provided



Ginger pits planted

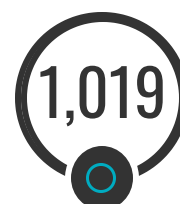
Emergency Medical Care



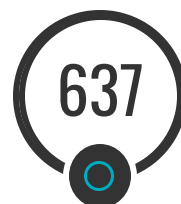
People provided emergency medical care



Surgeries Financed



People examined at village medical camps



People treated with medicine at medical camps



People scheduled for future surgery after medical camps

Special Projects Impact Stories



Manjeri's home was falling into disrepair due to her age. Her group of mamas got together to clean her compound and our donors got together to cover the cost of making sure her house had a roof, windows and doors!



Pictured above, Aluka Judith holds a friend's baby while she gets seen at our first ever medical camps! The mamas had so many babies that they set up little daycares and took turns working them so their friends could get seen by a doctor that day!



At the well ceremony in Tukum Village, the mamas gladly soaked Britton Griffin in thankfulness for his family being one of their sponsors. All well opening ceremonies with Beauty for Ashes Uganda turn into water fight/parties. It is good to see the mamas **rejoice** over clean water and have fun while doing so!



The mamas were thrilled to learn how to plant their ginger plants. Most mamas gathered in groups of 5-10 to help each other plant large pits of ginger with over 100 different plants. They even took turns helping each other water and weed them.





Child Headed Households Impact Report

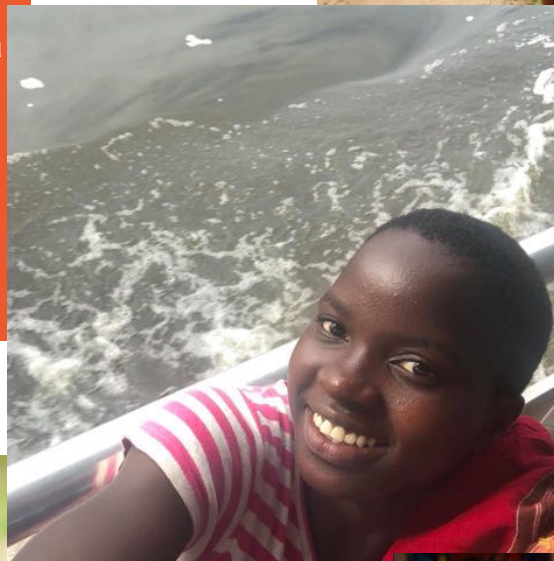
It is such a bittersweet announcement to say we have welcomed 5 more children into our care this year.

We ache over the experiences and great loss that has brought each of our children to us. Yet, we rejoice in every child in our care and how quickly we love them.

This year brought a family of 5 to us after the death of their grandma (a mama from Damasiko Village). This brings our total count to 47 kiddos! We love each one of them and are so thankful to announce that we are fully funded for their needs.



We took all of our kids on an EPIC safari (that included getting stuck in a bus under a tree full of lions!). They LOVED seeing more of their own country and getting to go on vacation. We loved sneaking in some therapeutic moments and a whole lot of love and snuggles.



In June, we threw the ultimate birthday party for all of the kids. The facepainting and games were a huge hit with kids and sponsors!



Financial Impact Report

Total Donations **\$636,717.66**

Total Expenses **\$716,491.36**

*this discrepancy is not due to overspending, but because we had large end of year gifts in 2018 that were spent in 2019!

Income Breakdown

7,829

\$81.67

\$5

5,154

Individual Donations

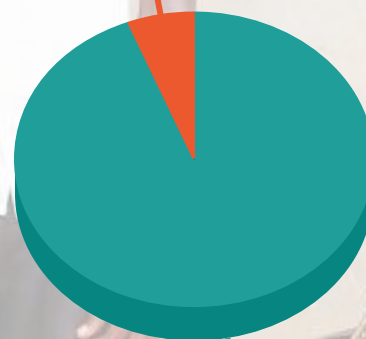
Average Donation

Smallest donation

Donations \$25 or less

Expense Breakdown

6.0 %



94.0 %

● Program Expenses

● Administrative Expenses

In 2019, all administrative costs other than transaction fees were provided by donors intentionally donating only to that fund.

Other Programs

We had our 10th SoulCare Retreat in April of 2019. 8 leaders who serve nonprofits fighting human trafficking, global poverty and domestic issues attended. It was a beautiful time of rest and connection.

This brings our total to 80 leaders who are now in what we call our "SoulCare Sisterhood". This sisterhood continues to serve the women and provide a place for them to be real, while being encouragement by other women who are working on the front lines.



“My heart was in need of refreshing. I felt spiritually cold, and oh so weary. I needed God to breath fresh life into my heart, and to fill it with strength and joy, excitement and motivation. I needed to be around some true soul seeking friends that could bring much-needed laughter and fuel to my soul. These soul sisters really love the Lord, their example and words of life were a great encouragement to me. The way they loved truly refreshed and motivated me to continue with the tasks that God had given me to do! And for that I am forever grateful! Love you sisters so much!!
-Tina Tyler Pennington, Beloved Haven Ministries
(SoulCare Season 10)



Announcing our newest country program: Belize!



We voted unanimously as a board in 2019 to partner with Matt and Lindsey DeYoung to start a program in Belize! They had recently moved there after being heavily involved with our Uganda project for years. In Belize, we will work to empower single mothers as well as children aging out of the foster care system with life skills, business development and, of course, deep healing through relationships of love that communicate worth.

PS: Don't worry, Lindsey will continue to serve in Uganda as an advocate and our photographer!

Coming in 2020!

A NEW NAME for Beauty for Ashes Worldwide, Inc!



We are extremely excited to be announcing our **new name** very soon! Our website is in production (thanks again to the ever-talented Lindsey DeYoung) and will be live soon when we will make the public announcement.

We have changed it with the State of Colorado and will change it with the IRS as we file our 990 soon. For now, you will be able to write checks to either organization as both are listed as names under the same 501(c)3 / EIN 46-4454004

Background of why we chose to change it:

1. It was too long! Beauty for Ashes Worldwide, Inc was the technical name for our 501(c)3 which included Beauty for Ashes Uganda and SoulCare Retreats. That's a mouthful.
2. Too close to other names. Because we didn't create the phrase "beauty for ashes" there are lots of other non-profits with this name, which made it crucial for people to use either "worldwide" or "uganda" with it. We have even had multiple people accidentally donate to other organizations.
3. The name came from scripture. This made it quite confusing for our friends who don't come from a Bible background, leaving people to wonder if it was a cremation organization!

So, when Jeff Brown (one of our board members) created this logo for our 2019 Christmas Campaign to raise money for extensive business training and in-depth trauma therapy for our mamas, we fell in love. We believe the new name perfectly encapsulates our hopes and dreams for those we serve. We hope you love it too!



We are finally pursuing a 5 year dream to start our very own, trauma-informed, safe boarding school for our secondary students. We have purchased land and are in the process of getting quotes for building and running **Thrive Academy**.

The goal will be to be 75% self-sustaining through half of the children being fully paying students while the other half our the subsidized children of our mothers. Stay tuned for more information coming soon and please contact us if you'd like to see our proposal - which will be available within the next few months.

Contact Information

Feel free to contact our executive director personally with any questions or comments or see our website for ways to get involved today.

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