



ANNUAL REPORT

2021



SUDARA®

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SUDARA'S MISSION IS TO ERADICATE THE WORLD'S FASTEST GROWING CRIME, HUMAN TRAFFICKING.

Sudara is a hybrid nonprofit organization and certified B Corp that offers full apparel and accessories customization, including our legacy line of pajamas and loungewear, crafted by brave women in India who are survivors or at risk of sex slavery.

Each year, millions of women and children are trafficked into sexual exploitation around the world, with India claiming the most victims. The majority of women become enslaved in one of three ways: they were trafficked, born into it, or impoverished and forced to repay never-ending debts through bonded servitude.

Our operations and partner-based ecosystem focus on the United Nations' Sustainable Development Goals (SDGs) - specifically goals 1, 4, 5, 8, and 10 - fueling a virtuous supply chain with a mission to eradicate sex slavery. We reinvest sales revenue in training programs and sustainable, dignified employment opportunities for more women to avoid or escape the sex trade.

Sudara works with our mission-aligned partners to create a community that supports and trains more than 1,200 women per year across 17 vocations with a 90% job placement rate. It is our experience that jobs create systemic multi-generational change.



FREEDOM

WELLNESS

REHABILITATION SERVICES

SAFE HOUSING

MEDICAL CARE

COUNSELING

MEALS AND TRANSPORTATION



EMPOWERMENT

EDUCATION

CHILDCARE

SKILLS TRAINING

COMMUNITY SUPPORT

CHILDREN'S EDUCATION

SUSTAINABLE EMPLOYMENT

JOB PLACEMENT SERVICES

MICRO-GRANTS

YEAR IN REVIEW

Sudara widened its lens to include the large growth of vocational training sectors and life outside the sewing center. The COVID-19 pandemic reached its highest levels in India in 2021, and this directly correlated to record numbers of displaced, vulnerable women and girls. In response, our partner organization dispatched teams into local communities to assist widows and orphans. Safe housing was provided to those in need and new vocational programs were added to our programs, offering more opportunity and choice,



Safe Housing



Interviews

We interview the women we support to ensure our program effectively achieves our mission - to create pathways to independence and freedom. We use our theory of change to strategize and determine additional areas of evaluation that need further review, which empowers us to strengthen our framework and align our indicators with the United Nations' Sustainable Development Goals (UN SDGs) and global metrics.

This year, we added a more holistic approach to review our impact that aligns with the increased numbers of women and girls in need from the ravages of the COVID-19 Delta Variant. Previously, impact was measured in the sewing centers, and now, we are looking across the broadened 17 vocations that show the scaling of our impact within the community and beyond. Each of the 17 training programs aligns with professional needs throughout India.



Paramedics Course



As the pandemic crisis threw the UN SDGs into retrograde (see page 12), Sudara and our partners on the ground in India kept our mission intact and supported the women we serve through a trying year. With our partners, we identified those most vulnerable to traffickers including children who lost their parents, women who lost their husbands, and those who were abandoned or left behind. For those with not enough to eat, or needing medical attention, our generous donors supported food package deliveries (distributed by our partners) and medicine for those who needed it in the community.

AT-A-GLANCE



1,200+

Number of women we supported annually

17

Number of vocational programs for skills training



7,954

Number of women leading self-sufficient, safer, more productive lives since our inception

90%

Job placement rate after graduation



FOUR AREAS OF IMPACT

The areas of impact that we measure evolved from 2020 to 2021. The World Health Organization (WHO) measures quality of life on these four metrics; education, psychological, social relationships, and environment. The following themes were compared to and adhere to the following domains of the WHO.

WHO Quality of Life

- Education
- Psychological
- Social Relationships
- Environment

Sudara

- Access to education
- Increased financial stability
- Increased physiological well-being
- Environment and social relationships



Each impact area contains a set of metrics and indicators that directly or indirectly align with standardized tools.

1

ACCESS TO EDUCATION

2

INCREASED FINANCIAL STABILITY

3

INCREASED PHYSIOLOGICAL WELL-BEING

4

ENVIRONMENT AND SOCIAL RELATIONSHIPS

FOUR AREAS OF IMPACT



ACCESS TO EDUCATION

"My parents are so grateful to Asha Jyothi and all the tutors for their support and encouragement to start this business."



Education remains extremely important as it removes the barrier between hopelessness and confidence in the future.

Stories consistently show that access to education,

both grade school and vocational training, contribute to increased confidence and rediscovery of purpose, giving the women we serve the ability to obtain dignified wages or follow their dreams of business ownership. Access to education allowed them to aspire to and accomplish their goals upon graduation.

The WHO's indicator of the quality of life indicates that opportunity and desire to learn new skills and acquire new knowledge are important elements of dignity, and encourage hope for the future.

These stories show that our work continues to align with SDG 4: Quality Education.



FOUR AREAS OF IMPACT



INCREASED FINANCIAL STABILITY

"This place has changed my life. Today, I have enough to not only support my family but can also whole-heartedly contribute towards blessing other children as well."

All participants came from similar backgrounds where their families struggled to put food on the table and pay for personal needs, including their children's education.



The women we interviewed expressed satisfaction with the newfound ability to care for themselves and for their loved ones. Personal income cultivates dignity and strengthens confidence, as conveyed during the interviews, ultimately leading to independence and improving quality of life.

This shows that our work continues to support SDGs 1: No poverty, 5: Gender Equality, and 10: Reduced Inequalities.



FOUR AREAS OF IMPACT



INCREASED PHYSIOLOGICAL WELL-BEING

"I feel very happy and fulfilled in life today as I can stand on my own feet and support my family."



The WHO notes that an indicator of a good quality of life includes self-acceptance as well as the feeling of balance, contentment, peace, and joy in one's life. Stories shared with us exhibited all of the above including a sense of empowerment.

Psychological health manifests itself in physiological health and the women we interviewed were healthy, nourished, and able-bodied. This is a new area of measurement for Sudara, particularly in the wake of the pandemic which left many malnourished, weak, and ill. Because of the work we do with our partner on the ground, and the support of our donors, we were able to provide meals, vitamins, medicine, safe homes, and medical attention to the women and children in our program.

There is no SDG that focuses solely on physiological well-being.

FOUR AREAS OF IMPACT

4

ENVIRONMENT AND SOCIAL RELATIONSHIPS

"I will always be grateful for the love, acceptance, and encouragement from my teachers here."



Environment played a significant role in dignity, self-acceptance, and confidence, as well as being a powerful indicator of the sized role our partners play within their community.

The WHO notes that an environment plays a role in one's quality of life, and it is essential to look at the type of support provided and received by family members and friends.

The stories explained how most participants were sent to our partner's organization by someone within their community to help propel their future. The power of our partners on the ground within their community is a strong indicator of the trust that exists where the "village gatekeepers" are comfortable sending children and women to our centers for education and care.

Participants felt their teachers encouraged them and that without our partners they wouldn't be able to support themselves, own a business, or receive an education. They expressed extreme gratitude for the community to which they belong.

Our work continues to support UN SDG 8: Decent work and economic growth.

MODEL FOR SUCCESS

B CORP + NONPROFIT



Profits from the sales of Sudara goods provide training for more women



Partnerships with wholesalers, distributors and corporations support Sudara and the women we serve



Women who choose tailoring have the option for employment in our partner sewing centers in India



Sudara provides wellness services, and choice of training programs and/or job opportunities for women in India to be freed from sex slavery

As a Benefit Corporation and certified B Corp, our revenue fuels our mission. B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability. They aspire to use the power of markets to solve social and environmental problems.

We believe in empowering women as agents in their life's narrative. Our nonprofit entity, Sudara Freedom Fund, raises funds to support holistic wellness services for women and children recovering from or avoiding sex slavery. Meeting these foundational human needs sets women up for success as they enter their skills and vocational training.

UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

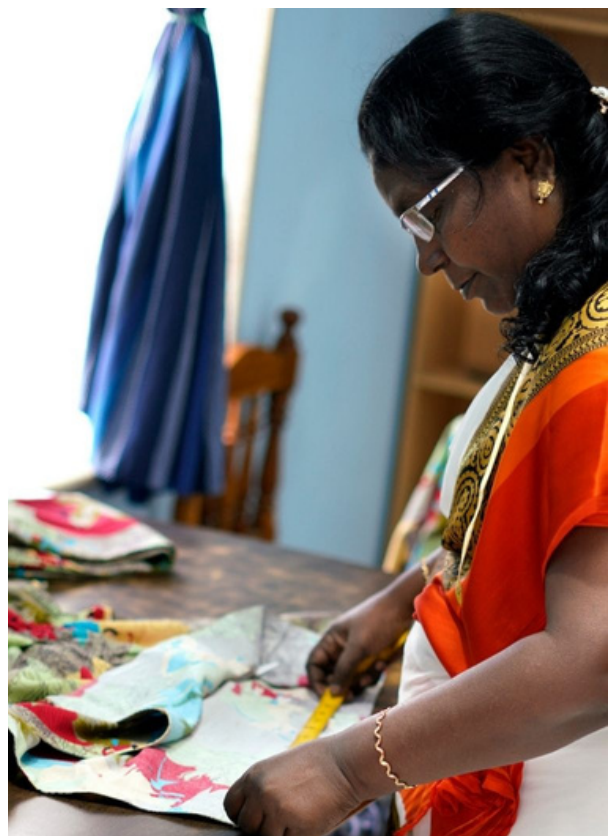


The United Nations' Sustainable Development Goals (UN SDGs) were adopted in 2015 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

For 17 years, Sudara has been on the frontlines of impact businesses that do good for the world. Unique in its living-wage commitment and profit/nonprofit hybrid model, Sudara supports those on the margins to live their best lives on their terms through enterprise and self-sustainability.

We support the women we serve through opportunity, education, and community. When women rise, they elevate their communities.

At Sudara, we believe that the SDGs are everyone's responsibility, and women are leading the way.



The world is working on achieving the United Nations' Sustainable Development Goals (UN SDSs) by 2030.

Sudara's mission fits squarely with five of them.



SDG 1 endeavors to end poverty in all its forms everywhere by 2030. The UN 2021 poverty report states that “the COVID-19 pandemic that gripped the world during the past year has resulted in over 3.7 million deaths and is reversing decades of progress in the fight against poverty and extreme poverty.” According to the World Bank report on “Projected poverty impacts of COVID-19,” between 71 to 100 million people are being pushed into poverty as a result of the crisis.”

The COVID-19 Delta Variant hit India with a vengeance. Our partners organized food deliveries to the most vulnerable in their community. With the support of our generous donors, Sudara supported our partners on the ground with the delivery of 12,100 food packets to feed the families in the community during the lockdown in April 2021. Our mission continued through the pandemic and succeeded in maintaining our numbers throughout 2021.



SDG 4 endeavors to ensure inclusive and quality education for all and promote lifelong learning. One goal aims to eliminate gender disparities in education and ensure equal access to all education and vocational training levels for the vulnerable, including persons with disabilities, indigenous peoples, and children in vulnerable situations.

In collaboration with our partners in India, Sudara elevates the most marginalized women and children in the most impoverished communities. In 2021, with the support of our Sudara family of incredible donors, customers, and dedicated partners, we continued to provide educational programs in a challenging year. Our mission remained focused on the well-being, education, and empowerment of the women and children we serve.



SDG 5 endeavors to end all forms of discrimination against all women and girls everywhere.

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous, and sustainable world. However, many women experience further marginalization through gender-based violence and enslavement. One specific goal is to eliminate all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation.

Orphaned girls and widowed women were exceedingly vulnerable during the COVID-19 lockdowns, and our partners took in 33 orphans with homes and education, 20 widows with skills training and jobs, 40 orphan teenagers with skills training and jobs, and 10 fatherless children with a 1-year education.

At Sudara, gender equity is at the core of who we are and why we do what we do. When a woman is not free anywhere in the world, women everywhere are not free. We stand with the UN in creating pathways to freedom for more women in 2022 and beyond.

8 DECENT WORK AND ECONOMIC GROWTH



SDG 8 endeavors to promote inclusive and sustainable economic growth, full and productive employment, and decent work for all. It takes immediate and effective measures to eradicate forced labor, end modern slavery, and end human trafficking. A key focus is to secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers, and by 2025 end child labor in all its forms.

At Sudara, we promote a life free of slavery and oppression. We illuminate pathways to freedom for the women in our partner centers and create opportunities to provide for their families through dignified work. Women create a life of their choosing that ends poverty and the risk of human trafficking for generations to come.

10 REDUCED INEQUALITIES



SDG 10 endeavors to reduce inequalities globally. Target 10.2 attempts to empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status by 2030. However, according to the UN, by mid-2020, the number of people who had fled their countries as refugees due to war, conflict, persecution, human rights violations, and events had grown to 24 million, the highest absolute number on record.

With the addition of COVID-19 and the global recession, women and children suffered disproportionately, setting gender inclusion in the global economy back exponentially.

With gender equity at Sudara's core, we promote social inclusion and reduce inequality by providing women access to the global economy. Together with our partners in India, we continue to promote lives of freedom, opportunity, and dignity, which contributes to systemic, economic, and social change. During the pandemic, we doubled down on our mission to support more women and their families.





AUTHORITY LEADERSHIP



In 2021, Sudara cultivated the seeds planted in the 2020 authority leadership space to grow awareness of social enterprises and B Corps that use business as a force for good. Founder and CEO Shannon Keith entered the new year with recognition and requests for her experience and knowledge in the growing space of impact businesses.

Sudara received recognition awards for our mission-focused impact business, including, Real Leaders 100 Women in Impact, and was the Leading Women Entrepreneurs & Business Owners Force for Change Honoree.

Founder and CEO, Shannon Keith, contributed to the Thomson Reuters Foundation Stop Slavery roundtable discussion, and the Ayeneh Foundation on Human Rights Talk, where she offered her 17 years of knowledge in anti-trafficking, human rights, and using business to scale change. She additionally served as a judge for the Tommy Hilfiger Fashion Frontier Challenge, where Sudara was a 2020 recipient of the Audience Favorite Award.

Several podcasts sought Shannon's expertise, from using business for social change with Ken Streeter on *Good Change* to podcasts elevating women for change in business on *Made By Women* with Seneca Women, CEOX, and *Invest in Her* with Catherine Gray.

Additionally, fellow impact companies MaCher and Seneca Women's TW Marketplace featured Sudara's mission on their platforms along with periodicals *I Love Bend Magazine*, *1859 Oregon's Magazine*, and *Mindful*.

Sudara anticipates a growing impact economy in 2022 and beyond. We continue to illuminate the merits and benefits of doing business with social enterprises, impact businesses, and B Corps that put people and the planet on par with profit. We step into 2022 with a clear focus on engaging businesses and donors, collaborating with new partners, and acting to change business for the better.

OVERCOMING OBSTACLES



In trying times, people go inward and search for meaningfulness which inspired Sudara to connect with our community of customers, donors, and partners on a more personal level. The deepening of our relationships pushed the mission to an increased resolve. It broadened our creativity on how we grow the mission and not only help the women we support but the newly orphaned children and widowed women in the community who now find themselves in the high-risk category for trafficking.

As the Delta variant spread throughout India at a rapid pace, our partners on the ground stepped into the void to create and distribute **12,000+** food and medicine packets for those in the community who needed it with the support of our Sudara family. The pandemic ravaged those already living in poverty and left so many families in despair. Numerous widows and orphans were in need of support.

Our partners supplied **33 orphans** with homes and education, **20 widows** with skills training and jobs, **40 orphan teenagers** with skills training and jobs, and **10 fatherless children** with one year of education. Ever resilient, our Sudara family stepped up and supported with incredible donations to keep the community fed and housed while the country was shut down.

The early stages of the pandemic taught us to be tough, resilient, and more determined to scale our mission. Crisis reveals character, and our Sudara family exposed the depth of their commitment to our mission through their generosity and support. The resiliency of our partner community in India continues to inspire us as they meet immediate emergency needs. The human spirit endures but the need for support from their community continues.

CONCLUSION

At the beginning of 2021, Sudara transformed successfully into the new normal brought on by COVID-19. Many adjusted to a work-from-home model while the world continued to live in the fear of the unknown with a vaccine just out of reach. Service industry workers were home, workers were paid to stay home, and the great resignation started in America.

We took this time to deepen our relationship with our Sudara family of donors, customers, and mission supporters with authentic conversations during a challenging time. We talked with our community about what mattered to them, why they continued to support Sudara, and what we could do to support one another and our mission through this challenging time.

What we learned is that heroes rise. Many of our donors engaged in a deeper way than ever before, donating not only money but time and interest in the cause, using their voices to educate and raise awareness with others. Loyal customers purchased our Sudara goods, resulting in job security for the women we serve. Our partner in India pivoted quickly to answer a felt need in the community and literally saved lives during a devastating time. And our small Sudara team doubled down on efforts so that we could continue supporting the women we serve, unable to imagine or accept any other way than forward.

With the shifts in the competitive online shopping environment and with the algorithm changes over the past year, small businesses like our for-profit side of the business could no longer afford to reach potential customers directly. Therefore, for the stability of the mission, a shift in our sales channel to large wholesalers and distributors became necessary.

By year-end, we turned our focus to larger partnerships and diversified revenue streams anchored in large brands to secure a more stable workflow. We laid the groundwork for future partnerships with mission-aligned spas, hotels, and event gifting companies, as well as corporations.

We continue to open our Sudara family to more like-minded brands and customers. Through this platform, Sudara can scale its mission and support more women and their families, and make greater strides toward our ultimate goal of ending sex trafficking in India.



A young woman with dark hair, smiling warmly, is seated at a table. She is wearing a vibrant red long-sleeved dress with a green shawl draped over her shoulders. A black and white geometric patterned collar is visible at her neck. She is wearing a red teardrop-shaped earring. The background is softly blurred, showing a computer monitor and another person's arm in a blue shirt. The overall mood is positive and grateful.

Your support
creates freedom,
opportunity,
dignity, and
systemic change
for women and
children.

~Thank you