

## The Young Living Foundation DEVELOPING ENTERPRISE PROGRAM

The Young Living Foundation Developing Enterprise Program partners with female-led artisan groups across the globe to support women in gaining financial independence. By selling their handcrafted items through Young Living's marketplace, these exceptional artists gain access to new opportunities and fair wages. Since our start in 2020, we have connected with over 15 groups, including those that support women who have experienced extreme poverty, disability, displacement, trauma, exploitation, or violence, and we know that when we invest in these remarkable women, we strengthen communities and help individuals break the vicious cycle of poverty. Our artisanal items are created from ethically and sustainably sourced materials from 11 different countries, so ongoing financial support is sustainable for our artists. Helping these resilient women build strong and sustainable enterprises will lead to more income-generating opportunities, which will continue to help those rising out of poverty. With fair and consistent pay, our partner artisans are better able to support the needs of themselves and their families, as well as develop new skills, making a lifelong impact.

**“Invest in her;  
invest in change.”**

One of the best ways to help reduce global poverty is to give women the power to make their own money and have control over how they use it. Research shows that women spend up to 90 percent of their income earnings on things that directly benefit their children and families—prioritizing things like healthier food, safe water, school fees, and medicine. When women thrive economically, their children are empowered and protected. We invest in programs that help women living in challenging conditions build marketable skills, start small businesses, and secure fair wages and ethical work. A USAID report states that “a woman multiplies the impact of an investment made in her future by extending benefits to the world around her, creating a better life for her family and building a strong community.” For this reason, a key focus of our work is equipping women with the tools and skills to become more financially independent.



As part of our efforts to develop enterprise globally, we partner with incredible women’s artisan groups comprising women from disadvantaged contexts who are working hard to create a better life. We support these artisan groups in two ways:

- 1 First, we evaluate if the group could benefit from a small-capacity building grant. This is money that could help increase the capacity of their group to take large orders or improve the quality of their products. These monetary resources help build stronger business models, increase safety and efficiency, provide fair wages, generate both monetary profit and sizable social returns, and connect artisans to mindful consumers within the global Young Living marketplace.
- 2 Second, we look for ways to connect them to the Young Living global market, which is why Young Living purchased over 380,000 handcrafted items from artisan groups around the world in 2021 alone. These purchases provided the women and groups with critical funds through fair-pay work to help them through the pandemic. This supported food security, improved health care, and supported access to education. By supporting stable employment, we help these women care for their families and prevent them from working dangerous or underpaid jobs. For many of these artisans, it will be the first time in their lives they can build a savings instead of living paycheck to paycheck.

### 2021 BY THE NUMBERS:



Fair-pay hours provided by Young Living orders:

**617,120**



Dependents supported by Young Living orders:

**9,079**



Women entrepreneurs and artisans with sustained employment and fair-pay work:

**2,299**

Our unique focus on handicraft stems from our global industry of essential oils being the second-largest employer of women worldwide. Partnering with ambitious organizations and female entrepreneurs to take our mission to the world is an integral part of the Young Living Foundation. So far, in 2022, we have already purchased 42,000 handcrafted items to continue our partnership and program. Through innovative collaboration, we will continue empowering women worldwide to break the generational cycle of poverty for their children by investing in small businesses and fair-trade enterprises.



## CLAY KILN IN UGANDA

The female artisans of the Mabira Collective in Uganda used to have to travel four hours round trip and pay to have their clay jewelry fired in a remote kiln. With a grant from Young Living, they were able to buy their very own industrial kiln, which has helped them earn more, travel less, and fulfil larger orders.

That kind of growth was so beneficial that the group quickly earned enough to buy a second kiln and increase their production capacity and earning potential. They've also been able to provide stable, fair-wage employment to 350 women, supporting over 1,000 children so that they can go to school, have nutritious food, and dream of a better future.

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## A SAFER AND MORE EFFICIENT WORKPLACE IN THE WEST BANK

The workshop of the Holy Land Handicraft Cooperative Society in Bethlehem had become dilapidated and unsafe to work in, with poor ventilation and lighting, exposed electrical wires, overcrowding, no sanitation services, mold, and equipment that was both outdated and dangerous. Through the program grant, they were able to make renovations that improved the safety and productivity of the location. This increased productivity helped them fulfill Young Living's large order for the popular holiday olive wood trees and kept workshops open when many around them were forced to close. Thus this investment helped keep food on the table and hope alive throughout an economically devastating year.

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## SERGER MACHINES IN UTAH

Free Women employs women from around the world who fled war zones or conflict areas and relocated to Salt Lake City, Utah. In a new country far from home, these refugees work hard to provide for their children by handcrafting jewelry and bags. Young Living's grant allowed them to purchase needed equipment to improve their ability to earn an income from their trade. Our grant funded a video camera and tripod to continue their classes with refugees at home, new electrical sergers for easier production, essential workshop equipment, and an on-site daycare for these working mothers.

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## SEWING MACHINES IN NEPAL

As part of recovery from exploitation and trafficking, Raksha Nepal offers sewing and income-generating training to survivors of exploitation and women transitioning out of commercial sex work. Their sewing machines were old, requiring expensive and time-draining maintenance and replacements. Our grant enabled them to purchase 100 new sewing machines and electrical sergers to support this program. These new machines will help increase the group's capacity to train women and provide them with the resources to work at the centers so that they can further develop the skills they need to generate income, rebuild their lives, and create a new future for their children free from the cycle of exploitation.

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## A SAFE TEXTILE DYE LAB IN RWANDA

In Rwanda, without the proper safety equipment and space, improving textile dyeing has created potentially hazardous workspaces and delays, requiring the women who work at these sites to work longer hours. The Young Living Foundation Developing Enterprise Program grant will provide the women artisans of Azizi Life in Rwanda a custom dye lab. This new lab will be safer and more efficient, improve quality control and replication for consistency, and increase the amount of basket orders they can complete. While many of these women artisans were widowed in the genocide of 1994, these women are building a new, peaceful reality for the next generation through the increase in fair-pay work opportunities.