



2016

ANNUAL REPORT

*Helping Others
Find Their Place*

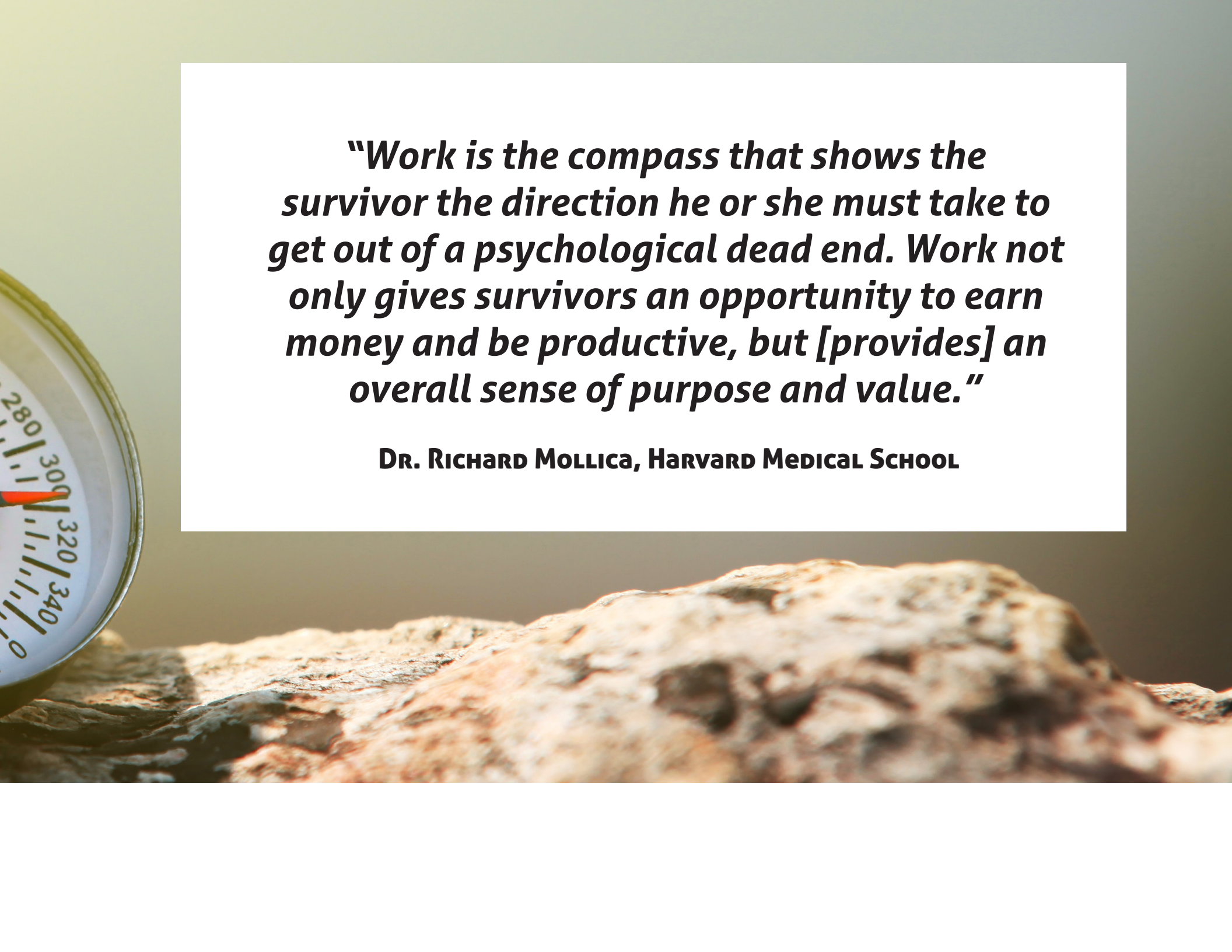


Vision & Mission

Our Vision: To see men and women find hope and flourish through safe, dignity-affirming and healing work.

Our Mission: To create thriving businesses that offer stable jobs for survivors of trauma, exploitation and trafficking, with a focus on products and services that emphasize hands-on engagement, workplace training and healing support.





"Work is the compass that shows the survivor the direction he or she must take to get out of a psychological dead end. Work not only gives survivors an opportunity to earn money and be productive, but [provides] an overall sense of purpose and value."

DR. RICHARD MOLLIKA, HARVARD MEDICAL SCHOOL



the market project



Our Core Pillars

Market-Driven Products

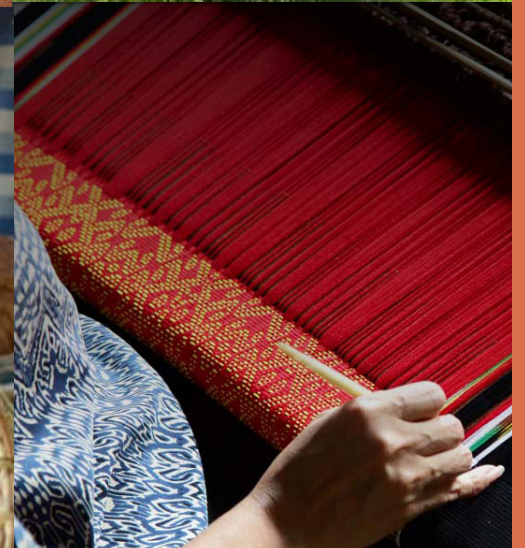


Safe, Creative Work





Strengthened
After-Care



Improved
Prevention



People At Work By-the-Numbers

11

In 2016, 11 men and women found new hope through employment generated by businesses of The Market Project, using their income to pay school fees and feed their families.

15

The yogurt produced and sold also boosted the income of 15 farmers

260

The number of family members' lives positively impacted through the provision of increased income.

625

The number of consumers who experienced strengthened nutrition.

Business Creation

The Market Project in 2016 focused on creating market-based businesses in Uganda, Canada, and Ukraine.

Within trauma-informed businesses launched by The Market Project, employees are further equipped with transferable job skills, robust training, and mentoring that encourages stability and integration into community.

The Market Project and Nguvu Dairy's goal is to employ 200 men and women by mid-2018 and to create 500 jobs by 2019.

As new businesses are created and expand, many more men and women will move from dependency to flourishing.



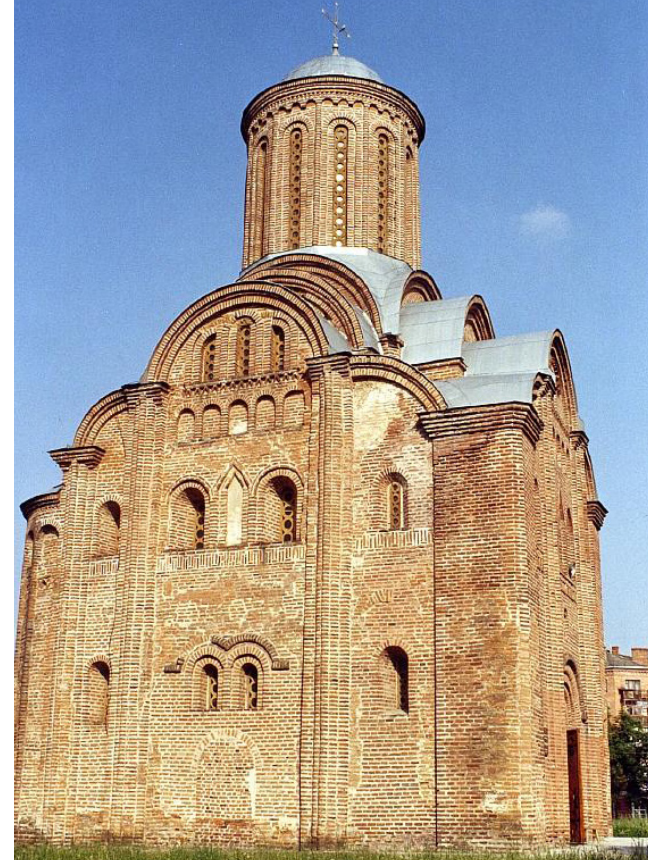
In Uganda, The Market Project (TMP) purchased a 50 percent stake in and registered its first business, Nguvu Dairy Ltd.

Delicious, affordable, and delivered direct to the home, school and workplace by our salesforce on bicycle, Nguvu yogurt is strengthening nutrition and providing stable jobs. Located in the northern Uganda town of Adjumani, Nguvu Dairy was producing approximately 1,000 liters of yogurt per month and employed 11 people. TMP raised the capital to expand Nguvu Dairy to the larger city of Gulu. In 2017, Nguvu Dairy is working to increase production to 20,000 liters per month and employ 100+ men and women, producing and distributing yogurt in five sites in the northern Uganda region.



In British Columbia, Canada, TMP explored the creation of viable businesses that would bring much-needed employment to First Nations communities on Vancouver Island.

In partnership with a Seattle Pacific University (SPU) team, TMP conducted on-site market research to study chronic poverty and the impact of generational trauma on First Nations communities. Key economic factors and potential markets for products were identified. The resulting business plan, product ideas, supply chain integrity recommendations, and financial risk analyses were entered into SPU's Social Venture Plan competition. Following this review process, we decided not to proceed when our potential care partner went through several personnel changes. Our model of conducting rigorous market research to identify viable businesses that meet market needs, though, was validated.



In Ukraine, TMP partnered with The Elisha Foundation to initiate research on businesses that would employ men and women impacted by disability.

Late in 2016, TMP acquired property in the city of Chernigov in northern Ukraine that has workshop space, could house a business, and generates some rental revenue. There will be unique opportunities to host vocational skills trainers and other short-term advisors on the compound as well. Research to identify market needs in the region, as well as viable products and services around which a business could be built, is now underway.

Photo above is the historic Pyatnitskaya church in Chernigov.

A close-up photograph of a person's hands, likely a woman, weaving a large, round, light-colored basket. The person is wearing a blue and white striped shirt and a colorful patterned skirt. The background is blurred, showing some outdoor setting with greenery and a wooden structure.

Trauma-Informed

We believe that healing and recovery from trauma and exploitation is possible for each man and woman, regardless of current vulnerability.

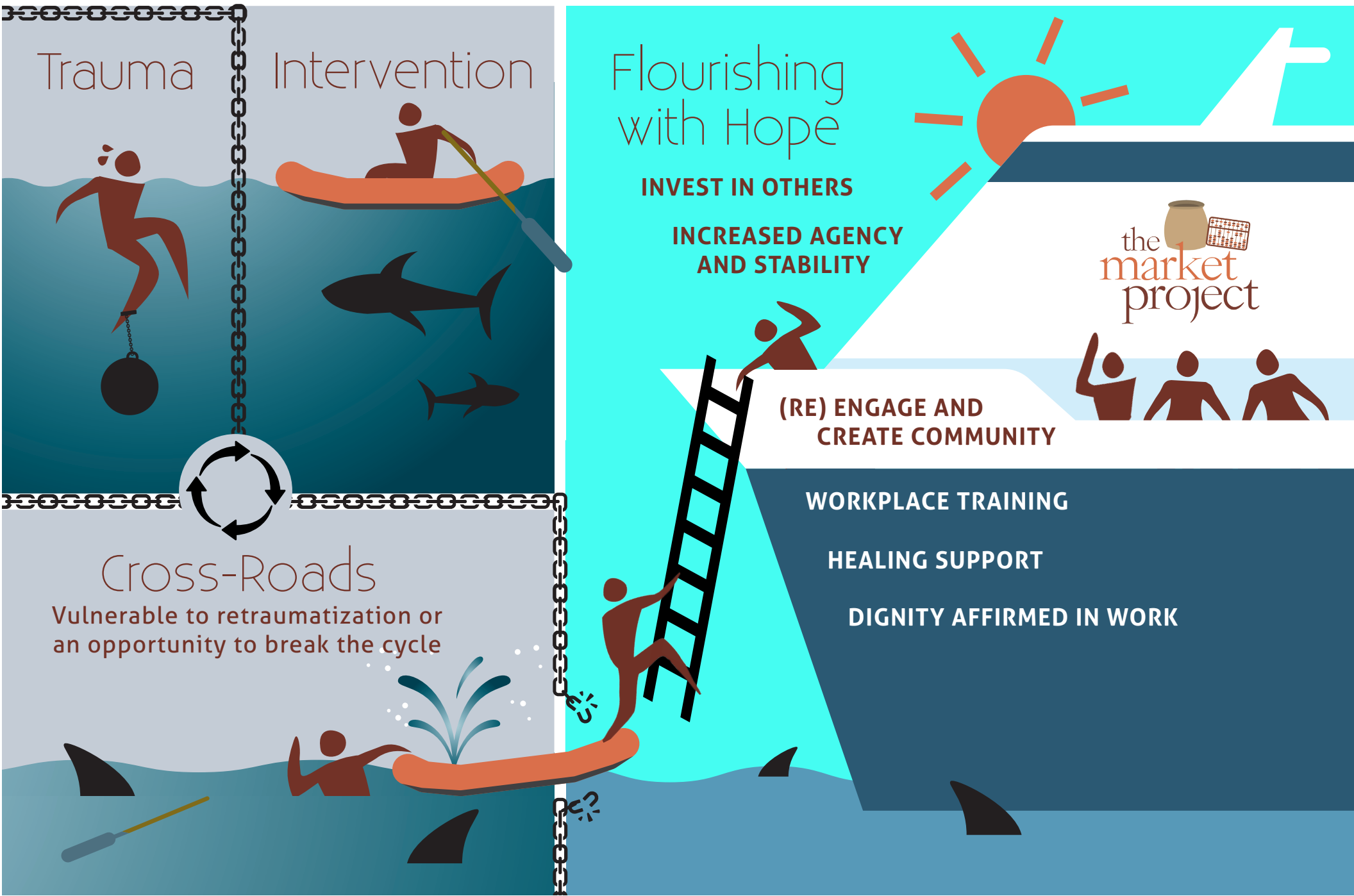
Establishing a stable, supportive working environment that fosters continued healing for trauma survivors is a key aspect of The Market's Project's mission and vision.

In 2016, TMP developed the training on trauma-informed workplaces for business managers. Nguvu Dairy supervisors have begun their training, and the material is being tested in 2017 as they bring on board many new employees.

As young women recovering from a childhood spent in Uganda's civil war as forced brides or subjected to other forms of trauma begin their first safe, remunerative jobs, they will take extraordinary steps in their healing journey. Households have already seen the impact that steady income has: school fees for children, eligibility for college tuition loan, improved personal health, and hope for a future previously unimagined.

We are pleased that TMP's collaboration has helped make possible the translation of the Healing Wounds of Trauma curriculum into Acholi, northern Uganda's predominant local language. We anticipate ongoing collaboration with healing communities in the region that will serve as employee candidate pools as the business expands.

Breaking Cycle of Violence and Injustice





Partnership Development

We partner with organizations that provide early intervention, basic life skills and counseling for men and women who have endured trafficking, trauma and exploitation.

We partner with universities that provide vital business analysis, marketing, and communications support to TMP businesses.

TMP continued its relationship with Child Voice International in Uganda, engaged The Elisha Foundation in Ukraine, and lay the foundation with several other care organizations.

An MBA Fellow from Old Dominion University's Strome School of Business advanced our work in Uganda. She worked with TMP's Nguvu Dairy to conduct internal and external environmental analyses and draft a marketing strategy and communications plan for the expansion of the yogurt business into the city of Gulu and its surrounding region. In addition, TMP benefited from the research of 5 interns.



Market Project staff and Seattle Pacific University students discuss wood products on Vancouver Island.



Nguvu staff celebrate their first month of business in Gulu, Uganda.



Operations & Financials

As The Market Project completed its second full year of formal operations, we made substantial progress in strengthening our operational foundation.

TMP acquired its first major assets – 50 percent ownership of Nguvu Dairy in Uganda as well as the Ukraine business site. We hired TMP's first full-time employee based in Uganda.

Critical to our progress has been the faithful donations from individuals totaling \$137,763 as well as the donation of professional services, which totaled 2,680 hours in 2016, representing over \$160,000 of donated time.

A woman with dark hair, wearing a light-colored corded jacket over a patterned scarf, is focused on weaving on a large, traditional wooden loom. The loom is made of dark wood and has many threads running through it. The background shows a wooden structure and a glimpse of a red building.

The Market Project

Board of Directors

James Dirksen, *Chair*

Mark Hellweg

Dave Goneau

Eleanor Nagy

Justin Reimer

Staff

Dorothy Douglas Taft

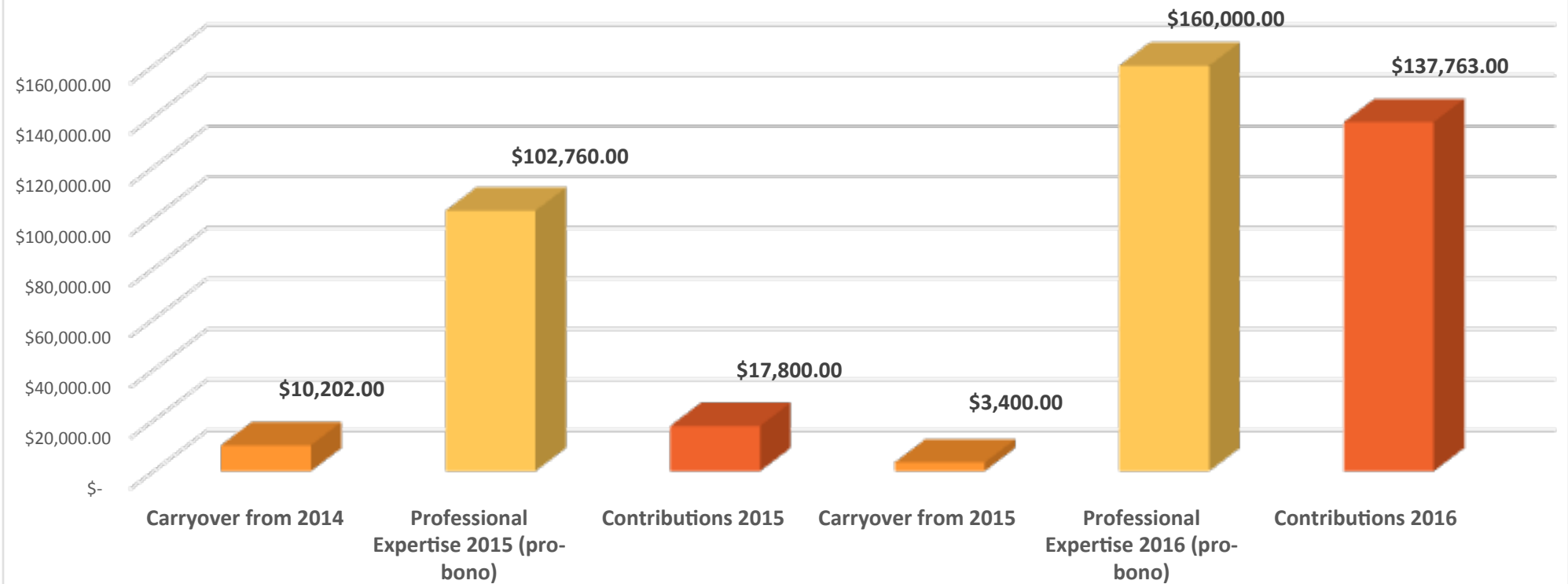
Executive Director

Haley Baker

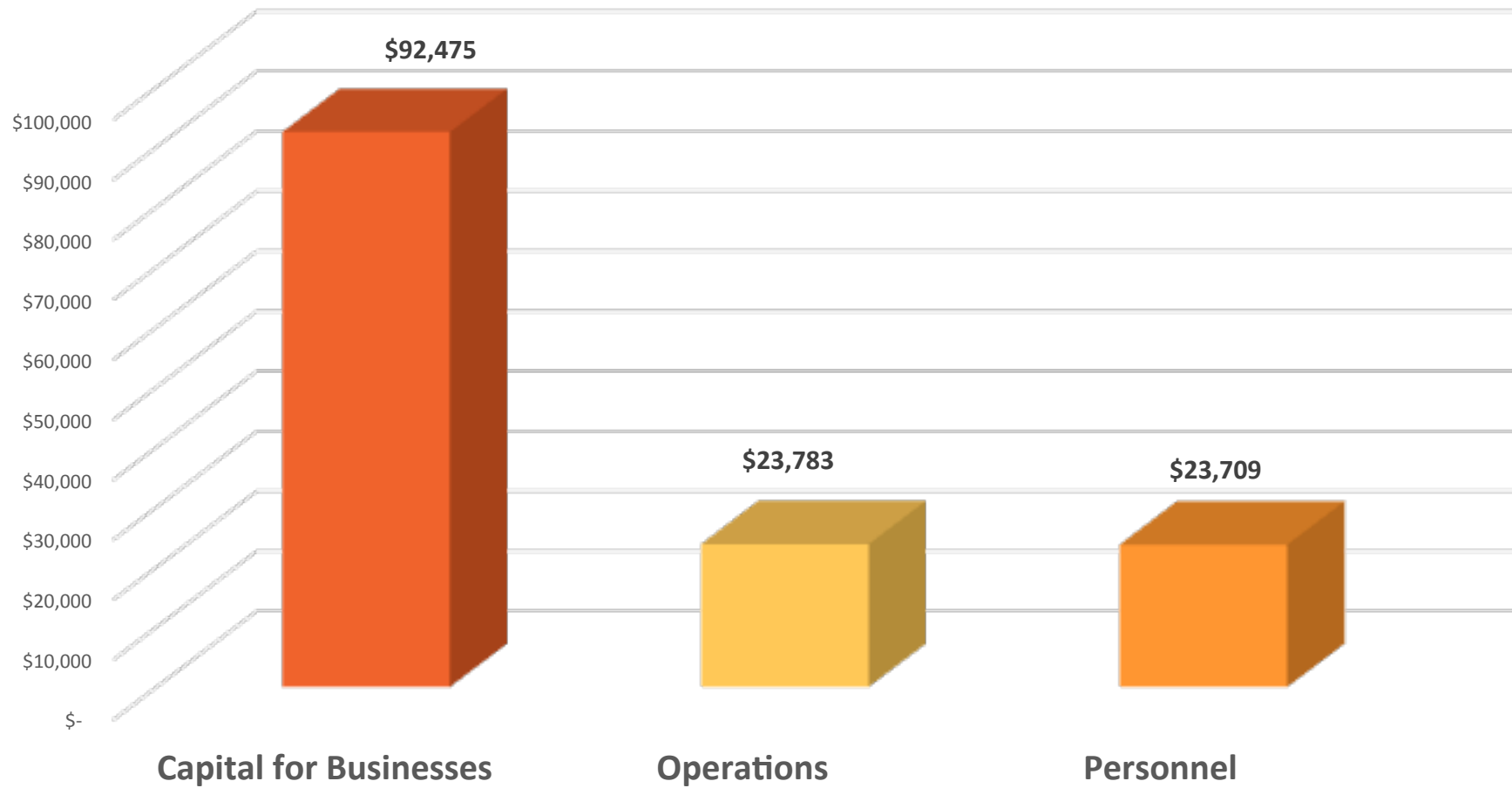
General Manager

Nguvu Dairy Limited

The Market Project - 2015 and 2016 Giving



Where Your Gifts Go - 2016





the market project

Helping Others Find Their Place

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