#### **PHILIPPINES**



**ENTREPRENEURS** 

du Monde















## Building the capacity of vulnerable urban communities through access to microloans, savings and training

SEED needs new financial partners to expand its reach and serve 4 000 partners in 2018

#### **COUNTRY FACTS**



- 116<sup>th</sup> out of 188 countries on the HDI\*
- 4 million people living in extreme poverty in Metro Manila
- 13% live on 1.90 USD per day or less
- \* Human Development Index
- Source : http://hdr.undp.org/en/countries/profiles/

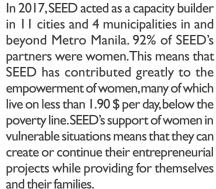


#### **KEY FIGURES 2017**

- III groups
- 2 459 micro-entrepreneurs
- 92% women
- € 122 average loan

### 2017 HIGHLIGHTS .....

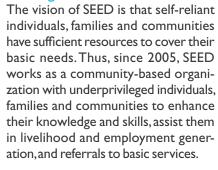








#### A strong vision, a social mission





#### An action close to the poorest

SEED operates in areas of extreme urban poverty in Metro Manila, where individuals and families often don't have access to safe and stable housing, employment, electricity or health services. SEED attempts, through microloans, savings and training, to build the capacity and strength of local entrepreneurs so that they can improve the standard of living for themselves and their families.

#### **Complete support for real change**

They receive not only financial assistance in the form of microloans and savings, but they receive education and training that will impact other areas of their lives: SEED's team closely follows the organisation's mandate of social development by providing training to micro-entrepreneurs, topics including budgeting, savings, nutrition and more.



#### **Partnerships with other NGO**

In 2017, SEED partnered with other NGOs operating in common areas to complement each other services in towards women and families living in poverty in Metro Manila.



**MYRNA RODRIGO** 

I learn from mistakes and never give up!

As the 4th daughter of a poor family with seven children, I had to stop my studies when I was 16. I got married and we opened a seafood street restaurant but it didn't provide us with a living. I then had the idea of selling also fish without any preparation. At first it was difficult. The investment was significant and the construction of large supermarkets nearby did not make things easier. But I worked hard, catched new clients and gained their loyalty, step by step. We own now 3 fishmongers in Pasay market. I received several loans and the training courses helped me to gain a solid knowledge in financial management. I am convinced that you must strive to realise your desires, learn from mistakes and never give up.

#### **FOCUS**

#### **Education and health orientated training**



As a result of the fact that most of SEED's partners are women and that culturally women are the caretakers of the children, the household and the finances, SEED performed at least 28 training sessions each month for them not only to increase theirs capacities for business, but also to enhance their awareness of social issues (Health, Nutrition, Reproductive Health, Environment) affecting their well-being. These short trainings were free to all micro-entrepreneurs and subscribed to the participatory instructional methodology.



#### **Family Development Service**

Acknowledging the fact that women living in areas of extreme poverty face various vulnerabilities including psycho-social issues of which there is limited resources or interventions being offered locally, SEED continued to offer the Family Development Service. The aim of this service is to provide a systematic and professional intervention to select individuals/families facing psycho-social issues. A series of visit is conducted to help the individuals/families ascertain the roots of the issues and generate resolutions from their end. SEED employs licensed Social Workers for this purpose.



#### **INDICATORS**

	No. beneficiaries <sup>1</sup>	No. loans granted <sup>1</sup>	Average loan amount	Oustanding loan²	Oustanding savings <sup>2</sup>	No. employees
2017	2,459	3,602	€122	€ 242,996	€114,307	31
Ojectives 2018						

Over one year - On dec, 31st

### **OBJECTIVES**



# A strong strategy to reach sustainability

SEED staff and management have ambitious goals for 2018. An intense strategic planning process was undertaken mid-2017 by SEED and Entrepreneurs du Monde's technical referent in order to identify targets for 2018 and assess best practices and streamline operations.

#### **Increase in quantity**

The team wants to double the micro-entrepreneurs supported. To reach this objective, it will not open a new branch but rather increase the outreach of each of its 5 existing branches, and will hire for this a new credit officer in each of them.



#### **Increase in quality**

With the strong support and training of Entrepreneurs du Monde's referent, the credit methodology will be adjusted to help the team reach its objectives in terms of number of micro-entrepreneurs supported and quality of service. Moreover, the team will prepare the creation of a Credit Life Fund which will enable her to give a sum of money to the family in case of death of the micro-entrepreneur.

#### FUNDING NEEDS .....

In 2017, SEED benefited from the generous financial support of individuals donors and institutional partners such as l'Agence Française de Développement, TOTAL, the Entrepreneurs du Monde Foundation, the Citi Foundation, Zen Credit, Microfinance Solidaire SAS and KIVA. In order to achieve the goals set for 2018, SEED is actively looking for new financial partners who aim to help micro-entrepreneurs work out extreme poverty in Metro Manila.

### PARTNERS.....











# Entrepreneurs du Monde Philippines

Hilda Aytin, Executive Director

hilda.aytin@seedcenterphilippines.org

Khristin Hunter, Country Coordinator

khristin.hunter@entrepreneursdumonde.org

#### Entrepreneurs du Monde France

Social Microfinance Manager

- > carole.sulski@entrepreneursdumonde.org
- > www.entrepreneursdumonde.org

