



**FOCUS**  
ECONOMIC,  
SOCIAL & SPIRITUAL

**LOCATION**  
NYANZA REGION, KENYA

**LEADER**  
EMILY AKINYI AYIEYE  
& BETTY SAIDAH

**OUR MINIMUM  
ANNUAL TARGET**  
£1500

The scheme began in 2013 when the ladies of the village came together to begin an economic initiative that would generate some income for their families. The scheme is predominately for ladies with the goal of empowering women reducing poverty and bringing a sense of self-worth to the ladies in the community. There are presently 50 members with the goal of expanding to 100 members.

This kind of community based economic project has proven to be a very effective way of improving the life quality of families in the developing world. A key to success is experienced and positive leadership who both oversee the project and train the members. We know the leaders involved and have seen the effectiveness of their work in another context and this gives us confidence in believing that this scheme will make a real difference to the community as a whole.

The two ladies above, Betty and Emily, oversee the operation of this micro loan scheme. The scheme operates in a village and until the involvement of Shared Hope has worked with a small amount of capital. Betty is the general administrator for Echoes of Mercy Mission who run a school that Shared Hope supports and Emily is the wife of Moses who is the Director of Echoes of Mercy Mission. Both of the ladies are experienced administrators and are committed to the village where the project is run.

