

COSTA RICA IMPACT REPORT

Yobel International went on a journey south for the summer to train 38 entrepreneurs in a San Jose suburb overwhelmed with single motherhood, drug abuse, and joblessness.

This particular training room was filled mostly with women, half of whom are the primary earners for their families, sustaining their collective 94 children on less than the national minimum wage.

- ▶ 38 Entrepreneurial Training Course Graduates
- ▶ 7 years average education
- ▶ Average income - \$514, minimum wage is \$570

MOST VALUABLE LESSONS LEARNED

- ▶ Savings: 87%
- ▶ Budgeting: 73%
- ▶ Customer Care: 53%
- ▶ Record Keeping: 40%
- ▶ Marketing: 33%



IMPACT

"I have learned budgets! I had never heard of them. I learned the importance of savings and customer service. Learning to dream big gave me confidence..."

-Alba Lisbeth Penniston, 20

"I learned to charge to cover the costs of my products. To continue creating good quality products and sell them at market cost. I won't lose money now."

-Carmen Tercero Huete, 46

"After 4 days of watching Maricela struggle, she was creating her own budget and using her calculator. I could clearly see the new-found confidence in her face."

- Laurie Eastup, Yobel Team Member

"It was just so encouraging to see the passion in these women! And it felt so great to feel like I made a tangible impact." While creating a business budget "my women totally got it! And they were excitedly sharing with me. It was like, 'yep, this is it. This is why I came.'"

- Amanda Vinto, Yobel Team Member

RESULT

These women have big dreams! They came to training timid, yet hopeful. Desperately wanting to believe that they have what it takes to become businesswomen. Many lacked confidence to dream, to overcome fear, to believe they could achieve their hopes of both entrepreneurship while remaining close to their families. They left with plans to begin sewing centers, cheese stores, artisan craft shops, shoe markets, cafes, seafood restaurants, business centers and more. Each of these businesses will not only provide valuable income and status to the women who own them, but also offer something unique to an area of the community where that good or service is not currently available to customers. We are so proud of our Latin Ladies!