



Academy for
Creating
Enterprise

ACADEMY NOW

A Report to the Community 2022



COMMUNITY REPORT

A Message From The Academy

With deep gratitude, we present to you this community report. The joy of the Academy is in its members and their achievements as they strive for self-reliance. We are consistently touched by their efforts and success and hope to share some of our love for them with you through this report. We are grateful for the incredible donors, board and ambassador council members, volunteers, and employees who give of their time and resources, ensuring the Academy accomplishes its mission.



Rufino & Tess Mejia: *Frostville Ice Candy* Tarlac, Philippines

Mission

We ignite the entrepreneurial mindset in faith-driven people through training and support to create more abundant lives

Number of
Chapters

853

Avg Monthly
Chapter
Attendance

24,021

Individuals
Trained

33,483

Businesses
Created

7,371

Vision

Achieve Self Reliance Among All
ACE Members.

AN EXAMPLE OF LEADERSHIP

In October 2022, Founders Steve & Bette Gibson made history when they returned to the Philippines, where the Academy began 23 years ago. This was a uniquely memorable experience for the group of board members, donors, volunteers, and staff who participated. The group was able to build relationships while visiting and mentoring some of the individuals and family businesses the Academy serves.

All Board and Ambassador Council Members give generously of their time and talents in a volunteer capacity. The board governs and directs the Academy by establishing policies and providing strategic direction.

We are grateful for the knowledge and experience that these individuals lend to help ensure the Academy continues improving, expanding and fulfilling its mission.



CEO
Robert Heyn



Board Chair
Shaun Ritchie

Board of Directors

Eric Loudon	Joe Swenson
Donald Taylor	Jolene Swenson
Douglas Holmes	Andrew Barfuss
Reyna Aburto	Lyle Parry
Stephen Gibson	Cricket Parry
Robert Harbertson	Rich Andrus
Leslie Layton	



The Academy for Creating Enterprise currently operates in 12 countries in 6 international regions



The Philippines

Mexico

South America Northwest

- Venezuela
- Colombia
- Ecuador
- Peru
- Bolivia

Brazil

South America South

- Chile
- Argentina
- Paraguay
- Uruguay (*entering 2023*)

West Africa

- Ghana
- Nigeria (*entering 2023*)

THE PHILIPPINES

204

Chapters

4,090

Monthly Chapter Attendance

9,611

People Trained

1,676

Businesses Created

Wilma Casela was always looking for ways to add to her husband's income. In January 2022, she attended Academy's training Start Now which helped her learn more about starting and growing her own business. After observing the needs of her friends and community, she decided to buy dresses from the city and sell them in her town.

Wilma works 5-8 hours a day selling her dresses live on Facebook. As time passed, she received inquiries from buyers about other items. With some research, she learned that she could buy surplus houseware items from Japan and resell them in the Philippines for a profit. Some of her neighbors copied her business model, creating competition in her market, but with encouragement from her husband, she has persevered and has found ways to continue to be successful. Her market now reaches nearby towns and she has resellers buying and selling her materials! She is grateful to be paying herself a salary and covering some of the household expenses, and is working towards her goal of putting aside savings for her family.



MEXICO

After the loss of her father to cancer, Erika Pérez and her family turned to the Academy to learn principles to improve their financial situation.

She shares, "When our father passed away, my family lost its main source of income, so we had to look for new ways to make money. Everyone in the family completed the Academy program. We learned the Rules of Thumb and started our own income-generating activities. We sold desserts, USB cords, and our personal belongings. After some time, we began to invest in the dental office that we had at home. We set our sights on having a much larger office and made several significant changes: we created a brand identity, designed a logo, and started offering biological treatments to set our office apart from others. Our treatments are comprehensive, thus providing additional value to our clients."

From attending chapter meetings to participating in Academy business competitions, Erika shares that they have worked "hand in hand with the Academy" throughout their journey.

170

Chapters

4,145

Monthly Chapter Attendance

1,543

People Trained

513

Businesses Created

BRAZIL

With financial help from a friend, Ricardo was able to have the first 100 copies of his book "The Adventures of a Person in A Wheelchair" published in June of 2022. He shares that the Academy has been a great help to him while starting his business: "The Academy has taught me many useful things for my book sales business. "Keep Good Records" and "Start Small, Think Big" are two of ACE's lessons that have made the most impact in my life as an entrepreneur. Interaction with other entrepreneurs in the chapter meetings has also been very important to me." Ricardo promotes his book on social media. From his hometown in Manaus, Ricardo's book has now reached other major cities in Brazil including Rio de Janeiro, Curitiba, São Paulo, Bahia, and Recife. It has even reached internationally to The United States and Japan!



He shares, "I recommend ACE to everyone. It has been fundamental in my progress as an entrepreneur. Being in a wheelchair does not prevent me from pursuing success in business. Believe in God, then in yourself, and everything will be fine."



WEST AFRICA



The Academy opened operations in West Africa in March of 2022. Paulyn participated in one of the first Academy trainings in Ghana in March 2022. She helps to run her family's school, but after joining the Academy, Paulyn realized that she could do even more. She shares: "I had always wanted to start something on my own to better support myself. I had so many skills and did not know which one to choose. After the training, I was motivated to start a soap and detergent making business since it required less capital. I continually apply the principles I learn at our chapter meetings. Today I can say that even



though I am making small profits, I am doing well in the market and people are gradually becoming more aware of my products. Also, as the administrator of the family school, I am applying the Academy principles and the school is gradually becoming better than before. My journey with the Academy has been an eye opener and I see great things happening to my business."

SOUTH AMERICA NORTHWEST

As a mother, Marcela Sulca from Bolivia, wanted her children to have a more nutrient-rich diet. During the pandemic, she started making her own natural cereals at home, free of added sugars and dyes. She soon started selling her product. She shares: "I saw that many people began to look for foods that strengthen the immune system and I began offering it to family, neighbors and friends. In this way, I started a small business in the midst of the pandemic. I started using other nutritious Andean grains as well, such as quinoa and cañahua, to diversify my products and sold them at natural products stores.

In 2022, I had the opportunity to participate in the Academy for Creating Enterprise. It was an experience in which I learned a lot about how to improve my business. By applying all the principles that I learned in the training I was able to develop greater skills to grow my business. I learned the Rules of Thumb, which were very helpful in my growth process like starting small and thinking big, keeping proper records, as well as not eating from my inventory.

"I feel the help of Heavenly Father, I know that He is willing to help His children in their goals and He sees the efforts of each person."



339

Chapters

13,931

Monthly Chapter Attendance

20,835

People Trained

4,800

Businesses Created

SOUTH AMERICA SOUTH

The Academy opened operations in the South America South region in September of 2022 with chapters in Argentina, Chile, and Paraguay, with plans to expand into Uruguay in the near future!

7

Chapters

390

Monthly Chapter Attendance

337

People Trained

48

Businesses Created

GLOBAL NUMBERS

All services are provided to participants free of charge.

Costs are covered through grants and philanthropic donations.



2022 Outreach:

- People Trained: 33,483
- Business Created: 7,371
- Number of Chapters: 853
- Average Monthly Chapter Attendance: 24,021
- Webinars Attendance: 198,589



From 1999 - 2022:

- Years in Operation: 23
- People Trained (since 2013): 100,041
- Countries Served: 12
- Church Membership in the Area We Serve: 6,544,750



Budget:

- Annual Cost of Operations: \$2,010,098
- Percent of Budget from Philanthropy: 100%
- Annual Cost Per Graduate: \$58
- Annual Chapter Cost: \$2,357
- Microloans to Members: 0



Workforce:

- Worldwide Employees: 56
- Worldwide In-Country Volunteers: 4,265

WORLDWIDE IMPACT SURVEY

In July of 2022, an official worldwide survey was conducted among Academy members asking how involvement in the Academy has impacted their lives.



Maria Rosângela & Husband: Brazil



90%

Reported an Increase
in Quality of Life



86%

Reported an Increase
in Personal Income



88%

Reported an Increased
Commitment to Serve

This survey was created, administered, and evaluated by a Brigham Young University Ballard School for Social Impact graduate. 7,574 Academy members were randomly selected to fill out the survey. 2,205 individuals responded for a total response rate of 29%.

WHY WE SUPPORT THE ACADEMY

There's no other way to describe our involvement with ACE than to say it was heaven-sent.

Over the past 15 years, we have met so many faithful, hardworking members of The Church in South America who struggle to provide for their families because of limited work opportunities. Many are forced to travel long distances for their employment, keeping them from family and church. The Academy is the answer, giving them the tools and ongoing support for self-reliance.

We love the Academy because it works — bringing so much good to so many people, growing every year, 23 years strong. Last year we spent three weeks in South America opening new chapters, teaching business principles, meeting with area representatives, and visiting the homes and businesses of ACE members. Being part of this is a true gift and privilege. The spirit and success of this program is life-changing.

Joe & Tolene Swenson



MOVING FORWARD



SCOPE Tours

SERVE - CONNECT - OBSERVE - PARTICIPATE - ENGAGE

In 2023 we will be holding SCOPE tours in the Philippines, Brazil, Mexico, and in the South America Northwest Region. These in-field experiences are an incredible way to witness and participate in the Academy's impact worldwide, through visiting ACE member businesses, attending chapter meetings, participating in devotionals, and entrepreneur expert panel discussions and more.

If you, or someone you know, would be interested in joining us on a tour please email scopetours@the-academy.org for more information.

100% Philanthropy

We are grateful for the generous contributions of our donors who helped us to achieve our goal of raising \$2.2 Million in 2022. As we continue expanding our reach worldwide, we hope to raise \$2.5 Million in 2023 to meet that need.

The entire cost of Academy operations is funded solely by donations and grants. Academy members do not pay any fees to participate in our programs.

As the Academy is 100% funded by philanthropy, we rely on the donations from individuals who support our work and mission. All gifts of every size are appreciated!



Donate on our website

<https://www.the-academy.org/give>

or by scanning this QR code



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