



SERVICE PROJECT SHEET

Opportunity International UK - Micro Credit



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Project Name:

Opportunity International UK
(Registered Charity 1008372)

Project Goal:

To provide small loans, training and business advice to those in poverty to help them establish micro enterprises as a sustainable means of escaping from poverty.

Rotary service type:

Fund raising.

Unique selling proposition:

'Giving people credit, not charity'.

Providing loans means 'development with dignity' for those in poverty. A 98% repayment rate of monies loaned means tremendous value-for-money as funds are on-lent to more and more clients.

Description:

In nearly all developing countries, a significant proportion of the population survives by running small businesses, usually from the home. However for over 95% of people living in poverty, gaining access to money to start and maintain such a business is almost impossible. Without collateral or a credit record they cannot borrow from banks, and must rely on family members or moneylenders who can charge exorbitant interest rates of 10% a day.

Opportunity International (OI) is a specialist in microfinance with over 30 years experience offering small loans, financial services (increasingly insurance and savings) and business training to clients. By helping clients to develop their own businesses, we create jobs, stimulate local economies and strengthen communities. This is a sustainable approach to tackling poverty which gives individuals the self esteem that come from success by their own efforts.

Loans are made to individuals and to 'Trust Banks', groups of 15-25 people who join together to access credit. After an orientation period, each member of the group receives a small loan to start their business. Repayments are made at weekly Trust Bank meetings where clients receive on-going advice. Loans are guaranteed by the group and when they have been paid, the whole group graduates to a second loan term.

- Our average loan is just £142
- 87% of loans are made to women
- Our repayment rate is 98%

OI UK is a member of the Opportunity International Network. Funds are raised by 5 Support Partners and programmes are administered by locally staffed Micro-finance Institutions in 27 countries in Africa, Asia, Latin America and Eastern Europe. OI is motivated by its Christian foundation and values, we work with people of all faiths and none.

Personalities supporting OI UK:

- Patron: Her Royal Highness The Princess Royal

Benefits to club:

- Club members will relate to the challenges faced by OI's clients in starting a small business.
- Clear feedback on number of loans provided, jobs created per different levels of donation.
- Exciting opportunities to link club members' running similar businesses to those of OI clients through client stories and photos.
- The chance to visit microfinance projects and meet clients during 'Insight Trips'.
- Assistance with speakers, promotional materials and PR can be provided in some cases.

Feedback from clubs:

- Past District Governor of District 1240 has visited projects in India.

Contact for further information:

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or your District International Service Chairman.

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