



 Women-Centered Finance with Education

**THE CHALLENGE**

An estimated 1.7 billion adults lack access to formal financial services and women are disproportionately more likely to be excluded, with a 9 percent gender gap in financial access in developing countries.<sup>1</sup>

**THE OPPORTUNITY**

GP aims to empower women living in poverty by investing in partners that deliver financial and educational services tailored for women to build economic resilience.

**WHO IS SERVED?**

The target demographic for this initiative is female microentrepreneurs living on less than \$5.50/person/day.

**WHAT IS DELIVERED?**

**Clients must receive:**

- Small-to-medium size working capital loans, often delivered through group lending;
- Basic financial literacy education.

**Clients may also receive:**

- Education covering topics such as women’s empowerment, health, business and money management;
- Access to savings;
- Loans tailored to women’s productive use needs;
- Advanced business training;
- Improved market access.

**WHY IS IT IMPACTFUL?**

Client empowerment and household economic resilience and food security improve because with access to financial services and basic financial literacy women are empowered to:

- Make more informed decisions;
- Smooth household consumption & better deal with shocks;
- Sustain & eventually grow investment in productive activities;
- Reduce the distressed sale & support the accrual of assets.

Household income stabilizes and/or increases over time as women invest in new, improved, or growing productive opportunities, practices, inputs, technology, and/or assets.

The above outcomes are enhanced by investing in women, who are shown to prioritize spending on the health, education & well-being of their families.

**INITIATIVE IMPACT**

**Women-Centered Finance with Education (WCFE)**

**Active WCFE Portfolio as of September 30, 2019<sup>2</sup>**

\$44.7MM Loans Outstanding  
27 Partners

**Cumulative WCFE Portfolio<sup>3</sup>**

3.9MM Lives Impacted

*“I have improved my business. I am sending my children to school and I can provide for my family’s basic needs.”*

*“My quality of life changed because now I can afford living a good life, without having to worry about where I am going to get money for food.”*

– Clients within our Women-Centered Finance with Education initiative

GP is conducting assessments with select partners using a mobile-based client survey methodology known as Lean Data<sup>SM</sup>. Results to date indicate that our investments are helping to deepen inclusion and improve lives.





## CLIENT PROFILE

With years of smart business decisions, hard work and perseverance, Zipporah is working her way out of poverty. Today, Zipporah is a landowner and runs her own farming business with multiple sources of income.

Her journey out of poverty kickstarted when she decided to join Kenya Women's Microfinance Bank (KWMB) in 2007.

Zipporah began with a \$200 loan to start a farming business. Over time, she grew her enterprise through larger loans, most recently, \$3,000. She has expanded her revenue streams to include dairy, poultry, pig, banana and coffee farming. She sells the milk from her cows at her shop in Kibicho town outside Nairobi, Kenya. She uses the manure from her dairy, poultry and pig farm to fertilize her coffee and banana farm.

Zipporah's resilience and determination in the face of poverty has helped her make the most of KWMB's products and services. Now she can afford to send her youngest child to university, paving the way for multi-generational impact.

## PARTNER PROFILE

KWMB offers a full suite of banking and education services with a strong focus on group lending to rural women. KWMB seeks to empower the family unit by serving women who have traditionally been excluded from access to formal financial services.

As a result of GP's investment in KWMB, they have impacted an estimated 13,941 lives in the last 12 months.<sup>4</sup>



1. Source: <https://globalindex.worldbank.org/>
2. Includes loans from all active GP-affiliated debt funds.
3. Includes investments by all previous as well as active GP-affiliated debt funds.
4. From October 1, 2018 to September 30, 2019.