



## Organization Background

Masaka Creamery was founded in 2016 with a mission to “delight our customers by producing beloved products, with uncompromising devotion to our values”. A spiritually-motivated decision to hire intentionally from the Deaf community has developed into a competitive advantage. We now boast over 50 employees, more than half of whom are Deaf. [See it for yourself!](#)

## Impacting the Deaf

Masaka Creamery recruits from the Rwandan Deaf community. Currently Deaf employees comprise our entire Production Department as well as members of our Management Team. Our decision was originally inspired by the words of 1 Samuel 2:8, “**He raises the poor and destitute from ashes to inherit a seat of honor among those who are in authority.**”

At hire, many of our employees lack the ability to read, write, speak or sign - in other words, **they are trapped in their own minds!** Without the educational opportunities and accommodations available in developed countries, the Deaf in Rwanda experience substantial hardship leading to poverty, abuse and other negative, predictable outcomes.

Introducing new hires to our majority-Deaf business is transformational. Regular interaction with other team members enables the development of work and sign language skills, while earning income to support themselves and their families. For the first time these individuals **are in the majority**, rather than at an overwhelming disadvantage. In fact, it's the hearing in our business who are required to play catch up! [See the impact in Nayino's life](#), one of our very first Deaf hires.

The Deaf are also one of the largest people groups [unreached and unengaged with the Gospel](#). Our company provides language development and Christian devotion in sign language. Through a potential partnership with [Door International](#), we would be able to send Deaf supervisors for ministry training in Kenya, equipping them to better minister to our team members as well as contribute to the growth of the Deaf church in Rwanda.

## Impacting the Culture

We have seen the promise of 1 Samuel 2:8 play out in many incredible ways. Our employees have been lauded by the US Ambassador to Rwanda, including in [a speech honoring Nayino](#). This year, one of our employees became the [first disabled contestant to compete for the Miss Rwanda crown](#). Jeannette placed in the top 10, and we are preparing to engage her as our Brand Champion for our campaign “Love your life!”

## Deaf Development Fund

As a commercial enterprise, we invest to grow a profitable operating business that can continue to increase Deaf headcount. However, initiatives like language and ministry training, medical evaluation, etc., can be enhanced and accelerated through charitable contributions. If you have a heart for disabled communities and want to be a part of our pioneering new model for sustainable impact, we'd invite you to make a donation to our [Deaf Development Fund](#) at NCF.



***“He raises the poor and destitute from ashes to inherit a seat of honor among those in authority” 1 Samuel 2:8***

