

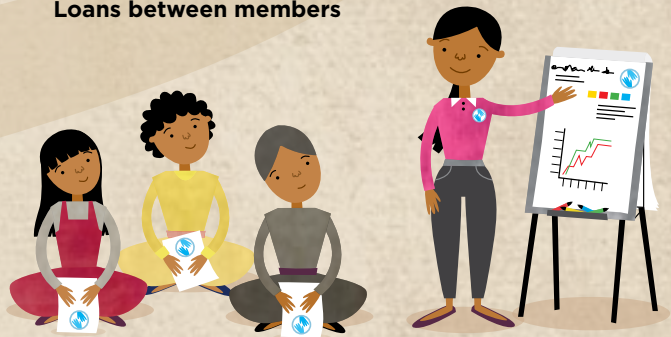
LOOK AT POVERTY DIFFERENTLY

You'll see entrepreneurs, full of energy and ideas. We help turn their potential into jobs. They find a way out of poverty.

HERE'S HOW

STEP 1 MOBILISE SELF-HELP GROUPS

Financial literacy training
Group savings funds
Loans between members



STEP 2 PROVIDE BUSINESS TRAINING

Bookkeeping
Marketing
Customer care



BUSINESSES LAUNCHED OR IMPROVED

STEP 3 PROVIDE CREDIT OR TOOLKITS DIRECT OR THROUGH PARTNER

Business scaled up
Credit history built



STEP 4 LINKS TO BIGGER MARKETS

Bigger client base
More jobs for others in the community

RESULT INCREASED FAMILY INCOME

Empowered women – at home, in the community
Educated children – in school, not work
Happier families – better health, sturdier housing

