

INTEGRA Russia

2010





Team Integra

To our investors, co-laborers and friends

This last year has seen many changes in economic life here in Russia and the world at large. At Integra we have striven in the face of considerable political and financial challenge to keep to our course. Due to the excellent work of our team and with the significant help of our investors we believe we have succeeded.

In the following pages we present to you short highlights of the last year that give an indication of where we are going in 2011.

While continuing our highly successful work in business startup to reach Women at risk, we are expanding training to Central Asian migrants in the Moscow area. This is a group of over 3 million people greatly at risk to mistreatment and often denied access to mainstream economic life.

Our MasterClass trainings have almost a 'cult' status. They are oversubscribed after one email to our mailing list. We are greatly thankful to the excellent trainers from Citibank, Clifford Chance, Like Home Apartments and others who have stepped out of their normal work life to consult with our young growing entrepreneurs.

Training financial literacy in a recent war zone, among drug addicts and orphans has been a special treat for our staff, if not a bit scary at times. But we will let you read further for all the details yourself!

So from the staff of Integra we wish you hope and prosperity in 2011. Thanks for your involvement with us.

Yours,
Team Integra

MASTER CLASSES ON ENTREPRENEURSHIP



Our Master Classes are aimed for entrepreneurs, who want to acquire specific knowledge in business, receive updated information in business and economic issues. Through the Master Class Program we provide entrepreneurs a set of tools, skills, and knowledge that help them understand the business environment better and grow successful businesses. The Entrepreneur Master Class Program is designed to equip businessmen with essential knowledge so they can grow to the next level, thus reducing unemployment and poverty among local community, creating job opportunities, and strengthening economic development.

Participants Business Experience

47 % have own business
53% do not have own business (25 % Plan to start a business)

Gender

67 % women
33 % men

“ I want to say it was the most exciting, rewarding and comprehensive master class you can take. It supplies you with the necessary knowledge. Awesome! I'll be back! Again, because I know there is more. ”

In our Master Class Program by the end of 2010 we have the following results:

- 8 Master Classes were conducted with more than 200 people participating
- 20 consultations on business issues were given
- All seminar participants were surveyed on the effect of the program. 92% said that the training helped them to get a deeper understanding of the subject.
- One of our clients was awarded a grant from State Department of Small and Medium Business Support and Development. His business plan was recognized as the best one in Moscow. He considers our help a critical in his success.
- There is a big interest in further training from our participants. Most of them have expressed their desire to take part in new series of master classes.
- According to our questioners most of participants improved their positive attitude and involvement in communities life. (As an example, some of our participants support orphan children and develop the orphanages)

SOCIAL EQUALITY FOR VULNERABLE GROUP OF ASIAN IMMIGRANTS



Our aim is to create equal economic opportunities for people from vulnerable group of Asian immigrants, assist them in adjusting in Russian society, consult on legal issues, and equip with knowledge and skills in business and personal financial planning in order to help them to escape from poverty and discrimination.

40 – 70% of employable people from Central Asian countries come to Russia looking for work due to unemployment in their home countries



Altinay Eleeva 33 years old.

Altinay is a single mother with 3 children. She came alone to Moscow four years ago and then a year later she brought her children to live with her. Altinay worked as a seamstress back home, so when she moved to Moscow she started with repairing people's clothes. Later she found a job as a seamstress but from the beginning she always wanted to start her own tailor shop. Last year she heard about Integra. She participated in one of the Master Classes on core business skills. After that she made a business plan and received a loan for starting her own business.

At present the shop is already working. Altinay has hired four people. She already has large, regular orders and new clients are coming.

Financial Literacy



The main purpose of our literacy project is teaching people the knowledge, skills, and attitude needed to earn, spend, save, borrow, and invest. They also learn to set financial goals. The overall effect is to increase the financial stability of low-income populations and improve their access to the financial services on the market.

Integra participates in various events sponsored by the Russian Government, financial institutions and other organizations involved in financial education. In November 2010 the Russian Microfinance Center, one of our core Integra partners, invited the trainers of our Financial Literacy Project to participate in a Round Table to share our experience and results on delivering seminars on personal financial planning. After we presented our project we joined other participants discussing the prospects of Financial Education in Russia. We agreed on future steps in the Project development, and talked over the updated the materials used in Financial Courses.



We are glad to report that some of our Financial Literacy trainings were conducted outside the Moscow Region. In the end of October Integra was involved in delivering a seminar on financial and legal literacy in Rybinsk, a city located in Yaroslavl Region. Our host was the Keshet Project - an advocacy and human rights organization with a grassroots movement of 165 Jewish women's groups and more than 90 multi-ethnic coalitions of women, founded in 1989. Among the participants there were leaders of Keshet Project Women's groups from 11 cities. The event was prepared and conducted jointly by Keshet Project, Integra, and two more organizations from Rybinsk and Yaroslavl.



Here is some of the feed-back from attendees:

“The topic of personal budgeting is timely and actual. Each of us needs to be an economically and law-literate in the modern world”

“Thank you for the professional information and interesting delivery of the material!”

“Everything was very useful and professional”

The participants represented one of Integra's target group – people with low- to moderate income. Our goal was to equip the participants with sufficient and effective tools for financial management, to work them through all the steps of personal budgeting, and by these help them to take their finances under control, plan incomes and expenses, learn to use wisely financial products and services available on the market, and thus become more stable and secure financially.

Financial Literacy & Core Business Skills Seminars in North Ossetia



In a war two and a half years ago (on the 7th – 8th of August, 2008) the infrastructure of South Ossetia was completely destroyed. As the president of South Ossetia Edward Kokojty admitted, in Tskhinvali city there is no household, which hasn't suffered from those August days. Reconstruction began at once after Tskhinvali was freed and is still going on now. In “the life after the war” there is still much of the war left to heal...



The war is still being felt by everyone and as seen in many ways: in the way the local people think and look at things, in the especial gravity and no-smiling attitude people have, in half-ruined houses riddled with bullets, and in the overall poverty of this richest region.

On the 24th – 28th of April our Integra team was invited to visit North and South Ossetia and conduct a master-class for start-up entrepreneurs. Over 30 participants came to this master-class and 12 people arrived from Tskhinvali.

As never before we felt the importance and the hunger for this event because North and even more South Ossetia are in so much need to promote and develop private business-initiatives. For example, there is almost no employment in Tskhinvali nowadays. The majority of the population is state employees. The others earn by anything they can do. Men, for example, are involved in private taxi services. Drivers who have their own cars find 3 – 4 people who need to get a ride from Tskhinvali to Vladikavkaz city and take the passengers there. This is despite the fact, according to the locals, Ossetia has all the resources it needs to grow. The master-class was very successful. It was conducted in an atmosphere full of business ideas, reflections, sharing experiences and planning.



RUSSIAN-AMERICAN INSTITUTE



For over 10 years Integra Russia has worked with the Russian-American Institute. In 2010 we continued our classes of Entrepreneurship for students. We taught students theory and practical aspects of entrepreneurship. It was a full course and the students showed great promise. Integra has always looked to RAI as it's first place to recruit new staff. So it was a pleasure to serve them.

INTEGRA Russia Partners

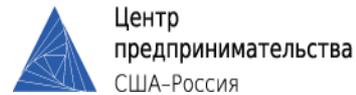
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