



FOCUS

**ECONOMIC
& SOCIAL**

LOCATION

NYANZA REGION, KENYA

**OUR MINIMUM
ANNUAL TARGET**

£2500

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 highly effective way of improving the life quality of families in the developing world. A key to success is experienced and positive leadership on the part of those who 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.

