

FIGHTING POVERTY IS BIG BUSINESS

BUT WHO PROFITS THE MOST?

LOGLINE

The West has positioned itself as the protagonist of development, giving rise to a vast multi-billion dollar poverty industry of for-profit aid contractors and massive NGOs — the business of doing good has never been better. Yet the results have been mixed and leaders in the developing world are calling for change.

From TOMs Shoes to international adoptions, from solar panels to U.S. agricultural subsidies, POVERTY, INC. challenges each of us to ask the tough question: Could I be part of the problem?

SYNOPSIS

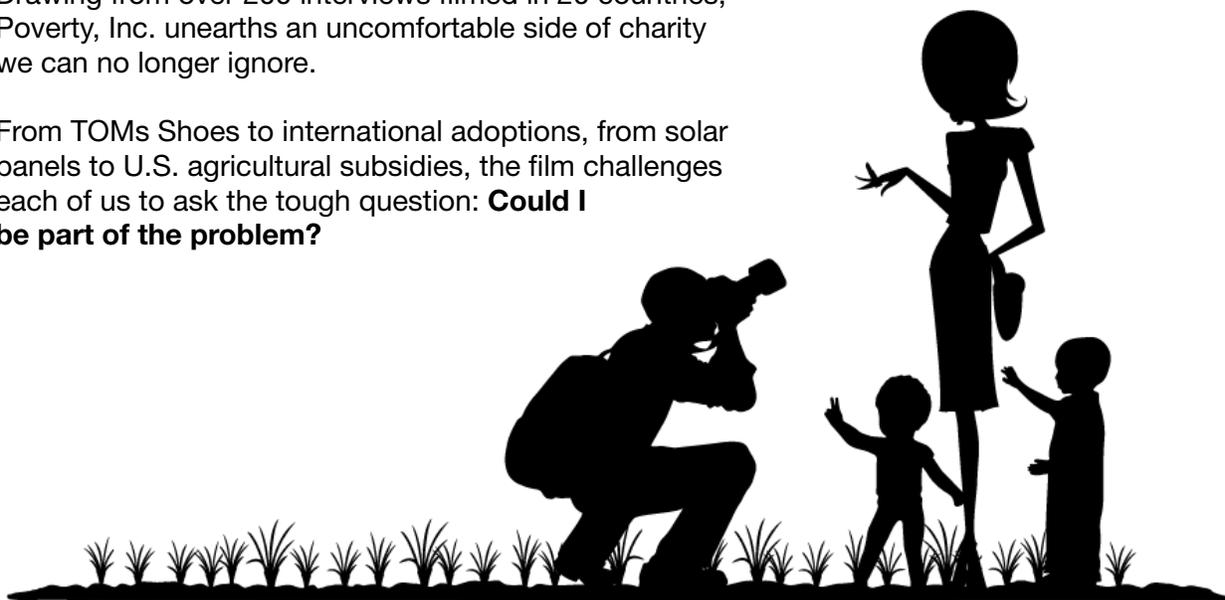
“I see multiple colonial governors,” says Ghanaian software entrepreneur Herman Chinery-Hesse of the international development establishment in Africa. “We are held captive by the donor community.”

The West has positioned itself as the protagonist of development, giving rise to a vast multi-billion dollar poverty industry — the business of doing good has never been better.

Yet the results have been mixed, in some cases even catastrophic, and leaders in the developing world are growing increasingly vocal in calling for change.

Drawing from over 200 interviews filmed in 20 countries, Poverty, Inc. unearths an uncomfortable side of charity we can no longer ignore.

From TOMs Shoes to international adoptions, from solar panels to U.S. agricultural subsidies, the film challenges each of us to ask the tough question: **Could I be part of the problem?**



FESTIVAL CIRCUIT

- 🌐 Starz Denver Film Festival
- 🌐 Austin Film Festival
- 🌐 Traverse City Film Festival
- 🌐 Savannah Film Festival
- 🌐 Thessaloniki Documentary Film Festival (Greece)
- 🌐 Leeds Film Festival (U.K.)
- 🌐 Salento International Film Festival (Italy)
- 🌐 Anthem Film Festival
- 🌐 Minneapolis St. Paul Film Festival
- 🌐 Docutah
- 🌐 RiverRun Film Festival
- 🌐 Africa World Documentary Festival
- 🌐 Topanga Film Festival



*"You made me so proud to be an African woman.
Thank you for the brutal but necessary
and empowering truth."
- Dany Masado, Health Professional [Cameroon]*



Sold-out screening at the Starz Denver Film Festival.

UNIVERSITY TOUR

- 🌐 Harvard Business School Africa Business Conference, Harvard Kennedy School of Public Policy, Harvard Graduate School of Education
- 🌐 MIT Global Startup Workshop (Guatemala), MIT Sloan School of Management
- 🌐 Stanford African Student Associations
- 🌐 Kellogg School of Management Net Impact Club
- 🌐 Penn University Political Science Department
- 🌐 Yale School of Management African Business Club



Crowd of 400 for the Guatemala Premiere at the MIT Global Start-up Workshop.

RIGHTS AND CONTACTS

Press Inquiries

info@povertyinc.org
+1 (857) 209 - 8374

Theatrical, Broadcast, & Video on Demand

North America

Brainstorm Media
Meyer Shwarzstein
meyer@brainmedia.com
+1 (310) 285 - 0812
<http://www.brainmedia.net/>

International

Ro*Co Films International
Cristine Dewey
cristine@rocofilms.com
+1 (415) 332 - 6471
http://www.simplecinemafilms.com/poverty_inc

Educational

Ro*Co Films International
Kristin Cooney
kristin@rocofilms.com
+1 (415) 332 - 6471
U.S. http://www.rocoeducational.com/poverty_inc
International: http://www.simplecinemafilms.com/poverty_inc

Theatrical (U.S., Australia), Community, Corporate, and Nonprofit

Tugg, Inc.
Jo Jensen
screenings@povertyinc.org
<https://www.tugg.com/titles/poverty-inc>

ADDITIONAL LINKS

- 🌐 Filmmaker Q&A: <http://www.povertyinc.org/conversation/>
- 🌐 Screenings: <http://www.povertyinc.org/screenings/>
- 🌐 Educational Editions: <http://www.povertyinc.org/education/>

ABOUT THE PRODUCTION

POVERTY, INC. stems from a larger initiative called PovertyCure, which we began in 2007 and officially launched in 2011. Focused on unlocking the creative potential of the person as the key to human flourishing, we spent years conducting research and filming over 200 interviews in 20 countries. We also built a community of over 350 partner organizations and 1.2 million Facebook fans spanning 144 countries.



PRODUCTION STILL #1: RICE IN HAITI



"We made a devil's bargain," says former president Clinton about U.S.-Haiti trade and agricultural policies, which decimated the Haitian rice economy and crippled the country's ability to feed itself.

Photo credit: Mark Waters

PRODUCTION STILL #2: POWER TO THE PARENTS



Artisan, entrepreneur, and proud working mother Makilene Velnis stands with her family in the home she purchased with the income she earned working at the Apparent Project.

“Giving power to the parents is exponential in how many kids you can help,” says Apparent Project founder Shelley Clay. “I’ve estimated with 250 employees. We are helping at least 750 children - possibly 2000 people if you think they’re supporting their whole families. There is no orphanage to be sustainable to take care of 750 children.”

Photo Credit: Simon Scionka

PRODUCTION STILL #3: LIGHT HAITI



Welcome to ENERSA, Haiti's first solar panel manufacturing company. Founded by locally grown entrepreneurs Alex George and Jean Ronel Noel, ENERSA is employing people from one of the poorest communities in the world in their effort to light their country. Their biggest obstacle? Staying in business amidst the flood of free solar panels shipped as charity and aid to post-Earthquake Haiti.

Photo Credit: Simon Scionka

PRODUCTION STILL #4: HILLS OF RWANDA



Director Michael Matheson Miller and DP Simon Scionka capture the breathtaking landscape of Rwanda from a hillside.

Photo Credit: Tabitha Blanski

PRODUCTION STILL #5: THE ENTREPRENEURIAL SPIRIT



An entrepreneur poses in front of his small shop in Ghana. For all of the talk and hype about microfinance, we found that the challenges facing enterprising individuals like this man run even deeper than the lack of access to capital. When property rights and rule of law are in question, it is difficult to grow your business.

Photo Credit: Simon Scionka

FEATURED SUBJECTS

Corrigan and Shelley Clay are the founders of the **Apparent Project** and **Papillon Enterprise**. As a young and courageous couple, they sold everything they owned and moved to Haiti with the dream of adopting children and founding an orphanage. Before starting their own orphanage, the Clays wisely worked as staff in an orphanage for a year to learn. That year changed everything. They began to realize that most of the children had living parents (80% according to Haitian government estimates), that in many cases it was poverty, not abandonment that was separating children from their families. “After living in an orphanage for a year and getting to know the language, the culture, the people, and really building relationships, **we began to kind of see that the system of addressing the needs of orphans was actually a system that was creating orphans.** We



changed our approach to the poverty issues that we saw in Haiti at that time towards, towards job creation and nurturing people's own dignified care of their own kids.” Their two businesses now employ hundreds of formerly at-risk individuals (most of whom are proud parents) in Port-au-Prince. “Giving power to the parents is exponential in how many kids you can help,” says Shelley. “I've estimated with 250 employees.



We are helping at least 750 children - possibly 2000 people if you think they're supporting their whole families. There is no orphanage to be sustainable to take care of 750 children. Think about the rice bill, think about the bean bill, think about the electricity bill, and that bed bill and all of the bills. Orphanages have to raise millions of dollars a year to be sustainable. In order to do justice to those kids, an orphanage of 100 kids has to have a minimum of \$400,000 a year, and they have to fundraise for that. They have to pull out their flies-on-child pictures in

order to do that, which then creates this whole model of “those poor people, those poor desolate people.” They're not desolate; they have hope. They have a way to get out of it. There's a way to fix it.”

Frantz Derosier is a lighting technician at Haitian solar panel manufacturer ENERSA in Port-au-Prince. “Working for Enersa is great,” says Frantz. “It has played a significant role in my life. I've accomplished a great deal with this job, I've been able to pay my housing bills, that's how I make my living, my child's school tuition money comes from that, and everything. I'm happy to be a part of



Enersa because I feel that this is where I belong.

I have strong ties to this community. I'm very familiar with the people here. We've known each other for the past 28 years. We've spent a lot of time together. We all love each other. They're all familiar with what I do. They approve of my work. They also love Enersa. I've told the director that my dream is to see my two children do even better than I've done in life myself. First, complete high school, then go to a university for their studies and I'll be proud to see the fruits of my labor with Enersa knowing that I was able to take good care of my children, and happy to see them succeed in life."

Jacob Donatien and Exulien Estéphe are Haitian rice farmers who have suffered through U.S.-Haiti trade and agricultural policies that have decimated the Haitian rice economy and crippled the country's ability to feed itself. "That situation completely destroyed us," says Jacob, speaking on the flood of free and artificially cheap rice coming in from the U.S. "It resulted in many farmers abandoning farming. After the earthquake of January 12, 2010 we got stuck with all our goods. The crops are not only intended for our personal use. They are also intended for the market. Once the market is flooded, there is no more demand. As a result you lose the work of a whole year. "



Alex Georges and Jean-Ronel Noel are the locally-grown founders of ENERSA, Haiti's first solar panel manufacturing company employing people from one of the poorest communities in the world. "We wanted to be part of something special," shares Jean-Ronel. "And because both of us grew up in Haiti, so we know what the situation is. We have plenty of sunshine, so is there a way that you can harvest energy from the sun and to resolve the energy problem? So this is something that is completely different, and it was something completely new." ENERSA's biggest obstacle? Staying in business amidst the flood of free solar panels shipped as charity and aid to post-Earthquake Haiti. "Right after the earthquake you had a lot of need for solar," Alex explains. "Power was completely out in Port-au-Prince. NGOs started to feel the need for solar, went to donors abroad that sent the solar equipment from abroad, so then when we managed, after a few weeks, to be able to secure the facility to get some production going again, then the demand stopped, because it's hard to compete with free. When you had companies sending 1,000 solar panels to Haiti for free, how are you going to sell?"



Charles Mends is the founder of a small juice processing company in Ghana. Beginning with just 4 or 5 staff, Charles has grown the company through hard work despite the many legal and financial challenges that face SMEs (Small-Medium Enterprises). "I've come to the state where I have 15 workers and at peak season up to 20 workers," says Charles. "We

start small, tend to want to expand, but because you are a young guy with no collateral – no landed property – as they call it, you cannot access any facility or loan. And you want to do business in Ghana it's frustrating. At this stage it's more difficult because you can't move to the middle state that you really, really can make some money. Because like, you need to access sizable amounts of money, which family cannot get, our friends cannot get, and you have to pay those interest rates. It will kill your business. We're looking about 6 to 10 percent monthly. That's about 72 percent to 150 percent annually of interest rate. There is no business that can make such profit that you can pay off your loan with such interest. In Ghana we have small-scaled, small micro-financing companies that will tend to lend out to market-women, small shops. That micro-financing companies, we have a lot of them in the system. Then we have the big banks who tend to lend out to big companies. So, there's a gap. There's a gap between the small and the large scale big companies. But in between them, we don't have those who want to lend out to the SMEs (small and medium-sized enterprises). They put all those papers around like, "SMEs, come for a loan..." you go there, they don't give it to you. The process is so long. Plus you're definitely not going to get it for someone who doesn't have landed property, who doesn't have a land or a house. So growing is virtually difficult. You are at a standstill."



Joshua Omoga is a micro-entrepreneur operating a small shop in disenfranchised neighborhood of Nairobi, Kenya known as Kibera. "I left my rural area to come to Nairobi to search for a job and better my life," Joshua recounts. "I borrowed some money from a friend and started by selling vegetables by my doorsteps. I live in the same place I work, and this place is very small. The place is not mine, so I cannot expand it. It's not easy to register the business because the Kibera has temporary structures. And the government does not recognize temporary structures to be registered. So that's one of the challenges I am facing. For now, I'm saving for my son, so that when he reaches the time he is going to start his school, primary level, I'll have something in the account to support his education. My future plan is to invest heavily in my business. I'm planning to relocate from Kibera to another place, where life is more better than Kibera and register my business.



Makilene Velnis is an artisan, entrepreneur, and mother. After living in a tent city and considering giving her children up for adoption, she became a proud home owner and held her family together using the income she earned working at the Apparent Project. "When I stayed at the tent, one room was too small for myself and the children. It's very hot in there. People get sick, all kinds of diseases. It's extremely uncomfortable." It turned out 200 hand-made necklaces was all that stood between Makilene and a better home for her family. "I've purchased a piece of land with two small



rooms on it. That's where I live now. I'm no longer staying in a tent. Because I'm poor, I'm responsible for the care of my mother, my sister, my whole family. And if I know someone in need, I must help, because, thank God, I have work. I'd love to see my children finish school and become somebody."

FEATURED EXPERTS

George Ayittey is a Ghanaian economist, author and president of the Free Africa Foundation in Washington DC. Co-currently, he serves on faculty at American University, and works as an associate scholar at the Foreign Policy Research Institute. Ayittey is well-known for the argument that "Africa is poor because she is not free" in which the primary cause of African poverty is less a result of the oppression and mismanagement by colonial powers, but rather a result of modern oppressive native autocrats. His goes beyond tactics argued by his peers by advocating for specific ways to address the abuses of the past and present. His main prerogatives are supporting democratic government, debt reexamination, modernized infrastructure, market economics, and trade to promote development.



Herman Chinery-Hesse is a Ghanaian software entrepreneur and the founder of SOFTtribe, the largest software company in Ghana. Amongst a number of accolades, he is popularly referred to the "Bill Gates of Ghana" from news presses and academics, and considered one of Africa's most influential technology leaders. When Herman Chinery-Hesse returned to his native Ghana in 1990 after studying manufacturing at Texas State University-San Marcos, he quickly realized that while he aspired to start his own company, he had no money to launch a manufacturing enterprise. After partnering with an old schoolmate, and they started writing software for the travel industry and selling door to door. "We were programming out of my bedroom, sitting on my bed, and then we evolved from there and grew and grew and grew." They named the company theSOFTtribe.



Chinery-Hesse and his partners have continued to grow their business in the private sector. He also has launched a second company, Black Star Line Global (BSL), which works to connect African businesses to international markets through an electronic platform that does many of the things PayPal and EBay do but goes one step further. He has won numerous personal awards including "Outstanding Ghanaian Professional" from the GPA awards and the "Distinguished Alumnus Award" from the Texas State Alumni Association and Texas State University-San Marcos, USA.

Sir Paul Collier is Professor of Economics and Public Policy in the Blavatnik School of Government at the University of Oxford. Additionally, he is also a Director of the International Growth Centre, the Director of the Centre for the Study of African



Economies, and a Fellow of St Antony's College. From 1998 until 2003 he was the director of the Development Research Group of the World Bank. In 2010 and 2011, he was named by Foreign Policy magazine to its list of top global thinkers. Collier currently serves on the advisory board of Academics Stand Against Poverty (ASAP).

Anthony Daniels, who generally uses the pen name **Theodore Dalrymple**, is an English writer and retired prison doctor and psychiatrist. He has worked in a number of Sub-Saharan African countries as well as in the east end of London. Before his retirement in 2005, he worked in City Hospital, Birmingham and Winson Green Prison in inner-city Birmingham, England.



Daniels frequently argues that the liberal and progressive views prevalent within Western intellectual circles minimize the responsibility of individuals for their own actions and undermine traditional mores, contributing to the formation within prosperous countries of an underclass afflicted by endemic violence, criminality, sexually transmitted diseases, welfare dependency, and drug abuse. Much of Dalrymple's writing is based on his experience of working with criminals and the mentally ill.

Daniels is a contributing editor to City Journal, published by the Manhattan Institute, where he is the Dietrich Weismann Fellow. In addition to City Journal, his work frequently appears in The British Medical Journal, The Times, The Observer, The Daily Telegraph, The Spectator, The Salisbury Review, and National Review.

In 2011, Dalrymple received the 2011 Freedom Prize from the Flemish think tank Libera! He is the author of a number of books, including Life at the Bottom: The Worldview That Makes the Underclass, Our Culture, What's Left of It, and Spoilt Rotten: The Toxic Cult of Sentimentality.

Hernando de Soto Polar is a Peruvian economist known for his work on the informal economy and on the importance of business and property rights. He is the president of the Institute for Liberty and Democracy (ILD), located in Lima, Peru.

De Soto is most widely known for his book, The Mystery of Capital: Why Capitalism Triumphs in the West and Fails Everywhere Else and for his leading role in the PBS documentary series, The Power of the Poor. De Soto first became interested in the sources of economic development after his family was exiled to Europe in 1948. While growing up in Switzerland he often made extended visits to his homeland and began to wonder why Peru was poor and Switzerland prosperous. The intelligence, talent and education levels of his friends in Peru were on par with those of his friends in Switzerland, so he wondered, what made the difference?



After two decades, De Soto moved back to Peru, where his effort to start a business gave him the beginnings of an answer. In Switzerland it was simple to start a business. However, in Peru the red tape and corruption that stood in his way was mind boggling. “If it’s this tough for a well-connected person like me,” he thought, “how much harder is it for the common man?”

Marcela Escobari is Executive Director of Harvard's Center for International Development, a university-wide center that develops and disseminates breakthrough strategies for growth and prosperity in developing countries. Prior to working at OTF, Marcela worked with indigenous communities in Bolivia for the World Bank and was a Mergers & Acquisitions investment banker with JP Morgan in New York. Marcela grew up in Bolivia, holds a B.A. in Economics from Swarthmore College and a Masters in Public Policy (MPP) from the Kennedy School of Government at Harvard University. She has two decades of experience in economic development. Before joining the CID, Marcela led the Americas region and served on the Executive Committee of the OTF Group, a strategy consulting firm that advises private and public sector leaders on how to improve export competitiveness.



Ms. Escobari has a particular interest in the impact of information and communication technology (ICT) on economic development. She has led studies on the effectiveness of ICT investments in the Caribbean and Africa, and assessed the role business incubation in driving entrepreneurship in 47 developing countries. Along with Harvard and London Business School professors, she co-authored cases on successful business strategies in Latin American companies. She has spoken about issues of technology, entrepreneurship and competitiveness in a wide range of policy, industry and academic forums throughout the Americas, and gave the keynote address at the "International Conference of Social Women Entrepreneurs" for an audience of over 1000 women entrepreneurs in Mexico City.

In 2013, Ms. Escobari was named by The World Economic Forum as Young Global Leader for 2013.

Michael Fairbanks is the founder and Chairman Emeritus of the OTF Group, a strategy-consulting firm based in Boston, and the first venture-backed U.S. firm to focus on developing nations. He was a U.S. Peace Corps teacher in Kenya and is well known for his philanthropy in medical and global poverty research. As long-time angel investor in the life sciences, he is a founding shareholder in Merrimack Pharmaceuticals, based in Cambridge, Massachusetts, which has drugs currently undergoing FDA trials to fight cancer. Additionally, he co-founded SEVEN, a philanthropic foundation in Cambridge, MA run



by entrepreneurs, who strategize to produce books, multimedia and original research to increase the rate of diffusion of enterprise solutions to global poverty.

He was named to the Commission on Globalization in the 1990s, among with Mikhail Gorbachev, Jane Goodall and Joe Stiglitz. He has served as a Senior Advisor since 2001 to President Paul Kagame of Rwanda on private sector development and export competitiveness and has oversaw the Global Pioneers of Prosperity Program, in cooperation with OTF, Legatum, the Multilateral Investment Fund, and the Templeton Foundation.

In 2006, his alma mater gave him its highest award, a doctorate in humane letters for his "accomplishments and devotion to social justice." He is a citizen of the United States, the European Union (Ireland), and Rwanda.

Peter Greer is President and CEO of HOPE International, a global non-profit organization focused on alleviating physical and spiritual poverty through microenterprise development. HOPE International works in some of the most challenging places around the world, including Afghanistan, Democratic Republic of Congo and Haiti. Under Mr. Greer's leadership, HOPE has expanded its network from 3 to 15 countries and now serves over 300,000 active clients.

Formerly, he was employed by World Relief, where he served as a microfinance advisor in Phnom Penh, Cambodia. Later, he managed Rwanda's URWEGO Community Banking, which was recognized as the "best microfinance institution in Rwanda" by the United Nations. Peter also worked with CARE Zimbabwe and implemented fraud protection measures in cooperation with Harvard University's Carr Center of Human Rights.



Mr. Greer received his undergraduate education in International Business from Messiah College. He completed a Master's Degree in Public Policy from Harvard's Kennedy School, with a concentration in Political and Economic Development and Executive Education from Harvard Business School. He has lectured at universities across the nation on microenterprise development, social entrepreneurship, and poverty eradication. Additionally, Mr Greer has co-authored the first faith-based book on microfinance with Phil Smith, *The Poor Will Be Glad*, which introduces ways the Church can become engaged in sustainable solutions to poverty.

Daniel Jean-Louis is president of Bridge Capital, a small and medium enterprise investment firm in Haiti that provides loans and equity investment to businesses expanding operations or meeting the next contract. Along with Jacqueline Klamer, he's co-authored *From Aid to Trade: How Aid Organizations and Business Can Work Together to Grow the Economy, Combat Poverty, and Strengthen Haiti*, which advocates for a clear realignment of aid to Haiti's market-based economy that will ensure long-term growth and job creation for the benefit of the Haitian people.



Mr. Louis is an entrepreneur and founder of business investment firm with a passion for Haiti. Since 2013, Bridge Capital has provided debt and equity investment to Haitian companies seeking credit or working capital to accomplish their objectives. In addition, he teaches entrepreneurship and business development at Université Quisqueya, and also holds small business experience as founder of Trinity Lodge, a for-profit company providing affordable short-term lodging in Port-au-Prince.

Paul Kagame is the sixth and current President of Rwanda having taken office in 2000 when his predecessor, Pasteur Bizimungu, resigned.

In the 1980s, Kagame fought in Yoweri Museveni's rebel army, becoming a senior Ugandan army officer after Museveni's military victories carried him to the Ugandan presidency. Kagame joined the Rwandan Patriotic Front (RPF), which invaded Rwanda in 1990. By 1993, the RPF controlled significant territory in Rwanda and a ceasefire was negotiated. The assassination of Rwandan President Juvénal Habyarimana was the starting point of the genocide, in which Hutu extremists killed an estimated 500,000 to one million Tutsi and moderate Hutu. Kagame resumed the civil war, and ended the genocide with a military victory.



During his vice presidency, Kagame controlled the national army and maintained law and order, while other officials began rebuilding the country. Many RPF soldiers carried out retribution killings; it is disputed whether Kagame organised these, or was powerless to stop them. Hutu refugee camps formed in Zaire and other countries, which were controlled by the genocidaires (participants in the genocide) and threatened Rwanda's security. The RPF attacked and disbanded the camps in 1996, forcing many refugees to return home, but insurgents continued to attack Rwanda. As part of the counterinsurgency, Kagame sponsored two controversial rebel wars in Zaire.

As president, Kagame has prioritised national development, launching a programme to develop Rwanda as a middle income country by 2020. As of 2013, the country is developing strongly on key indicators, including health care and education; annual growth between 2004 and 2010 averaged 8% per year. Kagame has had mostly good relations with the East African Community and the United States. Several countries suspended aid payments in 2012 following these allegations. Kagame is popular in Rwanda and with some foreign observers. He won an election in 2003, under a new constitution adopted that year, and was elected for a second term in 2010.

Kenneth Michel is an experienced entrepreneur and businessman in Haiti. He has over 10 years experience in the field of fuel management and distribution, 20 years experience in the world of commodities, including wholesale management and distribution. Additionally, he has experience in the field of agriculture and most recently was the Executive Director of Haiti International Traders SA, a Haitian based company that at one time managed approximately 35% of commodity imports into Haiti.

Mr. Michel has provided his expertise to local farming communities as well as the Haitian government, including serving as a pro bono consultant to the President of Haiti during the 2008 food crisis. Mr. Michel also serves as a member of the Board of Food For The Poor-Haiti, a Christian charitable organization whose mission is to provide food, housing, medical services, education and ministry to low-income families in Haiti. He holds a Master of Business Administration and a Bachelor of Business Administration from Schiller International University.



Eva Muraya is currently the CEO of Brand Strategy & Development (BSD) Ltd a leading regional brand strategy development agency. BSD is also a Hall & Partners Yellowwood associated company, South Africa's leading specialist in brand strategy. Previously, she has been involved in women entrepreneurship. Ms. Muraya co-founded the Kenya Association of Women Business Owners (KAWBO), a forum where women in business come together to discuss pertinent issues affecting women owned businesses in a dynamic marketplace.



She holds a Bachelor of Arts Degree in Journalism and Marketing (Magna Cum Laude) from the United States International University (USIU) in Nairobi and a Diploma in Advanced Business Management from the IESE and Strathmore Graduate Business Schools. Additionally, she has diplomas in Marketing, Advertising, Public Relations, Sales and Management from the London Chamber of Commerce and Industry and a certificate in Marketing from the Marketing Society of Kenya (MSK).

Muraya is a Board member of JITIHADA, an initiative of the Ministry of Industrialization with support from the World Bank. Ms Muraya's business leadership has earned her a variety of different accolades, including an award nominee at the Pan African Invent and Innovate Conference in Accra, the 2006 Eve Woman Entrepreneur of the Year, the Goldman Sachs Fortune Global Leadership Award, and the Marketing Society of Kenya (MSK) Warrior award. She is also profiled in the recently published conversations with 74 top leading Kenyan women achievers in "Life Journeys", compiled by Susan Wakhungu-Gituku.

Rev. John Rucyahana is a former Anglican Bishop of the Shyira Diocese of northwest Rwanda, one of the hardest hit sections of the country. At age 14, he was forced to flee his homeland of Rwanda and spent the next 38 years as a refugee in Uganda. He came to Christ when he was 21, became a school teacher and lay evangelist, married in 1969 and, with his wife Harriet, raised five children. He was ordained in the Anglican



Church in 1975 and eventually became rector of St. Paul's Cathedral in Hoima, Uganda, where he lived and worked under the brutal dictatorship of Idi Amin. In the early 1990s he started the Blessed Mustard Seed Babies Home of Hoima, Uganda for abandoned children and for children who had lost their parents to Aids.

In 1998, Rev. Rucyahana became the first African bishop with a parish in the United States— St. Andrews Anglican Church in Little Rock, Arkansas, which he administered remotely from Rwanda. From that experience, the Anglican Mission in America (AMiA) was launched in 2000.

Rev. Rucyahana also works with Pastor Rick Warren on the Saddleback Church's P.E.A.C.E. Plan; and with Dale Dawson as co-founders of Bridge2Rwanda, an organization focused on boosting cooperation between people in the United States and Rwanda. "Bishop John has led the way in building schools, hospitals, businesses, community centers and churches," the website states in its bio of him. "He speaks several languages and earned his Masters in Divinity degree in the U.S. He travels frequently to North America, Europe and Australia as an ambassador for Jesus and Rwanda. Christianity Today magazine described Bishop John as Rwanda's Christian leader with the biggest network of friends in America."

Joel Salatin is a full-time, third generation alternative farmer in Virginia's Shenandoah Valley. A wordsmith, he describes his occupation as "mob-stocking herbivorous solar conversion lignified carbon sequestration fertilization." His humorous and conviction-based speeches are akin to theatrical performances, often receiving standing ovations. The family's farm, Polyface Inc. ("The Farm of Many Faces") has been featured in Smithsonian Magazine, National Geographic, Gourmet, and countless other radio, television and print media. He holds a B.A. degree in English and writes extensively in magazines such as Stockman Grass Farmer, Acres USA, and Foodshed, where he passionately defends small farms, local food systems, and the right to opt out of the conventional food paradigm. He has authored eight books, four of them how-to types, such as: You Can Farm: The Entrepreneur's Guide to Start and Succeed in a Farming Enterprise and Family Friendly Farming: A Multi-Generational Home-Based Business Testament. Four generations of his family currently live and work on the farm.



Dr. Timothy T Schwartz earned a Ph.D. in Anthropology from the University of Florida and then went to live and work in Haiti for six years. He has extensive research experience, including 15 months living with impoverished Haitians in the thatch-roofed huts of a remote fishing hamlet and three years residing in agricultural settlements and villages. He worked as a consultant for international aid agencies, including the German foreign ministry (GTZ), the United States Agency for International Development (USAID), French ID (Initiative Development), and CARE International, the world's largest international charity.



Since leaving Haiti, Mr. Schwartz has been living in the neighboring Dominican Republic where he works as an international consultant specializing in Haitian-Dominican relations and coordinates social impact assessments for private companies. His studies have been funded by the National Science Foundation, the Curtis Wilgus Foundation and the University of Florida College of Liberal Arts and Sciences. His recent publications include the Haiti entry for an encyclopedia of world cultures, *Countries and Their Cultures* (Macmillan Reference USA: Yale University), an article in the refereed *Journal for Research in Economic Anthropology* entitled *Pronatalism and the Economic Utility of Children in Jean Rabel, Haiti*, and an article published in the Caribbean's oldest and most prestigious journal, *New West Indian Guide*, entitled *Subsistence Songs: Haitian 'téat' performances, gendered capital and livelihood strategies in Jean Makout, Haiti*.

Magatte Wade, born in Senegal, educated in France, launched her entrepreneurial career in the San Francisco Bay area. Magatte's first company, Adina World Beverages, was founded in her home kitchen and was originally based on indigenous Senegalese beverage recipes using organic ingredients. Adina is the most widely distributed U.S. consumer brand founded by an African entrepreneur and is now carried in major national retailers across the U.S., including Whole Foods Market, Wegmans, and trial roll-outs at Safeway and in the Pepsi distribution chain. Magatte is currently launching her second company, The Tiossano Tribe, producing luxury organic skin-care products based on indigenous Senegalese skin care recipes.



Ms Wade serves on a number of advisory boards, including the First Lady of Senegal's health and education NGO, Association Education Sante (AES) and the SEED Academy (Sports for Education and Economic Development), a private school in Senegal that prepares Senegalese athletes to succeed academically and athletically on basketball scholarships in the NCAA and on the Advisory Board of Trilinc Global, a U.S.-based global impact investment fund. She serves on the board of ASNAPP (Agribusiness in Sustainable Natural African Plant Products), the leading West African natural products industry organization.

She also serves as a mentor for developing world entrepreneurs for the MIT Legatum Center for Entrepreneurship and Development. Magatte was a featured panelist at the 2009 Global Competitiveness Forum in Riyadh, and has spoken at Columbia, Wharton, Dartmouth, MIT, Babson, the University of Chicago, and many other universities.

Andreas Widmer is the Director of Entrepreneurship Programs at the Catholic University of America, in Washington, D.C. He is a seasoned business executive with experience in high-tech and international business strategy consulting and economic development. He was an executive in residence at Highland Capital Partners, a venture capital firm. He served as CEO of OTF Group (formerly part of the Monitor Group) and helped lead Eprise Corporation, Dragon Systems and FTP Software. He has worked extensively in the

United States, Europe, Asia, Africa and Latin America, and has brought more than 100 leading-edge technology products to market. He has also served as President of The Carpenter's Fund. He was previously the co-founder of SEVEN Fund, a philanthropic organization run by entrepreneurs who invested in original research, books, films, and websites to further enterprise solutions to poverty. Mr. Widmer and his business partner Michael Fairbanks initiated the Pioneers of Prosperity Awards, a first-of-its-kind industry program that finds and promotes the best entrepreneurs in emerging markets.



Mr. Widmer is a Research Fellow in Entrepreneurship at the Acton Institute and an advisor to the Zermatt Summit, an annual business leadership event that strives to humanize globalization. He also serves as an advisor to Transforming Business, a research and development project at the University of Cambridge. He currently serves on the advisory boards of the Templeton Foundation, Global Adaptation Institute, Spring Hill Equity Partners, Karisimbi Business Partners, and Catholics Come Home. He is on the board of directors at the New Paradigm Research Fund, Virtual Research Associates and the World Youth Alliance, a global coalition of young people committed to promoting the dignity of the person and building solidarity among youth from developed and developing nations. He was appointed by the Center for Interfaith Action on Global Poverty as a member of the Task Force to Advance Multireligious Collaboration on Faith, Health and Development, which presented its findings at the White House in November 2010.

Muhammad Yunus is a Bangladeshi social entrepreneur, banker, economist and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. These loans are given to entrepreneurs too poor to qualify for traditional bank loans. In 2006, Yunus and the Grameen Bank were jointly awarded the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below". Yunus has received several other national and international honours including the United States Presidential Medal of Freedom in 2009 and the Congressional Gold Medal in 2010.



In 2012, he became Chancellor of Glasgow Caledonian University in Scotland. He is a member of the advisory board at Shahjalal University of Science and Technology. Mr Yunis has previously served as a professor of economics at Chittagong University in Bangladesh. Yunus also serves on the board of directors of the United Nations Foundation, a public charity created in 1998 by American philanthropist Ted Turner's \$1 billion gift to support UN causes. He published several books related to his finance work. He is a founding board member of Grameen America and Grameen Foundation, which support microcredit.

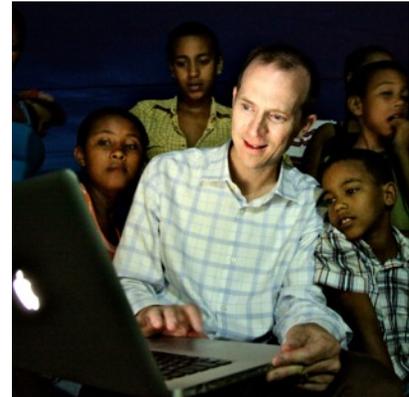
ABOUT THE FILMMAKERS

MICHAEL MATHESON MILLER | DIRECTOR - PRODUCER

Michael Matheson Miller is the founder of PovertyCure, the Chair of the PovertyCure Advisory Council, and a Research Fellow at the Acton Institute. He is the director and host of the PovertyCure DVD Series.

Michael holds graduate degrees in philosophy, international development, and international business. He has lived and traveled in Europe, Asia, Africa, and Latin America.

Michael speaks extensively on themes of international development, entrepreneurship, political economy, and moral philosophy. He has been featured on FOX Business and numerous radio shows. He is a contributor to The New York Post, The Washington Times, The LA Daily News, The Detroit News, and Real Clear Politics.



SIMON SCIONKA | DP - EDITOR

Simon Scionka began filmmaking at the age of 16 and has filmed in 32 countries, with special focus on stories of orphans in eastern Europe and Africa as well as engaging anti-human trafficking projects and documenting stories of trafficking survivors in Russia, Moldova, Mexico and the USA. In all his work, he focuses on the beauty, dignity and creative capacity of the human person.

ANIELKA MÜNDEL | CO-PRODUCER

Native to Nicaragua, Anielka Münkel is a founding team member of PovertyCure, where she continues to serve as a Project Manager.

In Nicaragua, she served as advisor to the minister of tourism and coordinator of the Government Investor Network (GIN) at PRONicaragua, the Investment Promotion Agency of the Presidency, where she collaborated on speeches for former President Enrique Bolaños, and negotiated investment opportunities with international corporations. She authored the article "Nicaragua: A UN Pilot Country on the Road to Success" and presented the results of the GIN project at the United Nations in 2005. She was selected to participate in the US Department of State International Visitor Leadership Program.

Anielka earned her bachelor's degree in international relations and holds an MBA with honors from the University of Notre Dame, where she won the grand prize in the Social Venture Plan Competition with Sustainable Health Enterprises.

MARK R. WEBER | CO-PRODUCER

Mark R. Weber is a creative contrarian whose chief joy is a good challenge. He calls himself an entrepreneur because it sounds better than "self-employed" and the MIT Sloan School of Management has kindly offered to contribute to his entrepreneurial formation as a purpose-driven leader.

Connected to this film was Mark's leadership as a founding team member of PovertyCure, an educational media startup and network of over 350 partner organizations and 1.3 million Facebook fans spanning 144 countries.

Mark's first venture, a film titled STRONG BODIES FIGHT, earned 20 film festival honors and coverage on NBC, ESPN, and FOX. The film captures the 80+ year relationship between Bangladesh and the University of Notre Dame Boxing Team, for which Mark served as captain and president during his undergraduate studies.

Mark's mother gave him a quote from Aristotle when he graduated high school and it remains his mantra to this day. It reads, "Where your talents and the needs of the world cross, there lies your vocation."

An avid traveler and graduate of the "Great Books" program at the University of Notre Dame, Mark is an explorer of ideas, cultures, and opportunities. He has spent time in Bangladesh, China, Europe, Haiti, Japan, the Middle East, North Africa, and South America.

Email Mark at mweber@povertyinc.org or tweet him at [@markrweber](https://twitter.com/markrweber).

JONATHAN WITT | WRITER

Jonathan Witt, Ph.D. is a founding member of PovertyCure and the lead writer of the PovertyCure DVD Series. He is the writer of two other feature documentaries, The Call of the Entrepreneur and The Birth of Freedom, both of which aired on PBS. His academic essays have appeared in The Princeton Theological Review and Oxford's Literature and Theology, his opinion pieces in The Seattle Times, Breakpoint, and The American Spectator.

KRIS MAUREN | EXECUTIVE PRODUCER

Kris Mauren is co-founder and executive director of the Acton Institute for the Study of Religion and Liberty, an international educational and public policy organization based in Grand Rapids, Michigan. Kris co-founded the Acton Institute after graduating with economics and international relations degrees from Johns Hopkins University, and now travels the world lecturing and consulting in dozens of countries.

JAMES FITZGERALD, JR. | EXECUTIVE PRODUCER

In everything that we do, we ask ourselves, "Is it true? Is it beautiful? Does it promote the good?" These three virtues under gird western civilization but are often absent in modern media.

ROCHELLE DE SÁ RAIMÃO | ASSOCIATE PRODUCER

My passion is identifying messages that I believe need to be communicated in the culture and realizing projects to that end.

THOMAS SMALL | EDITOR

Thomas Small is a director, D.P., editor, and animator who has had a passion for filmmaking since his childhood days of borrowing dad's monster VHS camcorder to make home movies through RCA cables into the VCR. He has over a decade of professional experience working on about a million different projects. Well, almost a million.

DAVE STOTTS | GRAPHICS & ANIMATION

David Stotts has spent the last 14 years in professional video and media production. His career in documentary production has taken him to 27 countries to shoot and edit films on a wide variety of topics including history, science, religion, homeland security and Bible archaeology. In addition to writing and videography, David's primary role in media creation is in the editor's chair, assembling videos and crafting animations. In 2004, he stepped in front of the camera to host the award-winning television series on the history of Western Civilization called Drive Thru History, now in its 3rd season.