



cabi

cabionline.com

Not business as usual

## THIS CLOTHING CHANGES LIVES

Our Stylists are the heartbeat of cabi—they're entrepreneurs, confidence-builders, world-changers. From helping women step into their personal style to supporting women in the developing world change the trajectory of their families and communities, we're a community of women making a real difference for others. Our clothing empowers you to build

**It all starts with the clothes.**

your own business, on your terms—part time, full time, when, where, and how *you* want, with easy tools to serve women when, where, and how *they* want, in person or virtually. This isn't business as usual—it's a way to make a rewarding difference for women while building a business you love. And we believe it just might change your life.

Talk to your cabi Stylist and visit [cabionline.com/career-in-fashion/](https://cabionline.com/career-in-fashion/) to learn more.

Host & give your friends

## THE GIFT OF STYLE

Everyone's ready to step out in the world feeling great, and your cabi Stylist is eager to help you and your friends discover your personal style together!

### HOSTESS BENEFITS

sales	\$250 £200	\$500 £400	\$750 £600	*\$1,000 £800	\$1,250 £1,000	\$1,500 £1,200	\$1,750 £1,400	\$2,000 £1,600	\$2,250 £1,800
items at 50% off	1	2	3	5	6	7	8	9	10
cabi credits	N/A	\$15 £12	\$30 £24	\$45 £36	\$60 £48				

\*Receive an additional 50% off item once you reach \$1,000/£800 in sales.

Have a friend who'd like to host her first cabi Fashion Experience?

Refer her, and you can earn one 50% off item (and she'll get a 50% off item on top of her other Hostess Benefits, too!).





The women of Mary Hall Freedom Village in Atlanta, Georgia at a HOcF Week event

## RESTORATION, VOCATION & EDUCATION

### *Changing Lives around the Globe*

For a woman who finds herself in vulnerable life circumstances, unsure of her next move, one outstretched hand has the power to change her life.

It could be a simple act of kindness amidst hardship that emboldens her to take a courageous step forward.

It may be an open door to an opportunity to build something of her own.

Or it might be a way for her children to go to a good school, realizing new aspirations.

*Small acts of love can change the world.*

While that may sound like a grandiose,

feel-good phrase, “the butterfly effect of kindness” is a powerful force. When one woman helps another, there’s a natural tendency to pay kindness forward. It’s as though when we shoulder another’s burdens, we also free them up to do the same for others.

The Heart of cabi Foundation seeks to empower women and ease their burdens through Restoration, Vocation, and Education. Not only that, we seek to use those methods to contribute to a much bigger goal: the eradication of global poverty. Just a few short years ago, this goal was projected to be attainable in our lifetimes, but was set back considerably due to COVID-19. Now is the time to commit like never before to lifting burdens wherever we can.

## Restoration

For women who have lost all of their belongings due to a natural disaster, who are struggling to escape human trafficking or an abusive home, who are seeking to find a job after experiencing homelessness, or who are hoping to find any brightness amidst severe illness, the gift of clothing can restore dignity and the way they see themselves. And that enables courageous steps forward. Our Heart of cabi Foundation events in the U.S., Canada, and the U.K. provide new clothing to women in a range of vulnerable life circumstances, all receiving the help, styling support, and warmth of a cabi Stylist.

Clothing recipients share their experiences:

From a mother of six who lost her business due to COVID-19:

*“It was the best day of the year!”*

From a domestic abuse survivor:

*“I had to forfeit everything I owned to leave. I feel so blessed now!”*

From a two-time cancer survivor:

*“I’m going to get in my car and cry tears of joy.”*

**TO DATE, WE’VE DONATED  
\$63M USD IN CLOTHING, SERVING 282 COMMUNITIES.**

### **How you can support these events:**

Purchase the Go-To Blouse (a portion of the proceeds enables these clothing donation events).

## Vocation

For women in the developing world, the poverty that surrounds them can feel insurmountable—unless they have a door to opportunity. For every new cabi Stylist who begins her business, The Heart of cabi Foundation provides a small business loan through Opportunity International for a woman in the developing world to begin hers. From India to Colombia to the Philippines and beyond, women around the world inspire us through how their entrepreneurial spirits have not only built businesses that change their families’ trajectories, but also their communities as they employ local women.

Elsa spent her childhood in Colombia running from armed bandits and guerrilla warfare. She dreamed of one thing: to one day feel safe in her home.



Elsa Martinez

Photo by Opportunity International  
cabinonline.com



In Girasoles, outside of Cartagena, she attempted to create a family home amidst a community that lacked electricity and a healthy water system. When her partner left her to raise five children alone, she had no idea how she would provide for them.

The women of Girasoles had a vision to create a better town together, helping one another out of poverty. Elsa joined an Opportunity International Trust Group to learn skills and receive a small business

loan, which she used to fund a food business. Her success and subsequent loans enabled her to also sell appliances and eventually own a convenience store. The day she was able to pay for a small concrete house for her and her children was the day her life-long dream was realized.

Today, Elsa is focused on helping build a community center for children to gather and learn, providing childhoods far better than her own...for generations to come.

## TO DATE, WE'VE GIVEN 18,365 SMALL BUSINESS LOANS IN 6 COUNTRIES.

### How you can support our Sister Entrepreneurs:

Become a cabi Stylist and a small business loan will be given in your name.

## Education

Through several trips to Rwanda to meet with Sister Entrepreneurs, a common theme emerged: for women building businesses, their top priority was their children's education, as this is their best pathway to a better life. We provide funds that support education in two ways: 1) school improvement loans to upgrade resources, infrastructure, and staffing and 2) school fee loans so parents can afford good schools as they build their businesses.

In a remote neighborhood in Rwanda, many children spent their days wandering the community, as the closest school was too far. Veneranda didn't know anything about building a school, but she saw a need and was determined to fill it. She created Gitarama Academy with 20 students, which quickly grew to many more. She used a loan from Opportunity International to expand her building to fit more students and install safe drinking water.



Veneranda Musengimana

Photo by Opportunity International

Through cabi's investments, Veneranda has been able to greatly improve the quality of the education, equipping teachers and students alike with the skills they need to thrive.

While many schools in impoverished areas had to close altogether during the pandemic,

Gitarama was able to reopen, just as soon as the government allowed, and keep everyone healthy through strong financial stewardship, thanks to cabi's support through Opportunity International.

*The school name has been changed for the protection of children.*

## TO DATE, WE'VE IMPACTED 14,630 RWANDAN STUDENTS AND THEIR FAMILIES, ACTIVE IN 89 SCHOOLS.

### How you can support Rwandan education:

Round your order total up to the nearest dollar or pound through our Make a Change Program.

It can be all too easy to believe that we are just one person whose impact would be too small to matter. But as "the butterfly effect of kindness" illustrates, one simple act on one person's part can catalyze many, many more. In the words of Syd Ryan, cabi's Co-Founder and Chief Culture

Officer, "As we offer Restoration, Vocation, and Education through The Heart of cabi Foundation, I really believe that together we'll be meaningful contributors to the eradication of global poverty, a wondrous feat we just may get to see with our own eyes."

## HERE'S HOW YOU CAN HELP:

### ♥ PURCHASE THE GO-TO BLOUSE:

When you buy this item,\* you provide clothing for women overcoming vulnerable life circumstances in our local communities.

*\*A portion of the net proceeds is donated to The Heart of cabi Foundation.*

### ♥ GIVE THROUGH MAKE A CHANGE:

Round your cabi order total up to the nearest dollar or pound to contribute to the education of Rwandan children and help give them brighter futures, breaking the cycle of poverty.

### ♥ LAUNCH YOUR cabi BUSINESS:

When you begin your cabi business, cabi will fund a small business loan in your name for a woman (your Sister Entrepreneur!) in a developing country to build her own business.



Scan me!

Learn more about our Foundation.

