



# HAND IN HAND

## HELP A KENYAN VILLAGE BEAT POVERTY WITH JOBS

Your donation of US \$44,000 could lift an entire community in Kenya out of poverty and take 400 people on a journey from subsistence to business success



Hannah Haciuk | Tailor | Karia

### THE NEED

Kenya is a country of contrasts: its economy has come a long way and is competing on a global scale in commercial farming. Yet not everyone participates in this growth: nearly half the country's 40 million people still do not have enough to eat, every day.

For many, what's missing is simply an opportunity to improve their income over and above subsisting off a small piece of land. Help them set up and run a small business and they can put enough food on the table, afford clean water, seek treatment when illness strikes and send their children to school.

### WHAT WE DO

Where others see poverty, Hand in Hand sees grassroots entrepreneurs, full of energy and ideas. Your donation allows them to turn their skills and potential into jobs – to discover a way up and out of poverty.

We work in four key stages. First we create community groups, mainly women, who support each other, save

together and learn together. We train them to discover and develop small businesses that make use of their skills and potential. Next we provide access to microloans and the support across the group ensures they are paid back. Finally we help scale up members' businesses and take them to bigger markets, which in turn benefits their families and communities.

Virginia Nzioka, from a small village in Machakos, east of Nairobi, describes how Hand in Hand's support changed her life: "I used to go to others' homesteads to ask them to give me a job. Now I am someone in society. We can pay my daughter's school fees and still afford salt and sugar".



Virginia Nzioka (left) | With colleague Damaris Musyoka  
Mat manufacturer | Muumando

## YOUR INVOLVEMENT

We invite you to visit the village you support to see for yourself how your grant is transforming people's lives. You will also have a chance to connect both with our team in Nairobi and with staff on the ground.

As the project unfolds, you will receive regular reports and photographs tracking the training and business progress of the villagers you support.

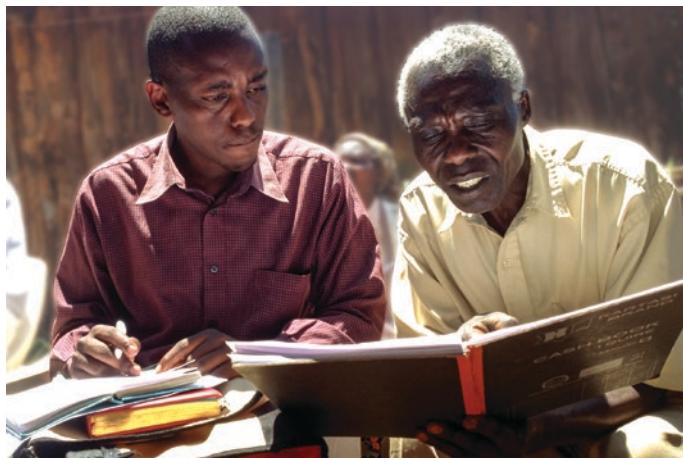


Benedetta Kalondu | Basket weaver | Machakos outskirts

## OUR TRACK RECORD

Since 2003, we have worked in 10 countries, generating nearly 1.6 million jobs. We have trained more than a million people, helping them start more than a million businesses. And we have supplied about US \$200 million in small start-up loans.

Our program in Kenya has been independently evaluated as 'cost-effective' and 'well on track', and is backed by public funding from Sweden and the Netherlands.



Self-help group treasurer Peter Maina (right) with Hand in Hand trainer David Thuku | Gatundu

## WHAT YOUR DONATION WILL ACHIEVE

Train around  
**450** people

on how to start and grow  
a business.



Help to create  
over **400** jobs



in the community as the  
business owners also  
employ others.



Support the  
establishment of  
**300**  
micro-businesses

in occupations such as farming,  
soap- or honey-making and tailoring.

The women themselves decide what type  
of business to run, based on their skills,  
and the gaps they see in their local markets.

Lift  
**2,000**  
children and adults  
out of poverty



as the business owners can  
better support their families.

## WHAT OTHERS SAY ABOUT US

Thanks to the generosity of individuals like you, village donations have played an essential role in our drive to beat poverty.

Ulla Zachrisson  
is one of them:

“ Village donations build a confidence that goes both ways: the villagers know that my support will last for two years - and personally, I hope to stay in touch for as long as I live. As the donor, I know that the program will really make people in the village self-sufficient. When they learn to manage money and run a business, they can help themselves, even when my financial support ends.”



Kinai women's group member  
Coal briquette manufacturer  
Machakos outskirts

Our work in India has been assessed independently by M-CRIL, a specialist microfinance consultancy used by the World Bank and many others. They said we are:

**Catalytic** – each woman was found to support an average 1.6 jobs, employing not just herself but others in her community.

**Achieving lasting change** – more than 97% of the businesses created were still going strong three years on from our initial support.

## WE PROMISE YOUR DONATION WILL

### • REACH THOSE IN NEED

Three in four of the villagers your donation supports do not have access to water on tap. Nine out of ten live in housing made from mud or corrugated iron sheets. More than half earn US \$2.30 a day or less to provide for their families – typically including four children.

### • INVEST IN PEOPLE, NOT HAND-OUTS

Your donation funds a two-year training and mentoring package for 20 groups of villagers, each with about 22 members, enabling them to create their own success.

### • CREATE A RIPPLE EFFECT

By supporting one specific village, your donation helps the individuals that succeed become an example that inspires many others around them.

Evidence shows that women overwhelmingly spend increased incomes on creating better lives for their families, particularly by funding their children's schooling. Accordingly, we train primarily women.



Philomena Nduku | Poultry business owner | Matuu

## NEXT STEPS



Please contact Liselott Liungman if you would like to know more:

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