





## 2006-2019 Accomplishments

**Over 10,000 clients**

**13,859 microcredit and non-bank loans**

**Over ₦130M/\$38M in credit**

## Sawa Achievements

**In 2019:**

**2,096 clients, 1481 loans, ₦12M/\$3.3M of credit**

**Since 2006:**

**7,000 clients, 11819 loans, ₦90M/\$25M of credit**

**KIEDF  
MICROFINANCE  
ANNUAL UPDATE**

**2019**

## KIEDF MICROFINANCE UPDATE

Access to credit combined with business services to help low income and unemployed populations increase their earnings through a microenterprise.

Our services enable the development and expansion of clients' businesses, providing tools and skills to better manage their finances and businesses, creating additional income for themselves and their families.



### Sawa

Non-bank loans of up to 30,000 through solidarity group methodology or individually to low income Arab female entrepreneurs for the development of their business activities.

Since 2011, the Government provides 50% of operation costs and loan capital.

### Ethiopian Israelis Fund

The Fund enables non-bank loans of up to ₪150,000 for the development and expansion of Ethiopian Israeli owned businesses and is operating with matching support from the government.

### Microcredit Loans

The Fund provides security free loans to low income entrepreneurs facing barriers to credit from financial institutions.

Loans of up to ₪30,000 are given in cooperation with Bank Hapoalim.

### Business Services

Business training and individual mentoring are given by our Field Staff to assist with the on-going development and business management.

## MICROFINANCE SERVICES

## ARIG

Arig completed her bachelor's degree and started working but her salary was not enough to support herself. She has always been an entrepreneur at heart and using her business management skills, decided to sell unique jewelry pieces. Her mother has a gift shop which enabled Arig to carve out a niche in the shop, redesign the area and open her jewelry stand.

While Arig enjoys selling within her mother's store, she is planning to open her own shop in the center of town. She is working with KIEDF on the steps needed to make this plan a reality.





## EXTERNAL EVALUATION – INITIAL FINDINGS\*

The program provides opportunities to unemployed women from the periphery, with low education, and without male participation in the family's income.

93% of businesses are still active after three years in the program, proving continued impact.

For many clients, the business is their main and only source of income.

Since 2011, businesses supported by Sawa have contributed ₪610M to Israel's GDP.

The Average Business income has increased by 140%

For every government Shekel invested in the program, ₪37 of additional income was developed.





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## ROSALINA

Rosalina is a determined young entrepreneur. She studied hair styling right after high school and while she took additional courses, she worked as a cashier in the local supermarket. Rosalina wanted to improve her situation with a business. In the beginning, she worked from home, gaining skills and growing her customer base.

Through Sawa, Rosalina took a loan and moved to a fantastic location in her city. She has maintained her original customers while gaining walk-ins and expanding the services and treatments she provides.

She wants to develop into a full scale beauty salon with employees and ensure a strong economic future.



**THE SUPPORT FROM KIEDF BRINGS FAITH IN THE POSSIBILITY OF MY BUSINESS AND THAT IS WHAT ULTIMATELY MAKES ME SUCCESSFUL**

## **FROM OUR CLIENTS...**

**THE LOAN ALLOWED ME TO DEVELOP MY BUSINESS WITHOUT PRESSURE. IT HAD A SIGNIFICANT IMPACT ON MY LIFE AND ALLOWED ME TO OVERCOME INTERNAL & EXTERNAL OBSTACLES**

*I learned so much, like separating work from emotions and relationships, "business is business"... I've learned to keep boundaries with my clients, to value my work so others will also value it.*

**WHEN YOU ARE MANAGING A BUSINESS YOU ARE ALONE, NO ONE ON YOUR SIDE...WITH SAWA I WAS NOT LEFT ALONE, I WAS CHALLENGED, SUPPORTED AND I ALWAYS HAD SOMEONE TO CONSULT WITH AND DISCUSS HOW TO TAKE ADVANTAGE OF POSSIBILITIES, HOW TO HANDLE CHALLENGES...**

***I did not just get a loan, I gained a great amount of knowledge and skills to push my business forward...***





# MISAN'S PHOTOGRAPHY STUDIO

*A few years ago, I took a photography course but didn't know what I was going to do with it...I didn't even own a camera... I was working in a minimum wage job and just felt hopeless. Then I met Ferial (my Field Officer) . She helped me receive my first loan through SAWA, since I had no way of getting one through the bank.*

*I bought a professional camera and found a part time job at a studio while cultivating my first customers... Slowly I built my customer base and gained a good reputation. I joined KIEDF's advanced training program to improve my financial and marketing skills and scale up my business.*

*With my second loan, I renovated my home based studio. My business continues to grow and I am planning on moving to a larger location.*

*From a place of despair, not knowing how I would earn a living, I've grown and fulfilled my dream. KIEDF has been with me each step of the way."*





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## KAREN

Karen and her husband had health challenges that put them into big debt. With determination and careful planning, they have closed their debt and are working towards a stronger future for their family.

Karen began providing cosmetic treatments from her home. As her situation improved, she took courses and began effectively managing her business activity.

She has taken two KIEDF loans. The first in 2017 was for improvements to her salon and supplies and her most recent in 2019 for expansion of the salon to accommodate her growing number of steady customers.





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## KOCHAV

Kochav has always been immersed in sports. He is a graduate of the prestigious Wingate Sports Institute and has been involved in promoting sports training and working in the field for over 20 years.

His vision is to give anyone who sees sport as a tool for achieving goals and means of fulfilling dreams, the support, motivation, tools and appropriate environment to do so.

Kochav has used his loan to expand his running and fitness club. He has developed a home studio for one on one personal training and expanded his group running club, bringing adults to their fitness goals, even assisting them in reaching beyond what they imagined possible.



## MENINGISTO CLOTHING

For 20 years, Molet and Janet worked for the Jewish Agency at a large absorption center for immigrants. When the center closed in 2017, they decided to open their own clothing store. They focused on traditional clothing after researching the market and understanding very few options existed for members of the community who want to dress traditionally for special events or celebrations.

In 2018 they opened their store in Beit Shemesh. Their business attracts customers thanks to its unique inventory, beautiful layout, coziness and warmth. The business exemplifies Molet and Janet's character.

They utilized their loan to expand their inventory and remodel the second floor. With this loan, Janet and Molet are able to make their business thrive.



# TRANSFORMING PEOPLE'S LIVES - BUSINESS SERVICES

KIEDF staff continues to bring services to our clients, developing trainings and programs to answer their ongoing needs.



In 2019, we expanded our trainings for veteran clients and those interested in business expansion. We focused on business registration, advanced financial management and digital marketing through both group and one on one meetings.





**THANK YOU!**

**TO ALL OF OUR CURRENT AND PAST SUPPORTERS.**

**WE COULD NOT DO ALL THIS WITHOUT YOU!**