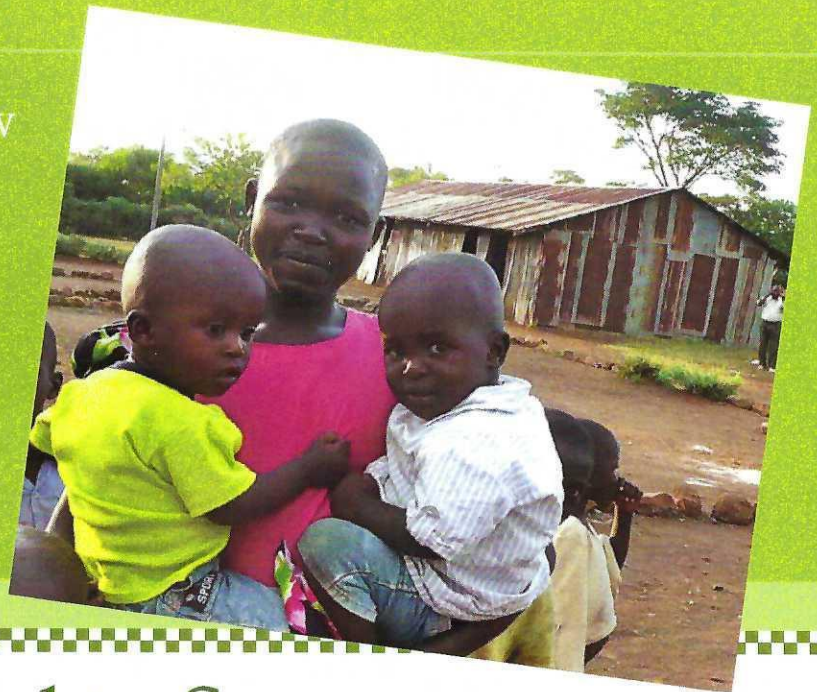


KENYA WORKS

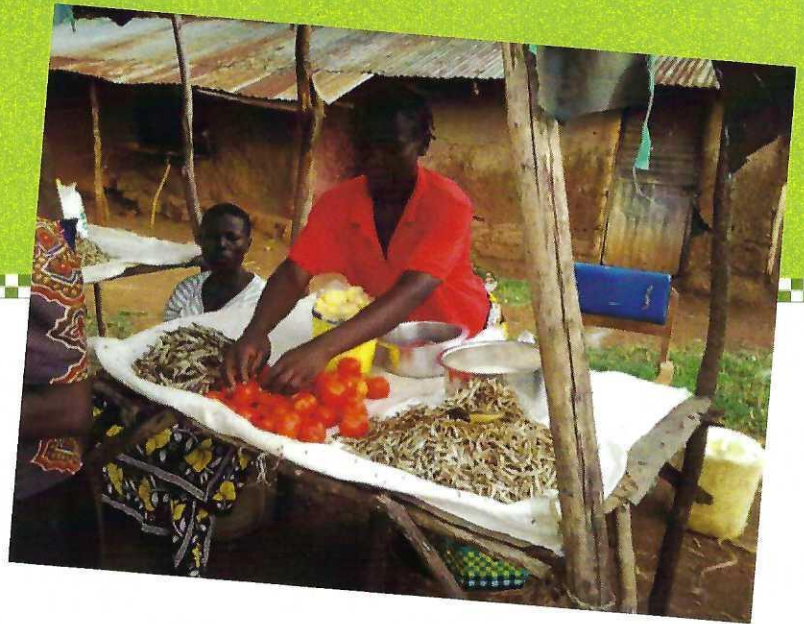
Special Report on the New
Hope Widows Group



Road to Success

In late April 2012 the women of the New Hope Widows Group received their microfinance loans thanks to you. In our last Special Report we discussed the formal training each woman undertook and the structure of the microfinance plan. And today:

- ✓ All 17 women are able to feed their children at least two meals a day for the first time since widowhood.
- ✓ All 17 women are able to pay their children's school fees for the first time.
- ✓ Of the 17 group members, 6 women are struggling in business but are growing. Even they are able to repay the microfinance loan and save 30 shillings a week.
- ✓ All 17 women grew their businesses. Some of the growth is very impressive.
- ✓ Of the 11 more successful women, 7 have managed to buy goats, sheep and several chickens in addition to investing in their businesses.



Rose Achieng

“Hygiene and good presentation of product is vital, but attention to customers is much more vital.”

Rose Achieng was operating a small business selling tomatoes, onions, cooking fat and small fish. With her loan she now buys in bulk three times a week and sells to retailers. She realizes a good profit and is able to provide three meals for her children “without a struggle”. Rose saves and has already repaid her initial loan and taken out another. She has begun to save school fees for her son who is “promising” and will probably go to high school in January, something she never thought possible.

Rose has excellent people skills, and although there is lots of competition in the marketplace, she is doing well because she recognizes the “customer is vital”. “I began this business in desperation when my husband died, but now I am sure God had a reason for me to begin this.”

Kenya Works Metrics

How does Kenya Works measure success? When Cosmas Ochieng, our field rep, visits the women he completes an Individual Growth Check List for each member. He collects information on their running capital, their strengths, weaknesses opportunities, “threats” and general observations. He assesses the women’s business growth and potential for growth by assigning a numerical score. Cosmas sits with each woman as she works. He has also noticed qualitative success. The women are becoming role models, have good social cohesion and are becoming a community force.



Rosemelia Ajwang

Rosemelia, at 80, is the oldest member of the New Hope Widows Group. She is seated outside her home preparing to make Busaa or Leaker (booze or liquor?).

“The initiative of financing us was a blessing. I have been able to buy cereal and other raw materials for the production of Busaa in bulk, by this I greatly enjoy the discounts.” When we met Rosemelia in January 2011 she had only enough raw material to work two mornings a week. Now she can work continuously. She says that Kenya Works (YOU) made more contribution to financial sustainability in the region than any other system tried in the past.

Rosemelia has six children, and one son is totally dependent on her. Three years ago he was in an accident and has been receiving treatment. He uses “walking sticks”. Last month the doctors recommend that his legs be amputated for him to survive. Rosemelia says her son is her greatest worry. Much of her income is used to care for him.

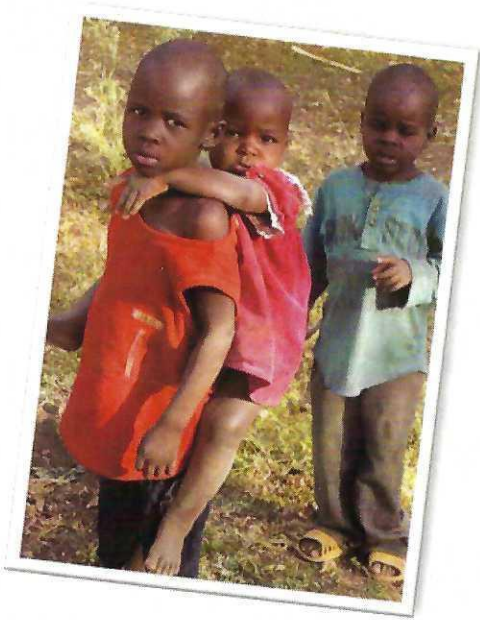
Susan Aketch

Susan’s husband died in 2007. With her loan she started two businesses. One is bulk purchasing and selling mangoes, tomatoes and donuts. The other making and selling sisal rope decorations like hanging plant holders. “I really thank God for the money that I got to do my own business. I am now easily able to provide food for my children. I have the ability to save and borrow and to pay school fees. Finally, I have been able to buy one sheep from my savings.”

Susan thanks the lenders of this program who “revived my hope by letting me know that I can still be positive, hopeful and productive”.



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What's Next?

- 5 permanent shops/stalls for the women to use as a sales center. Right now they have no protection during the two rainy seasons and in the heat. The community elders donated a piece of prime real estate in the marketplace in a show of support. The cost will be \$4,800.
- Additional training on basic business development skills
-



Thank you for your past generosity. If you are able to help again, every cent will go to work in Kenya for the New Hope Widows.

Kenya Works is a 501 (c) (3) nonprofit incorporated in Wisconsin. Donations are tax deductible.

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