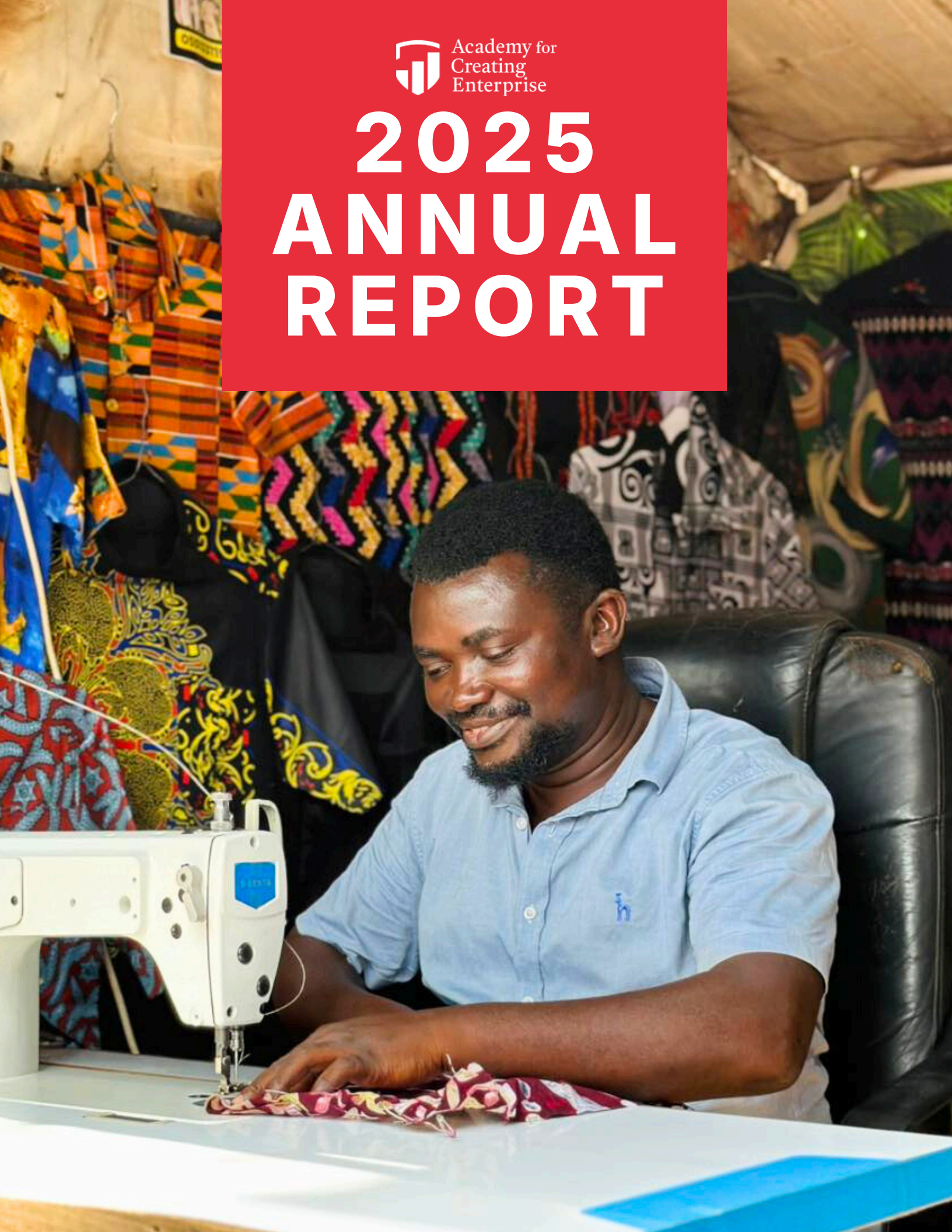




Academy for  
Creating  
Enterprise

# 2025 ANNUAL REPORT



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# YEAR IN REVIEW

The Academy for Creating Enterprise seeks to help its members achieve greater abundance through igniting and supporting their entrepreneurial mindset and ventures. The following events from this year were monumental landmarks in that mission, and with your continued support, we look forward to building on this momentum and creating lasting change in the year ahead.



## A Year of Innovation and Growth

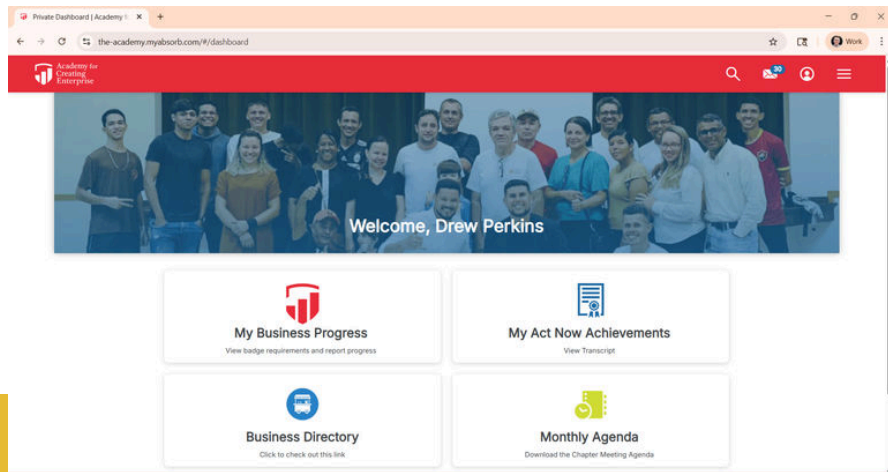
2025 marked a defining year for the Academy for Creating Enterprise. Beyond continued expansion into new countries and communities, we made foundational investments in how we measure impact, how we serve entrepreneurs at scale, and how we secure the Academy's future for generations to come.

## Impact Measurement

This year, we strengthened our commitment to accountability through independent, third-party impact measurement. By engaging an external group to evaluate outcomes, we are moving beyond activity counts to understand how entrepreneurship training translates into sustained income, household stability, and long-term self-reliance. This outside validation improves program quality, sharpens decision-making, and ensures that donor support is producing measurable, real-world change.



**Impact Report**  
**2025**  
WORLDWIDE SURVEY  
RESULTS



## ACT NOW System

We launched a learning management app, a pivotal advancement in our delivery model. This is not simply a piece of technology, but the primary leverage point for deeper service and greater scale. The app extends training and mentoring beyond regular meetings, supports ongoing peer accountability, and allows entrepreneurs to remain connected as they build and grow their businesses. For chapter leaders and staff, it enables better coordination, real-time insights, and consistent support across countries. For the Academy, it makes it possible to serve more entrepreneurs more effectively without proportionally increasing cost.

## New Philippines Area Director

We happily welcomed James Fantone back as our area director for the Philippines following his three-year mission service. A former 15-year Academy leader in the Philippines and owner of NXT Level Training and Consulting, James brings deep experience and a heartfelt commitment to helping entrepreneurs grow. He and his wife, Cynthia, recently served as mission leaders of the Philippines Antipolo Mission, reflecting their love for the Filipino people. Currently, James is also serving as an Area Seventy in the Philippines. James succeeds Phillip Tan, whose faithful leadership strengthened countless lives and built a strong foundation for the future.



## Expansion into Sierra Leone

We celebrated the expansion of the Academy into Sierra Leone! Robert Heyn, executive director, joined Frank Anno, Africa West area director, to meet with local chapter leaders and the country's first wave of Academy members. It was an overwhelming response that included workshops focused on business principles, self-reliance, and chapter organization, all designed to strengthen local leadership and ensure the long-term sustainability of the new chapters.

## Giving Machines

2025 marked the Academy's second year in a row participating in the Giving Machines initiative, hosted by The Church of Jesus Christ of Latter-day Saints. Pigs, farming kits, chickens, solar lights, and baskets from the 2024 campaign were distributed to members throughout the year, setting Academy members firmly on the road to self-sufficiency.



## Endowment and the Sponsor-a-Chapter Campaign

Finally, we took an essential step toward long-term sustainability with the launch of the Academy endowment. The endowment is designed to stabilize core operations, reduce dependence on year-to-year fundraising, and ensure that high-quality training and support remain available to entrepreneurs well into the future. In addition, we introduced the Sponsor-a-Chapter campaign, which invites donors to select a chapter to support within a country to which they feel connected. The \$150 a month donation helps provide ongoing training, mentorship, and essential business tools to entrepreneurs working to build sustainable livelihoods. More than 200 chapters are currently available for sponsorship, with new chapters coming soon.



# MEET THE BOARD

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**Eric Loudon**  
Chairman

**Tanner Milne**  
Vice Chair

**Shaun Ritchie**  
Past Board Chair

**Steve & Bette Gibson**  
Founders

**Rich Andrus**

**Brian & Louise Murphy**

**Lyle & Cricket Parry**

**Joe & Jolene Swenson**

**Carrie Thompson**

**Katie Ritchie**

**Rex Hale**

## EXECUTIVE TEAM

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**Cam Crowther**  
President



**Robert Heyn**  
Executive Director





Academy for  
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# ACADEMY PROGRAMS/TRAININGS

When members join the Academy, they start their journey in Act Now, a comprehensive entrepreneurship program consisting of four stages: Start Now, Act Now, Expand Now, and Give Now. These stages focus on action-based training, lifelong learning, and continuous support and mentorship. Like all Academy services, this training is provided free of charge, and graduates go on to achieve great things: as providers for their families, business owners in their communities, and even leaders in their local Academy chapters.

# IMPACT SURVEY



76%

report that participation helped them improve their income.



87%

report that participation helped them improve their quality of life.



98%

report that participation helped them improve their business.



90%

report attending chapter meetings.



"The Academy for Creating Enterprise demonstrates a measurable and sustained impact on participants' economic well-being and overall quality of life. Individuals engaged in the program show increased capacity to generate consistent income through their enterprises, contributing to improved financial stability.

Beyond economic outcomes, participants report an enhanced ability to serve their families and communities, reflecting growth in both personal capability and social contribution. These outcomes indicate that the Academy's model effectively strengthens financial independence while reinforcing purpose-driven service."

*Determination by a Third-Party Assessment*

\* Study conducted by Travis Howell (ASU) and Dave Dixon (MIT Horizon)

# FINANCIALS

Our work is made possible by generous donations from private donors, foundations, and not-for-profit partners. We are grateful for their contributions and treat our financial stewardship as a sacred trust to accomplish the Academy's mission.



## Total Expenditures in 2025

# \$2,993,854



### Program

## 81%

Business Training, Annual Business Competitions and Awards, Chapter Training and Support, Business Conferences and Webinars, Curriculum Development, Impact Measurement, Giving Machine Disbursements



### Fundraising

## 12%

Marketing, Promotional Events, Major and Annual Giving Expense, Grant Solicitation



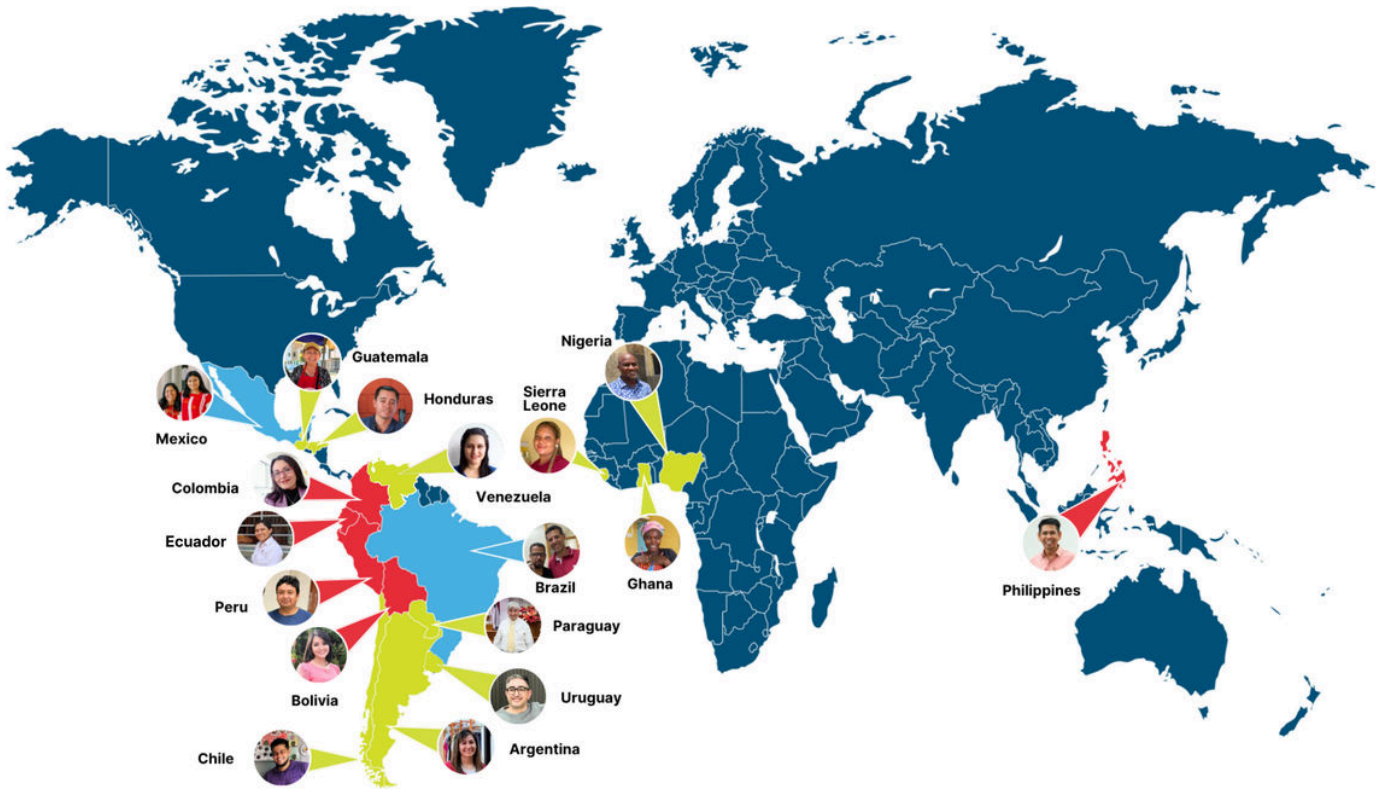
### General

## 7%

Administrative, Software, Office, Rent, Equipment and Supplies, Administrative Support and Salaries

# WHERE WE SERVE

We primarily serve in locations with a well-established population of members of The Church of Jesus Christ of Latter-day Saints, working in close partnership with Church leaders to serve these members and their communities.



## 2025 BY THE NUMBERS

Total Number of Chapters

**1,220**

New Chapters

**111**

New Graduates

**22,562**

New Businesses Started

**12,174**

# PHILIPPINES

## Sheryl

When Sheryl and her husband, Zernan, inherited her family's business, it was just a few boxes of frozen goods, two crates of chicken, and a handful of customers. Their suppliers were unreliable, nearby businesses were outpricing them, and bigger stores were attracting customers with bigger offerings. The outlook was tough.

Following Academy principles, they focused on what was within their control. They found new suppliers who prioritize supplying to them (even when stock is limited), expanded their offerings, and built a loyal base of local customers. Today, their variety store earns as much as ₱60,000 daily (\$1,008 USD).

Sheryl and Zernan's journey is a testament that "out of small things are great things brought to pass."



### 2025 AREA STATISTICS

**2,178**

Businesses Created

**226**

Chapters

**3,471**

Graduates

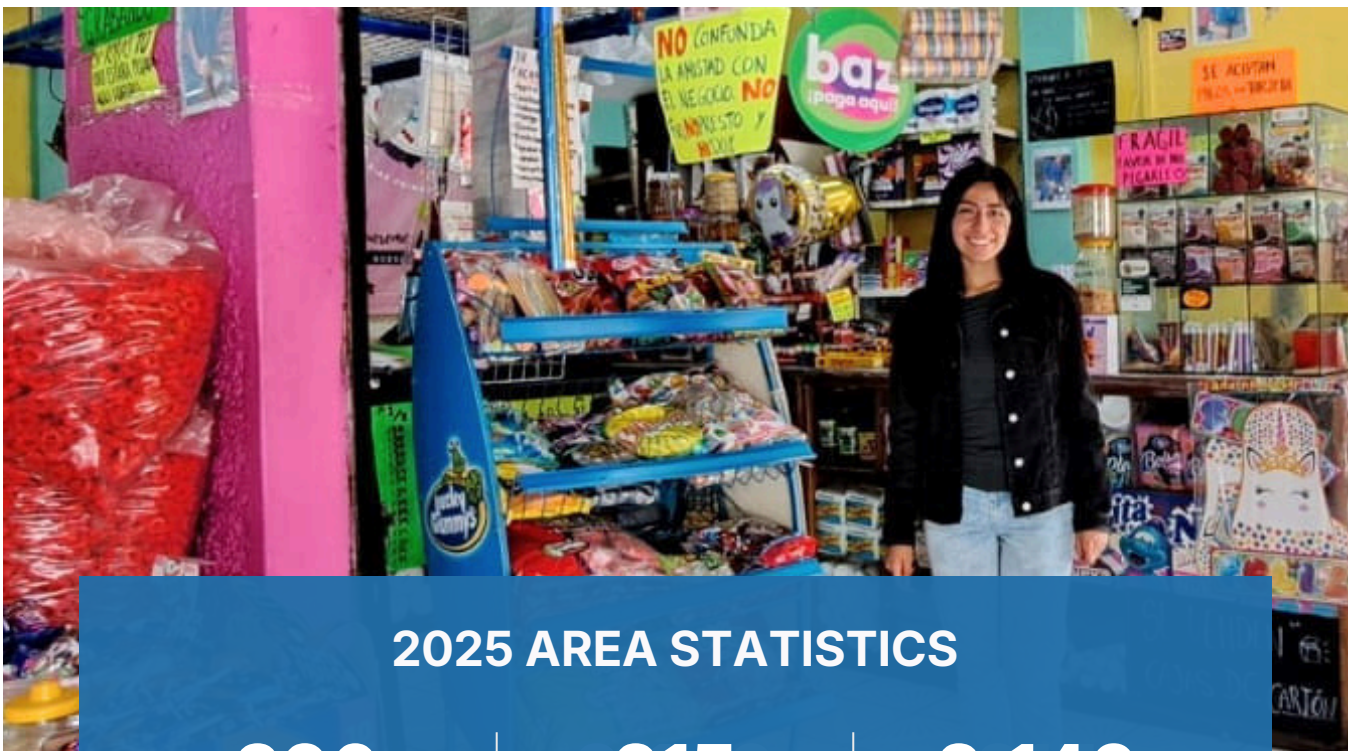
# MEXICO

## Jilari

Jilari took the Start Now course on her mother's recommendation. She had dreams of being a strong businesswoman and leader but found little in the way of motivation or hope.

The Academy provided both in abundance. Jilari was most impacted by the education on social media strategies and how to apply the AIDA model—specifically, how to communicate with intention to connect with your audience. Putting those principles into action, she learned that many people are willing to support you when you share your goals with enthusiasm.

In 2025, Jilari participated in the Academy Awards, winning in the Grow Now category. She knows that with perseverance, miracles happen. We can all create value, multiply what we have, and attract abundance.



### 2025 AREA STATISTICS

**396**

Businesses Created

**215**

Chapters

**2,140**

Graduates

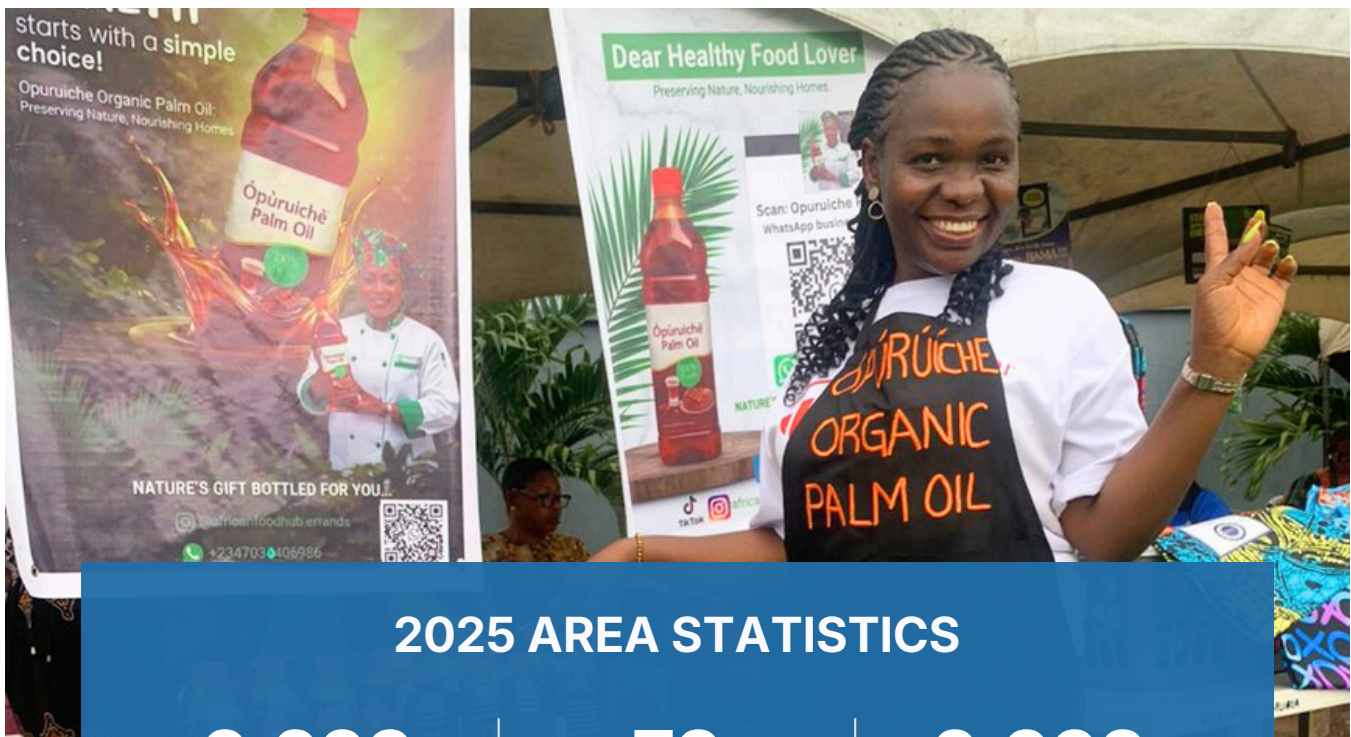
# AFRICA WEST

## Victoria — Nigeria

Victoria was overwhelmed. She had taken courses in applied business management from BYU-Idaho but lacked the hands-on mentorship, real market experience, and step-by-step guidance she needed to turn classroom concepts into a business that fit her local context.

Her search for authentic business connections led her to the Academy, where principles like “Start Small; Think Big” and “Sell What The Market Will Buy” anchored her. Combined with the mentorship and real-world exposure she received in the chapter meetings, these principles and support sparked the clarity and courage she needed to start her palm oil business.

Today, Victoria feels a deeper sense of purpose, discipline, and self-reliance, impacting her family, church, and community. She not only runs a business: She lifts others, shares knowledge, and inspires change.



### 2025 AREA STATISTICS

**2,223**

Businesses Created

**72**

Chapters

**2,338**

Graduates

# SOUTH AMERICA SOUTH

## Salustiana — Paraguay

Salustiana, founder of Bartolito Poultry Farming, exemplifies the life-changing impact of the Academy for Creating Enterprise. While caring for two very young children and managing her chicks, she began her journey through the Academy Peru awards competition and the START NOW program.

“What started as just a way to have some income for family expenses began to change my dreams and goals,” Salustiana shared. With support from the Giving Machine distribution of donated items, her business now pays her a salary and allows her to help others by providing chicks and feed. As a member of the San Lorenzo chapter, she continues building a self-reliant future while uplifting her community.



### 2025 AREA STATISTICS

**867**

Businesses Created

**65**

Chapters

**1,906**

Graduates

# SOUTH AMERICA NORTHWEST

## Erika — Colombia

After 15 years working as a nursing assistant, Erika felt a strong desire to do more for her family but lacked confidence and direction. That changed when she joined the Academy in November 2024. During a business creation workshop, the paperclip trade-up exercise sparked a mindset shift. *"Something in my mind clicked, and I decided to take action,"* she shared.

Through Academy courses and workshops, she overcame fear, limiting beliefs, and even her fear of the camera, launching a TikTok presence that now helps grow her business, E'ERICA SOPA. Six months in, she is validating her product, gaining customers, and serving as vice president of membership in her local chapter. She now sees herself not just as a soup seller, but as a problem-solver—experiencing greater self-reliance, purpose, and personal growth.



### 2025 AREA STATISTICS

**5,523**

Businesses Created

**307**

Chapters

**7,485**

Graduates

# BRAZIL

## João and Arthur

João and Arthur, both 13 years old, are cousins who participated in the Start Now training, alongside their parents. Throughout the program, they learned firsthand the value of human connection, storytelling, negotiation, and entrepreneurial initiative. During the school holidays, noticing his grandsons' effort and dedication, their grandfather, Paulo, decided to support them on their entrepreneurial journey by producing homemade chocolates for them to sell.

Sales began in their own neighborhood and gradually expanded to nearby areas, achieving remarkable results. The experience has been a true success. Through this process, the young boys learned the importance of setting goals, working hard to achieve them, negotiating responsibly, saving and reinvesting, and gaining a concrete understanding of the true value of work.



### 2025 AREA STATISTICS

**194**

Businesses Created

**219**

Chapters

**1,566**

Graduates

# CENTRAL AMERICA

## Olinda Negocio — Honduras

Olinda entered the Academy training with a dream of owning a business, though she wasn't sure where to begin. Working long hours at a grocery store, she was grateful for her job but sensed there was something more ahead. Throughout her time in the program, she discovered her strengths in technology and secretarial work. She gradually developed the mindset and confidence of an entrepreneur. With faith and determination, she launched Cyber y Papelería Belen with only a used printer, a computer, and a few reams of paper, beginning with simple photocopy services.

What started slowly soon gained momentum. She applied what she learned about setting goals, tracking sales, and reinvesting, and her business expanded. New opportunities emerged, including the chance to purchase supplies at wholesale prices. Encouraged by her chapter group and guided by prayer, she eventually dedicated herself full-time to her growing business. Today, she serves 150 clients daily and feels deeply blessed. The experience has helped her recognize her abilities and strengthened her path toward self-sufficiency.



### 2025 AREA STATISTICS

**28**

Businesses Created

**9**

Chapters

**117**

Graduates

# CARIBBEAN

## Belkys — Venezuela

Before learning about the Academy, Belkys had tried several ventures but struggled to find success due to various economic and personal challenges. “I lacked the necessary tools for starting a business, even though I was taking several self-reliance courses,” she said. “I received the opportunity to serve as a chapter leader, and I began delving deep into the training programs provided by the Academy to assist and train our chapter members.”

Belkys started her egg business, Gabriel’s Farm, in 2024, recognizing a need in the market for free-range eggs. She started with nine hens, then 10 more, and so on, until she had 43 laying hens. She quickly learned through trial and error that buying hens at 24 weeks old rather than as chicks used fewer resources and saved time, labor, and capital. These and other lessons she learned through the Academy, and her chapter mentors have helped her grow her income-generating activity into a successful business.



### 2025 AREA STATISTICS

793

Businesses Created

107

Chapters

3,382

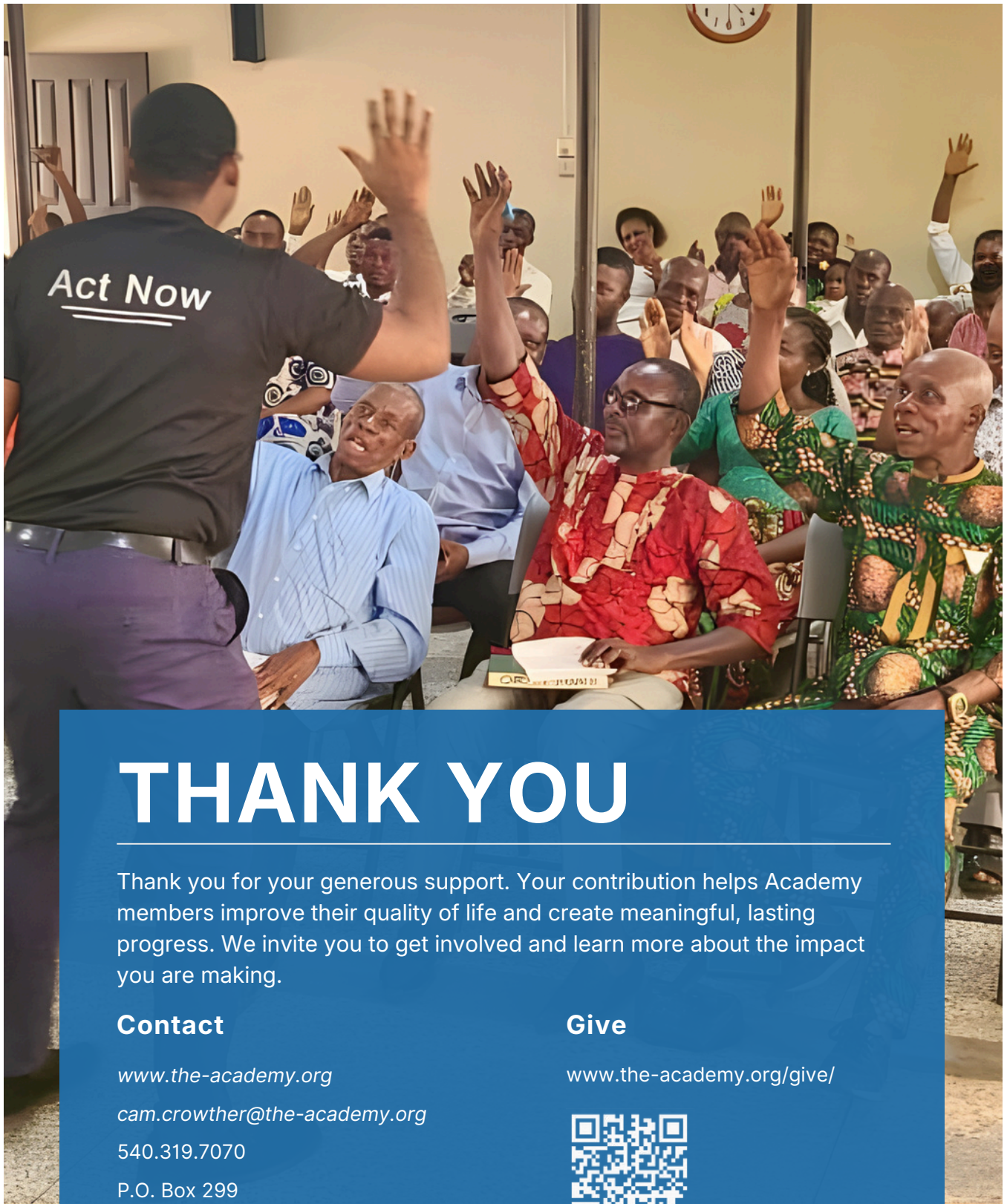
Graduates

# LOOKING AHEAD

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The Academy for Creating Enterprise is focused on deepening and expanding our impact worldwide. We are committed to continuing to grow our endowment, increasing the number of chapters adopted, and expanding into new countries so more communities can access life-changing entrepreneurial education. By helping more individuals graduate from Academy training, we aim to empower them to create or strengthen sustainable businesses that improve their quality of life—enabling higher incomes, greater stability, and increased access to nutritious food and education for themselves and their families.





# THANK YOU

Thank you for your generous support. Your contribution helps Academy members improve their quality of life and create meaningful, lasting progress. We invite you to get involved and learn more about the impact you are making.

## Contact

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