

# KIVA loans that change lives



Kiva.org is a non-profit revolutionizing the fight against global poverty by enabling people to connect with and make personal loans to low-income entrepreneurs in the developing world. Through Kiva, anyone can make a direct loan of as little as \$25—and in doing so contribute to a vital influx of capital to the developing world where most of the poor are self-employed entrepreneurs. A small loan to purchase business-related items such as sewing machines or livestock can dramatically improve the life of an entrepreneur and his/her family, thus empowering them to earn their way out of poverty.

**BusinessWeek**

“Innovation of the Week: Kiva.org uses smart design to make a little cash go a long way.”

**CNNMoney**

“If you’ve got 25 bucks, a PC and a PayPal account, you’ve now got the wherewithal to be an international financier.”

# Access to a Worldwide Network

The concept behind Kiva is *simple*:

**Bring together lenders and worthy enterprises on Kiva's website.**

— From Kenya to Ecuador, microfinance institutions (MFI) around the world go to Kiva.org and post photos and profiles of low-income entrepreneurs in need of money for their businesses.

**Loans made easy and personal.**

— Lenders go to Kiva.org and browse through profiles of low-income entrepreneurs—a dairy

farmer in Kenya, a man who wants to open a shoe shop in Honduras, or a tailor in Bulgaria. Lenders can then loan as little as \$25 to the entrepreneur of their choice via PayPal, a globally recognized online payment service.

**When a loan is completely funded by individual lenders, Kiva pools the money and transfers it to an MFI partner who administers it to the entrepreneur.**

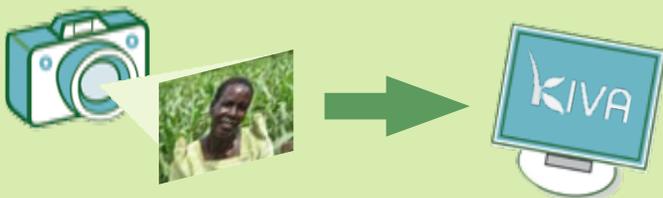
— Journal updates keep the lenders informed about the progress of the entrepreneur they sponsored. Loan repayments made by the entrepreneur over the course of about 6-18 months are sent back to Kiva by the MFI partner.



## Microfinance institutions (MFI)

Organizations that give small loans that help poor people who wish to start or expand their small businesses but are too poor to qualify for traditional bank loans. Over 10,000 MFI exist worldwide

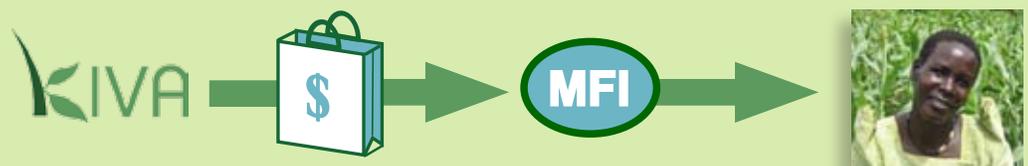
**MFI posts an entrepreneur's photo and loan information on www.kiva.org**



**Kiva users browse profiles, select an entrepreneur, and then loan money using a PayPal account**



**Kiva wires the loaned funds to the MFI partner, who in turn disburses them to the entrepreneur.**



**Once loans are repaid, Kiva users can choose to withdraw their principal—or re-loan to another entrepreneur.**

# Revolutionizing Philanthropy

Unlike any other organization, Kiva allows individuals to fight global poverty in a personal and sustainable way by enabling them to directly connect with low-income entrepreneurs in the developing world. A loan through Kiva is not a hand-out: it is a source of empowerment for both the giver and the recipient. Kiva users are not donors; they are lenders in “peer-to-peer” microfinance, a process based on mutual respect and trust. Kiva lenders see exactly *who* their money goes to, *what* the recipients are doing with it, and *how* it is making a difference. For the entrepreneur and their family, one small loan can change their lives—and their whole community’s future prosperity.



**What does “kiva” mean?**

Kiva is a Swahili word meaning “agreement” or “unity”.

## Kiva’s History

Kiva was founded in 2004 by husband and wife team Matthew and Jessica Flannery. During a trip to East Africa to assess how microlending impacts local communities, Matthew and Jessica became concerned with the dependence of microfinance institutions on local banks, most of which charge high interest rates on loans. The pair was certain that the prohibitive cost of loan repayment



“Kiva simply democratizes access to a worldwide microfinance movement that has been empowering the working poor for two decades.”

stopped many would-be entrepreneurs from achieving their potential. Thus, Kiva was born—founded to decrease the burden of high interest rates by enabling internet users to make personal loans to entrepreneurs in poor communities throughout the world. After considerable research and planning, the Kiva.org website was launched in October of 2005. In its first year, Kiva rapidly grew to become the most trafficked site in microfinance, generating millions in loans to thousands of entrepreneurs in developing countries. Kiva has also received wide acclaim from the blogosphere, mainstream media (including NPR, BBC, CNN, Wall Street Journal) and development experts. The Kiva website has fostered cross-cultural relationships and provided thousands of families with small loans and fresh hope for a sustainable livelihood.

## Inside Kiva

Headquartered in San Francisco, Kiva is staffed and headed by experienced consumer internet and microfinance leaders with years of technology proficiency from companies such as Ebay/PayPal, LinkedIn, TiVo, Google, and MySpace. A number of major internet partners support Kiva, including PayPal, YouTube, Google, MySpace and Microsoft.



“Revolutionizing how donors and lenders in the US are connecting with small entrepreneurs in developing countries”



“At Kiva.org, a schoolteacher in Kansas can partner with an expert seamstress in countries like Kenya, Mexico and Ecuador to jump-start a tailor shop.”



\$500  
\$0

loaned so far  
needed

**LEND NOW**

## Elizabeth Omalla

**Location: Uganda**  
**Loan Use: Fish Seller**  
**Loan Amount: \$500.00**

A widow from Tororo, Uganda, Elizabeth supports eleven people by selling fish. Thanks to the loan, which she has repaid, Omalla now sells more varieties of fish and has been able to *"take my children to school, buy two cows and five goats, and open a savings account."*



**Name: Maria Elena Mejia**  
**Location: Nicaragua**  
**Loan Use: Tailoring**  
**Loan Amount: \$200.00**



**Name: Denis Tukei**  
**Location: Uganda**  
**Loan Use: Clothing Sales**  
**Loan Amount: \$900.00**



**Name: Khadijatou Ndiaye**  
**Location: Senegal**  
**Loan Use: Fish Selling**  
**Loan Amount: \$1000.00**



**Name: Alice Wairimu Kimani**  
**Location: Kenya**  
**Loan Use: Dairy Farming**  
**Loan Amount: \$1800.00**



**Name: Shukufa Feyzullayeva**  
**Location: Azerbaijan**  
**Loan Use: Clothing Sales**  
**Loan Amount: \$800.00**



**Name: Hilario Olvera**  
**Location: Ecuador**  
**Loan Use: Shoe Making**  
**Loan Amount: \$600.00**