BUILDING ENTREPRENEURSHIP IN YOUR COMMUNITY
UNITED NATIONS
SUSTAINABLE DEVELOPMENT GOALS
GOAL # 1

ELIMINATE POVERTY IN ALL FORMS EVERYWHERE
MICROFINANCE OBJECTIVE

A world where low-income households have permanent access to high-quality and affordable financial services to finance income-producing activities, build assets, stabilize consumption, and protect against risks.
Eliminating Poverty by Empowering People

BUILD ENTREPRENEURS
STRENGTHEN YOUR COMMUNITY

A Proven Process for Bringing New Entrepreneurship to the Underserved in Your Community

In many communities, minorities and low-income entrepreneurs lack the training and resources necessary to start a business and become successful.

Rotary Clubs and their community partners have developed sustainable models that enable communities like yours to offer entrepreneurs access to capital and community support.

Rotary
RAGM
Rotarian Action Group for Microfinance & Community Development

Eliminating Poverty by Empowering People
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PRESENTERS

Nick Frankle - Rotary Club of Westlake Village Sunrise, California USA
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THE ELEMENTS OF MICROFINANCE

NEEDS ASSESSMENT
EDUCATION
LOAN CAPITAL
MENTORING
NETWORKING
EVALUATION

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YOUR COMMUNITY TEAM

Education Partner

Community Developer Partner

Rotary Club Partner

Finance Partner

Mentor Partner

City Partner
The needs assessment confirms that the community is welcoming of and ready for microfinance.
Education provides the entrepreneur with the skills and plans needed to create a successful, sustainable business.
A reliable source of loan capital ensures access to funds when needed for business investment.
MENTORING

MENTOR ROLE AND RESPONSIBILITIES

MENTOR QUALIFICATIONS

SOURCES OF MENTORS

ASSIGNING MENTORS

Mentors advise and support the entrepreneur during the process of moving the business from plan to reality.
Networking creates awareness and partnerships that help the business grow into current and new markets
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Monitoring and evaluation measures progress against goals, recommends changes as needed, and reports status to stakeholders.

TRACK PROJECT PROGRESS
MEASURE GOAL ACHIEVEMENT
REPORT STATUS
ADJUST AS NEEDED
Client base increased over 300% - now over 9,000
400% increase in loan portfolio – now over $14.5 million
Repayment rate of 98%
Safe water provided for over 3,000 villagers
VENTURA AND SANTA BARBARA COUNTIES
ROTARY DISTRICT 5240 CALIFORNIA, USA

Community Impact
$4,260,000 Per Year

$355,000 Loaned
32 Businesses Supported
Repayment Rate 97%
82% Out of Poverty in 18 Months
$120,000 Revolving Loan Fund

Laillah Child
Baby Basics

Reyna Chavez
Scrubs on the Run

Mario Alonso
4M Innovations

Juliana Stube
JESMade

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THE ROTARIAN ACTION GROUP FOR MICROFINANCE & COMMUNITY DEVELOPMENT - WWW.RAGM.ORG

ADVICE & EXPERTISE

TEMPLATES AND GUIDELINES

FUNDING SOURCES

SAMPLE CURRICULA

SUCCESSFUL PROJECTS

MONITORING & EVALUATION

RAGM helps you change lives sustainably in your local community and in communities around the world
SHARE YOUR STORY

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Eliminating Poverty by Empowering People

FOR MORE INFORMATION

VISIT US AT BOOTH 29
IN THE HOUSE OF FRIENDSHIP

OR AT OUR WEBSITE
www.ragm.org

Rotarian Action Group on Microfinance and Community Development

Eliminating Poverty by Empowering People
"Our movement is not just about money, it is about unlocking human dreams. We seek to employ financial capital to unleash human potential".

Nobel Peace Prize Laureate
Muhammad Yunus