



Alchemy World

Next Generation Africa



Why Ethiopia?



Ethiopia remains one of the world's poorest countries... Poverty remains deep and severe with nearly half of Ethiopians living below the poverty line, high illiteracy, low school enrolment and short life expectancy.

*The Economic Report on Africa 2002,
United Nations Economic Commission for Africa*

With a population of 77 million and growing at a rate of 2 million each year, Ethiopia is the second largest country in Africa. It is also one of its poorest. Eighty percent of Ethiopians live on less than \$2 a day. Debilitating internal and external assaults throughout the twentieth century have taken their toll: Fascist Italy, the Soviet Union, devastating famines, civil war and the Red Terror of the 1970s.

Even though the country is now a politically stable democratic republic, the government is challenged with advancing the nation economically and socially. Given the current level of poverty, Alchemy World is an organization well positioned to provide immediate relief in its areas of operation.

www.alchemyworld.org

Areas of Focus



Alchemy World delivers holistic solutions within high-risk communities by addressing issues such as infrastructure, access to clean water, medical care, care for orphans and the elderly and nutritional support.

We provide resources to destitute families and orphans through our village sponsorship program. We also help children from poor families go to school, turning them into future candidates for our entrepreneurship classes.

Our Goals

- To alleviate poverty through social entrepreneurship
- To strengthen economic self-sufficiency
- To help develop the technology and services industry in Ethiopia
- To help develop the small to medium-sized business market
- To improve living conditions for families, women and children in abject poverty
- To promote fair trade
- To balance gender inequality
- To support communities in halting female genital mutilation (FGM) for future generations

Our non-governmental organization is headquartered in Addis Ababa, Ethiopia with parallel organizations in Italy, Germany, Canada, the United States and the United Kingdom.

Areas of Focus



“When I travelled to London to tell people my story, I said to them, ‘We want progress. We want the opportunity to break out of our poverty trap and show that we are capable of being business people.’ ”

Shiferaw (Shif) Aserate, Alchemy World’s Entrepreneur of the Year

Alchemy World empowers young adults in East Africa to become successful business people who are financially self-sufficient and capable of employing others.

Our key objective is to deliver long-term solutions to alleviate poverty in the poorest communities. We achieve this through social entrepreneurship, focused education and a business support programme.

We focus on the Technology and Services sectors in areas with the greatest opportunities for sustainable, revenue-generating work. Alchemy World also looks to stimulate rapid growth in small and medium-sized enterprises in sectors such as construction, agriculture, media, manufacturing, retail, distribution, tourism and education.

We work to improve the lives of women through educational and income-generating opportunities. Knowing that poverty-stricken women in the developing world often face severe discrimination, we provide an avenue for women to break the cycle of poverty for future generations.

Social Entrepreneurship



Located in the poorest communities across the country, Alchemy World Social Entrepreneurship Centres, or AWSECs, are the building blocks of our organization. At the centres, our business-focused training program is changing the lives of young men and women and their families. Through participation, these individuals begin to realize their capacity for leadership and the immense potential their lives now hold.

When students graduate from the program, they develop a business plan and help procure start-up capital. This capital comes from micro-finance institutions, banks, governments, business angels and ethically conscious venture capital funds. Alchemy World then helps to fast-track exports of the ensuing products and services, resulting in an influx of foreign currency to the country.

Alchemy World is also leading the development of an entrepreneurship school at the Sebeta School for the Blind. We have implemented sight impairment specific software including audio and speech driven software and Braille printers to help these visually impaired youth achieve success in business.

Our vision is to open and run 100 entrepreneur schools in Ethiopia, which will create 9600 entrepreneurs every year. With each business employing 20 people on average, we will help to create 180,000 new jobs annually.

Supporting Communities



“Women of Africa will lead the continent out of poverty. All they need is a chance to prove it.”

Daniel Tedros, General Manager, Alchemy World

In addition to the entrepreneurship schools, there is a great need to support the students' communities. We conduct formal needs assessments to determine a community's greatest and most urgent need.

Training Classes

Alchemy World understands the need to create new opportunities for the marginalized. We have developed and given training courses to poor farmers and women who are small business owners. Both courses focus on the benefits of technology and how its use can increase monetary returns. Both courses include life skills and HIV/AIDS awareness education.

Self-sustainability for Women and the Elderly

We help mature women and the elderly combine skills with natural resources to develop a handcraft or agricultural product that can be sold domestically or internationally on a fair trade basis. We also provide training classes to further develop skills in order to increase a product's price point.

Providing Solar Power Energy

Alchemy World has partnered with Sollatek to provide 'glowstar lamps' to rural Ethiopia. Distributed to the remote villages of Abiko and Mekabe Addarke, the solar-powered lamps can also charge mobile phones and batteries, useful items in poor rural areas without access to electricity.

Supporting Communities



Ethiopia's recorded levels of chronic malnutrition in children are uniquely high in sub-Saharan Africa...

Ethiopia: Country Development Programming Framework, Canadian International Development Agency, 2006

Improving the Lives of Weyto Villagers

When we first visited the Weyto people near Lake Tana, we were shaken by the inhumane condition in which elders, mothers and children were living.

After implementing a number of short term improvements, we have developed a holistic vision for the community. We plan to provide nutritional supplements, build pit latrines and wells, run entrepreneurship classes for youth, build permanent weatherproof mud huts and create self-sustaining and income-generating programs.

Medical Care, Nutrition and Emergency Food Aid

We also provide basic medical care, nutritional supplements and food aid to communities according to their need. Alongside our work with sight-challenged people at the Sebeta School for the Blind, we coordinate eye care and fund simple eye operations to cure blindness.

Female Genital Mutilation/Cutting (FGM/C) Prevention

The Convention on the Rights of the Child explicitly recognizes that FGM/C can have devastating and harmful consequences for a woman throughout her life. Even though FGM/C is a criminal act in Ethiopia, it is still carried out on girls and young women and is considered part of societal norms and values. In order to help educate communities, Alchemy World plans to launch a travelling theatre. We believe that theatre can act as a powerful social and cultural change agent. Our message is clear: FGM/C is not necessary and is not written in any sacred book.

Success in the Field



A world of opportunity opens up for graduating students from entrepreneurship school. Graduates have started businesses in such diverse areas as garment manufacturing, computer services and maintenance, educational and book publishing, sugar plantation, car rental, fisheries and food processing, construction equipment supply, software programming, marketing and public relations, web site development and many, many more.

Internet Café Opens a Window to the World

Shiferaw (Shif) Aserate joined Alchemy World Projects as a beneficiary in 2006 and opened the first Internet Cafe in the town of Debarq, Ethiopia. In addition to providing Internet use to the townspeople, he has also established an Internet training course. Having experienced success as a business owner, Shif has built a small house, provides for his extended family and supports several poor children in the area.

Bringing Hotel Management Systems to East Africa

Alex Brehanie, a young entrepreneur graduate, has set up a company developing hotel management software for the East African hotel industry. Having built up a strong base of professional software development graduates, he is also offering outsourced development to independent software vendors in the West.

Marketing to New Markets

Askal Azeze, a 23 year old from Bahir Dar, has successfully launched her company, Dealmaker Corporation. Dealmaker is a marketing services agency, initially targeting industry in Addis Ababa and Bahir Dar. Askal's first clients include United Systems Integrator, Ethiopia's preferred HP Partner, and supplier of thin client computing, as well as ICT FOCUS Magazine, the leading ICT title in Ethiopia.

Our Sponsors and Partners

“This is not charity. This is business: business with a social objective, which is to help people get out of poverty.”

Muhammad Yunus, Grameen Bank founder and microcredit pioneer

We could not do all that we do without our very dedicated and generous sponsors and partners. Alchemy World would like to acknowledge the contributions of each and extend a heartfelt thank you.



About the Founder

Carlo Tortora Brayda di Belvedere, born of Italian and Ethiopian parentage, has been planning this NGO for 10 years. It is his personal mission to change the fortunes of people in Ethiopia. He is also the founder of Advanced Alchemy, a company that supports giants like Microsoft, IBM and Sun Microsystems with strategic and tactical sales and marketing initiatives.



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How You Can Help



There are many concrete ways to help us alleviate poverty in the communities in which we work.

- 1) Donate to a project of your choice:
 - a. Sponsor a student for entrepreneur school: \$140 USD per month
 - b. Sponsor a blind student for entrepreneur school: \$180 USD per month
 - c. Fund a traditional craft business such as basket weaving: \$100 USD
 - d. Provide start-up capital for a new business: \$500 USD (10%)
 - e. Fund a 4-unit pit latrine - \$2,000 USD
 - f. Provide funding for the purchase of Plumpynut™ nutritional supplement to help 1 family for 2 months: \$100 USD
 - g. Help to purchase raw materials to build a quality mud hut: \$2,000 USD
 - h. Donate to the highest priority project - \$100 or 200 USD

- 2) Volunteer your time and expertise:
 - a. Assist with fundraising efforts in the USA, the U.K. or Italy
 - b. Help connect us with individuals, groups and companies interested in social entrepreneurship and alleviating poverty.
 - c. Teach in one of the entrepreneurship schools or rural training programs.
 - d. Climb a mountain or host a bake sale to raise money for our projects.

- 3) Purchase art, fair trade food and handcrafts through our e-Shop: www.alchemyworld.org/catalogue_main.php.

www.alchemyworld.org

Donate Now

Yes, I want to help alleviate poverty.

Name: _____

Address: _____

Post/Zip Code: _____

Email: _____

Tel No: _____

Method of Payment:

Visa MasterCard Diners OTHER _____

Name on Card: _____

Card Number: _____

Expiry Date: _____

Signature: _____

On behalf of those who will benefit from your generosity:
Thank you.

You can also donate online at www.alchemyworld.org.

“The magic moment in our work is when our students break out of the conditioning of being poor and realise that they are allowed to have a dream. And that they can fulfil that dream through their own merit.”

Founder, Carlo Tortora-Brayda di Belvedere

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