

Micro-Credit Report #1 — July 2010

One of the three ways to get involved in the Micro-Credit program is to target your loan amount to a specific African woman. We could recommend the woman to you, or provide you with a short list of women with their business plans and entrepreneurial ambition to choose from.

1.) Mrs. Veronica Pawluski of Edmonton, Alberta, Canada has provided a loan of \$700 to invest in two women:

a.) Elsie Egbuzie traveled almost a whole day with her children to come and see me in Lagos, Nigeria when she heard that I was there. She has a husband who has not worked in more than 7 years. She is the sole bread-winner of her family. She is very enterprising and resourceful business woman eager and ambitious to grow her business. Very early Monday mornings, say around 5:00am, she travels to the neighbouring villages around her village by lorry – a form of public transportation meant to carry both people and commodities. She buys fresh produce – varieties of fruits and vegetables – which she brings to the city market where she rents a stall to sell them from sun-up to sun-down. By midweek most of her produce are gone. Her capital is very meager – barely \$200. Her moderate profits barely sustain her family.



Fresh produce is a very good business. Given an enhanced capital, she told me that she would be able to load up a lorry by herself alone and sell whole-sell to other market women, augment her profits and would be in a position to retire her loan in a short time – possibly, five to six months.

Her presentation was very impressive; her drive, ambition and dedication very remarkable. I would recommend you give her a loan of \$500. Her business engenders very rapid turnover, and augurs well for a quick repayment.

b.) Bernadette Nwanedo has 4 children ranging from 5 to 11 years. She has been widowed for about 4 years now. She is a typical African market woman, very hard working and ambitious with absolutely no money to make her dreams a reality. She scrapes by buying varieties of food items from other market women on credit to re-sell. Some good days she makes very little profit. She would barely provide one meager meal a day for her children. On bad days she makes nothing. Her children would have to go without, because the loan must be re-paid at the end of the long hard day or else she would risk not getting anything on credit the next day to re-sell.



She presented me with a promising business idea / plan. Her business plan is to go to the neighbouring Rivers State (she lives in a village in the Imo State of Nigeria). She would buy smoked fish which is abundant in the Rivers State to sell in her village and surrounding areas where this type of fish is in very high demand. (I love smoked fish.)

I would suggest that we start her off with a loan of \$200 from you. This would mean the world to her. I am very positive that the loan would be repaid in 8 to 9 months. By then she would have realised sufficient profit to form a capital to call her own, and be able to take proper care of her children.

2.) Ms. Kristine Elizabeth Winter of Holden, Alberta, Canada is a single mother of three children. She provided a loan of \$200 to invest in

Rebecca's provision business. Rebecca Ebebe lives in a village Nigeria. Her strong survivor attitude helps compensate for the loss of her husband almost 7 years ago. Rebecca's eight children rely on her solely for all of their physical and emotional needs. Rebecca runs a business selling provisions from a shack in her village... she earns barely enough to feed her children one meal per day. But her line of business is a wonderful idea, but she can not take her business idea / plan to any bank to apply for a loan.



With an investment loan of about \$200, Rebecca would be able to move from her present shack into a more secure store for a monthly rent of about \$5. She would be able to travel to the near by big city so that she can buy more provisions to stock up her store in the village. Because of her enhanced financial capacity, she would not only able to buy more products in quantity, but as well more in variety, and cheaper in price. The enhanced capacity leads to increased traffic to her store, more profit. As her business expands she pulls herself out of poverty. She is now able to feed her family well and send her children to school.

You can also make a difference in the lives of African women and their families by investing in their dreams and aspirations under the Micro-Credit program of **Africa We Care**.

Give us a call today, or send us an email, and see your investment change lives.

Opportunity Rather Than Charity!

Tel.: 780-486-5552

Email: info@afriawecare.org