

# Kaleidoscope Social Impact

A United Way Funded Partner Organization

Kaleidoscope Social Impact focuses on creating self-reliance for low-income women by building entrepreneurial and asset-building mindsets and skills, improving financial literacy, and providing micro-loans to start a business or gain employment.

## IMPACT STORY

### Nicole's Story



Nicole started our Enterprising Women program as a newcomer. She moved with her husband, children and in-laws to St. Stephen shortly before class started.

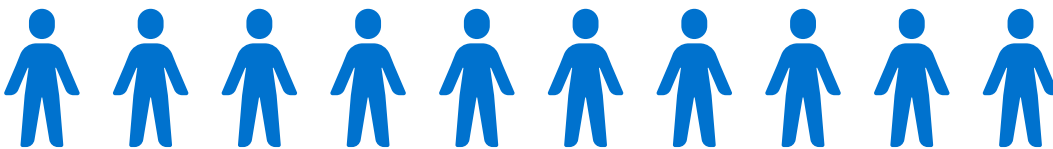
With the help of the program Nicole was supported to create a business plan and launched her business, OUR NATURALS which sells eco-friendly and handmade products for people who are looking to make more environmentally sustainable, plastic free, toxin free choices in their everyday life. The shop focuses on Zero Waste, Natural Skin Care, Bulk Foods Market. She hands makes many products in the shop.

From her Business plan "At Our Naturals your health and the health of our environment are top of mind. We create and distribute handmade and eco-friendly alternative products that are safe and have little impact on the environment. That's why we use as many natural ingredients as possible. In our shipping practices we reuse cardboard boxes, use compostable mailers, and dissolvable packing peanuts made from corn starch."

## Moving People From Poverty to Possibility

**89%**

of Kaleidoscope's projected outcomes with United Way were met or exceeded in 2021.



This is your  
**Local Love in Action**

## 2021 United Way Outcomes

**\$26,519**

distributed in microloans to 6 people leading to 5 new businesses and one person gaining employment.

**40%**

of Enterprising Women participants started a business and all remains open today.

**6**

women have passed their exam to become energy auditors with NEXT Inc.

## Your Local Love

United Way Funding

**\$50,000**

# People Served

**49**

# Program Interactions

**544**



**United Way**  
Saint John, Kings  
& Charlotte