

## Partner Profile: Avanza Sólido



Photos courtesy of Avanza Sólido



In Mexico, an estimated 67 percent of adult women and 74 percent of low-income adults do not have access to formal financial services.<sup>1</sup> Approximately 26 percent of Mexican women lack access to essential health services, and Indigenous women are disproportionately excluded.<sup>2</sup>

**Avanza Sólido S.A. De C.V. SOFOM ENR (Avanza Sólido)** is a Mexican microfinance institution (MFI) and a partner in Global Partnerships' Women-Centered Finance with Education and Women-Centered Finance with Health initiatives.<sup>3</sup>

### WHO IS SERVED:

Avanza Sólido currently serves over 40,000 clients, with a focus on vulnerable communities in rural Chiapas: 87 percent of their clients live in rural areas, 61 percent self-identify as indigenous, and 56 percent are women.<sup>4</sup> 51 percent of surveyed clients report that they are accessing the type of services Avanza Sólido provides for the first time, indicating the organization serves many previously financially excluded individuals.<sup>5</sup>

### WHAT IS DELIVERED:

Avanza Sólido clients can access group or individual loans to support

income-generating activities. The MFI aims to offer loan products that meet clients' needs as they grow their businesses, emphasizing responsible pricing and client protection practices amidst a Mexican microfinance market where such practices are often lacking.

Avanza Sólido also offers educational services to a subset of clients each year, focused on the economic empowerment and strengthening of women's financial skills, including basic business planning, the importance of savings, and risks of over-indebtedness.

In addition, Avanza Sólido operates regular health "brigades" which travel periodically to rural communities to provide basic health services and medicines at zero cost, along with sessions on health education. These services are made available both to Avanza Sólido clients and to the community in general.

### WHY IT IS IMPACTFUL:

Avanza Sólido's clients can use their loans and financial education to make more informed decisions as well as sustain and eventually grow investment in income-generating activities. Clients can then increase food security for their households and more easily deal with shocks. With access to health information and services, clients can adopt healthier behaviors, practice prevention, and receive timely and appropriate treatment – enabling improved household health.

A 2022 impact survey of Avanza Sólido clients found that 92 percent of respondents reported that their quality of life had improved because of Avanza Sólido. As one respondent put it, "I was able to maintain my savings more securely. I was able to expand my store. I always wanted to have more products and they [Avanza Sólido] provided me with support to achieve it."

1. "The Global Findex Database," The World Bank, 2017. <https://www.worldbank.org/en/publication/globalfindex/Data>.  
2. Anexo Estadístico de Pobreza en México: Anexo Estadístico 2016-2020," CONEVAL, 2020. [https://www.coneval.org.mx/Medicion/MP/Paginas/AE\\_pobreza\\_2020.aspx](https://www.coneval.org.mx/Medicion/MP/Paginas/AE_pobreza_2020.aspx).  
3. Avanza Sólido was a current borrower of Global Partnerships Impact-First Growth Fund, LLC and Impact-First Development Fund, LLC, as of December 31, 2023.  
4. Data as of September 30, 2023, as reported by Avanza Sólido.  
5. Based on responses from 252 Avanza Sólido clients in a 2022 study by 60 Decibels, Inc.  
6. Ibid.  
7. Ibid.