Building Resilience & Transforming Lives

VILLAGE ENTERPRISE ANNUAL REPORT 2020

Table of Contents

- 3 A Word from Our Leadership
- 4 Our Impact
- 8 Development Impact Bond
- 9 Expansion
- 10 Voices from the Field
- 12 Looking to the Future
- 13 Digital Innovation
- 14 Partnership and Funder Highlight
- 16 Our Team
- 18 Financials
- 19 Donors and Funders

A Word from Our Leadership

Dear Friends and Partners,

For over 30 years, Village Enterprise has been building resilience in the most vulnerable communities in rural Africa. The Covid-19 pandemic and climate-related disasters have severely impacted the poorest and most vulnerable – the very people we serve. Never before has our work been so essential. Equipping the poor with the resources to start sustainable businesses and savings groups is critical to ensuring that families and communities survive and thrive during this challenging time.

When the pandemic hit East Africa, we took swift action to support our entrepreneurs and their families. Our staff made calls to over 5,000 business owners, and we quickly adapted our program to provide digital cash transfers, mentoring, and training to our business groups and remote support of our savings groups. And those efforts have already paid off for our entrepreneurs and their families. Based on data gathered, we found no significant difference in business value at program exit before and after pandemic lockdown, and business groups have remained intact.

We remain committed to delivering positive results despite the challenges of the pandemic. Over the past several months, we launched the last group of businesses for the Village Enterprise Development Impact Bond – the first in poverty alleviation in Africa. Working with all the stakeholders, we made necessary changes to ensure a successful demonstration of this innovative results-based funding initiative. We remain optimistic that our entrepreneurs will realize income gains when evaluated next year.

Yet the stakes have never been higher or the need greater. To lay the foundation for achieving our ambitious goal of ending extreme poverty for 20 million Africans by 2030, we developed a bold and transformative strategic plan. The key to the success of the plan will be to invest in new digital innovations, partnerships, and a world-class African team that will allow us to scale.

Over the next three years, we will expand our work well beyond Kenya Uganda, and the Democratic Republic of Congo. In the coming year alone, we will begin work in Rwanda and Mozambique. Building on our past experience of lifting over one million Africans out of extreme poverty, we will collaborate with partners to scale up our poverty alleviation work while also driving advocacy efforts.

We cannot achieve our ambitious plans without your support. Thank you for your commitment to a world free of extreme poverty!

Asante sana and thank you,



Dianne Calvi

FEATURED IN





VILLAGE ENTERPRISE CEO



Fines

Katie Boland VILLAGE ENTERPRISE BOARD CHAIR



FOUNDERS PLEDGE

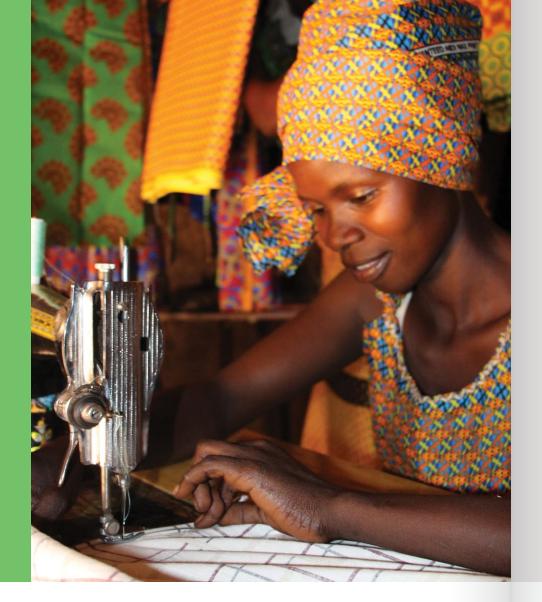




Our Impact

The Power of the **Entrepreneurial Spirit** to Transform Lives

Equipping people living in and savings groups has never been more urgent. Despite the enormous challenges of the pandemic, our entrepreneurs generate income and savings that and break the cycle of poverty for themselves and their families.



A Year in Impact

OUTPUTS*





trained

[\$∃]

Small businesses started

OUTCOMES*



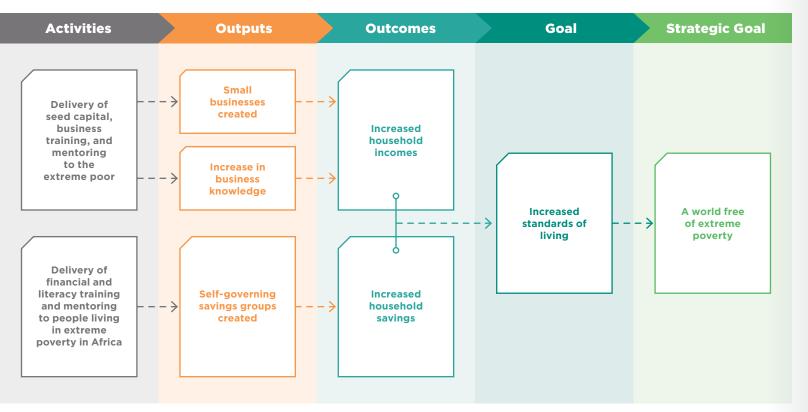


Annual increase in income**

Annual increase in household savings

* Due to the Covid-19 and country lockdowns, we had to suspend in-person field operations for four months and in-person data collection for six months, starting 37% fewer businesses than planned and collecting outcome data on only one cycle of businesses.

Theory of Change



Village Enterprise is committed to independent evaluation of our results measured by randomized controlled trials (RCTs) to ensure that we are having the greatest possible impact on the lives of our entrepreneurs.

The positive results of the RCT of our program conducted by Innovations for Poverty Action (IPA) were published in the Journal of Development Economics in May 2020. The researchers found our program to be one of the most **cost**effective and impactful poverty graduation programs.

To provide payment for results for the Village Enterprise Development Impact Bond (DIB), IDInsight is currently conducting another RCT of our program in Kenya and Uganda, as well as testing the impact of an increased grant size (\$450 in lieu of \$150).





Business savings groups started





Average total savings per business saving group

Increase in daily meal consumption



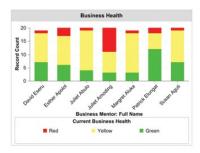
Increase in weekly animal protein consumption

** Per capita consumption and expenditure as a proxy for income

Complementary to external evaluations, our rigorous internal monitoring & evaluation system ensures timely performance management and measurement of impact.

Using TaroWorks mobile data collection application and Salesforce CRM cloud database for data management, we developed tools and award-winning dashboards for performance management and measurement of impact. Front-line field staff can now proactively identify areas of improvement, find solutions, and improve program delivery based on robust data. In addition, they are also able to access training curriculum and review videos of modules from their tablets, increasing their ability to mentor without increasing the weight of materials required in the field.

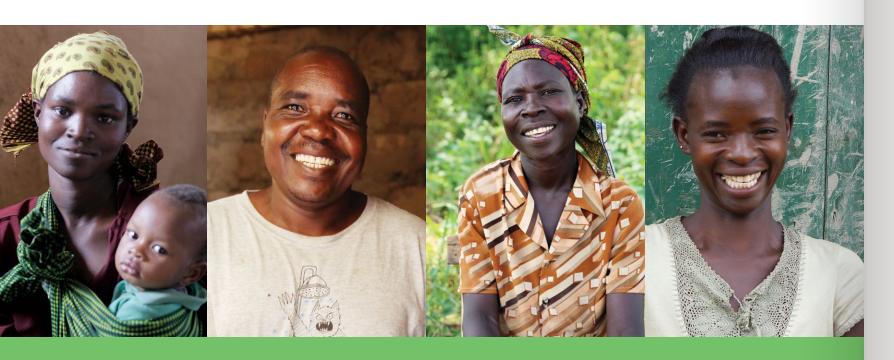
Field Associate view of business health



Over One Million People Lifted out of poverty across East Africa

Our program equips Africans living in extreme poverty with the resources to create successful, income-generating, and sustainable businesses and savings groups, permanently breaking the cycle of poverty for themselves and their families.





To Date, Village Enterprise Has...





Covid-19 Response

Building Resilience in Vulnerable Communities During a Time of Crisis

When Covid-19 hit East Africa, Village Enterprise responded immediately to provide business owners, and their families, with the resources to build resilience during and after the pandemic. Due to these extraordinary circumstances, the need to reach our entrepreneurs without traveling or holding physical meetings became vital. We pivoted by providing remote mentoring using Short Messaging Service (SMS) to help entrepreneurs and business mentors identify solutions, adapt, and innovate during the onset of the crisis. To provide capital for new businesses, we successfully completed grants disbursements using mobile money in Kenya and Uganda. And to build upon our successes with digital technologies, we launched a design challenge to develop a complete digital version of our program. A design challenge is a human-centered approach to innovation that integrates the needs of our entrepreneurs, the possibilities of technology, and the requirements for our organization's success.

51M People will be pushed into poverty in Sub-Saharan Africa due to Covid-19 by 2021

Sources: World Bank: COVID-19 to Add as Many as 150 Million Extreme Poor by 2020/ World Bank: The impact of COVID-19 (Coronavirus) on global poverty: Why Sub-Saharan Africa might be the region hardest hit

Village Enterprise Annual Report 2020

3,130

Business Savings

Groups (BSG) formed*

Village Enterprise will be, and has always been, fully committed to ensuring that our entrepreneurs succeed despite the challenges they face.

Impact data indicates our entrepreneurs have built resilience and have adapted amid the Covid-19.

- No significant difference in business value at program exit before and after pandemic lockdown.
- **Higher business profit** for post vs. pre-pandemic businesses among businesses that experimentally received a \$450 instead of a \$150 seed capital transfer.
- No differences in business membership attrition

Covid-19 is likely to cause the first increase in global poverty since 1998.

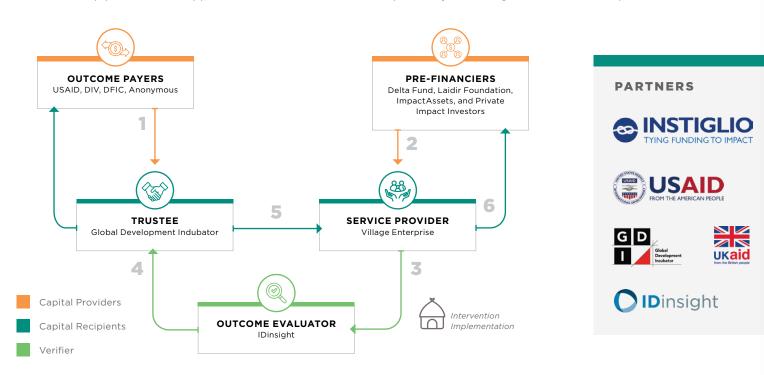
The share of the world's population living on less than \$1.90 per day is projected to increase from 8.2% in 2019 to 8.6% in 2020. Though Sub-Saharan Africa (SSA) has been hit relatively less by the virus itself, the World Bank projection suggests that it will be the region that will be hit hardest in terms of an increase in extreme poverty.

Expansion

Innovative Results-Based Funding to Drive Impact at Scale

Everyday, we strive to make transformational changes to our programming with our entrepreneurs at the forefront. We cannot do that without disrupting the poverty alleviation and economic inclusion space for the better — and we are honored to lead the charge.

Village Enterprise proudly launched the first-ever \$5.32M Development Impact Bond (DIB) for poverty graduation in Sub-Saharan Africa. DIBs direct funding towards measurable results, ensuring that donor money is allocated to the best-performing programs and driving impact at scale. The Village Enterprise DIB is a demonstration project that can open up an enormous pipeline of new opportunities in international development by attracting new investment capital to our sector.



PROJECT OVERSIGHT AND ADVICE Project Manager & Process Evaluator Instiglio | DIB Advisory Group Outside Experts

Despite the Covid-19 pandemic, we have successfully:

- Launched 4,766 small businesses
- Trained over 14,200 new entrepreneurs since November 2017

The DIB has been transformative for Village Enterprise by:

- Strengthening our organizational systems and processes (risk assessment, safeguarding)
- Accelerating technology adoption (mobile cash transfers, tablets, and dashboard for frontline field staff)
- Increasing our focus on impact with a strong performance
 management system

DEV TALK WITH NOBEL LAUREATE, DR. MICHEAL KREMER

In February, Dianne Calvi, our CEO, delivered a DevTalk at a USAID event celebrating Dr. Michael Kremer — one of the three 2019 Nobel Laureates in Economics. In Dr. Kremer's keynote, he highlighted the positive impact of our poverty graduation program and our role in scaling this approach through the DIB. In her talk, Dianne, together with Avnish Gungadurdoss (CEO of Instiglio and project manager of the DIB), explained why paying for pre-agreed, measurable outcomes — rather than for a rigid set of pre-defined activities — can significantly increase impact, attract new capital, and help fund the most cost-effective solutions for eradicating poverty.

Rapidly Expanding Our Reach and Scale in Sub-Saharan Africa

With a focus on our mission of ending extreme poverty, we partner with large international nonprofits and governments to adapt, adopt, and implement our cost-effective, evidence-based poverty graduation program. Working together, we can achieve greater impact and scale.

RWANDA

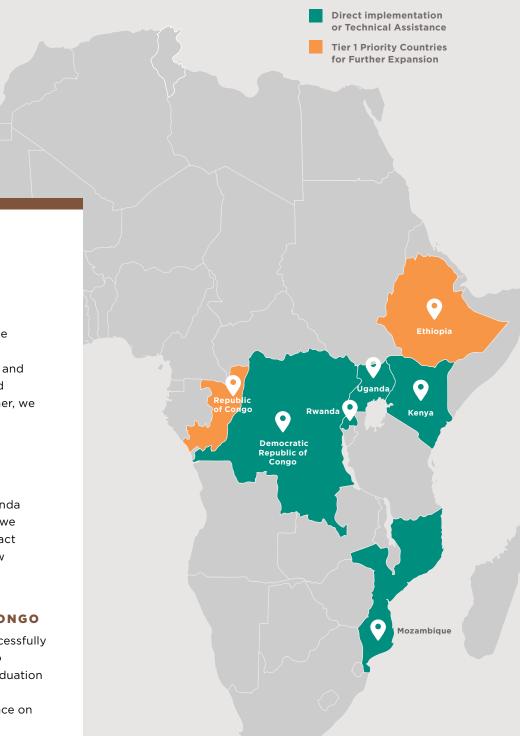
Working in collaboration with the Rwandan government, we will expand our work to Rwanda in the coming year. Over the next 12-months, we will use human centered design and lean impact methodologies to adapt our model to the new operating context.

DEMOCRATIC REPUBLIC OF THE CONGO

With funding from Arcus Foundation, we successfully partnered with African Wildlife Foundation to implement the Village Enterprise poverty graduation model in protected wildlife areas, providing alternative livelihoods and reducing the reliance on bushmeat hunting.

MOZAMBIQUE

In FY21, we will partner with World Vision Mozambique to adapt and implement our poverty graduation model, supporting 2400 households impacted by cyclone Idai. **Brighton Mapiye, World Vision Project Manager, believes that this will support the community to 'build the future they dream of and deserve.'**



"We have supported Village Enterprise to deliver their program in Western Uganda over the past several years, but this is the first time we supported them to provide technical assistance to another organization [AWF] and the first time they worked in the DRC. When I was in the field, I was struck by how the project has not only lifted local people out of poverty but also **significantly improved relationships between these communities and the state partners responsible for managing biodiversity."**

Adam Phillipson, Programme Officer, Arcus Foundation



Voices from the Field

Covid-19

It is mid-November in Gulu, Uganda as Esther looks over her plot of crops. It will be weeks before she can harvest any of her produce. Wishing she had another source of income to support her family, she decides to enroll in the Village Enterprise poverty graduation program she heard about from her sister. Over the next couple of months, Esther receives training from our business mentor on how to enter new markets and develop financial literacy and business skills. While going through the first steps of our program, she forms a business group with two other women called Opwony Kica in late February. And then, Covid-19 struck Uganda.

value chain, a connection that was emphasized during her training. As a final step, she arranges mobile money transfers, a tool she was introduced to by her business mentor, and has the silver fish delivered directly to the village. The move to digital money transfers cuts their operating costs. While other businesses are collapsing from Covid-19 restrictions, the Opwony Kica business group is thriving.

Esther writes, "we now generate a profit of 200,00 same again." Ugandan shillings (\$54 USD) from every sack of Esther silver fish that we sell compared to the profit of Gulu, Uganda 100,000 Ugandan shillings (\$27 USD) we made for the sale of every sack before the pandemic." The women can now afford to buy four sacks of silver fish monthly to meet the demands of the market and are one of only surviving silverfish providers in their village.

Providing grants as seed capital, instead of loans, coupled with ongoing mentoring and training reduces our first-time entrepreneurs' risks. This method is proven to successfully increase revenue while providing the space to adapt in the face of adversity – just like Esther. She still sells her produce but no longer has to rely solely on her crops to support her family. Esther has even saved enough money to purchase a bull so that she can plough her fields and has learned the importance of diversifying her sources of income while saving for the future!

Using Mobile Money, Village Enterprise Entrepreneurs Double Profits During

At the start of the pandemic, the government began closing major markets and restricting travel. Esther and her business partners notice a scarcity of silver fish in their community. With this in mind, the Opwony Kica business group utilizes seed capital provided by Village Enterprise and makes plans to purchase silver fish in bulk. After realizing how costly and risky it would be to travel to and from the only open market in her region, Esther seeks out partners in the silver fish

> "Based on what we have learned through the Village Enterprise program our lives will never be the

A Bold, New Strategic Plan to Transform 20 Million Lives in Rural Africa by 2030

The complexities of eliminating extreme poverty require us to approach our mission with a continuous cycle of human-centered metamorphosis.

We engaged everyone from business mentors to our board of directors in the planning process to ensure that every corner of the organization was represented. With this challenge at the forefront, we collectively formulated five interrelated priorities - all building upon the core focus of 'entrepreneurship to end extreme poverty.'

BUILD A WORLD-CLASS AFRICAN TEAM

that exemplifies our core values

EQUIP 90,000 NEW ENTREPRENEURS to start 30.000 sustainable businesses with the goal of lifting 600,000 Africans out of poverty by 2023, promoting gender

ENTREPRENEURSHIP TO END EXTREME

DEVELOP INNOVATIVE DIGITAL SOLUTIONS

POVERTY

to revolutionize small business

WORK IN PARTNERSHIP WITH **AFRICAN GOVERNMENTS** AND NGOS

to drive advocacy efforts and scale for poverty graduation

RAISE FUNDING TO DRIVE RESULTS,

including playing a leadership role in results-based funding for poverty graduation

Digital Innovation

Accelerating Implementation, Scale, and Impact through Digital Solutions

As we look to advance technology in the field, we aim to be flexible, nimble, and revolutionary in our approach. This year, we hired our first Director of Technology Solutions and worked to build upon the lessons learned from disruptions caused by the pandemic. After a situational analysis process, we built a cutting-edge five-pillar technology plan.

DIGITIZATION **OF PROGRAM** ELEMENTS

Develop digital innovations that increase cost effectiveness in program

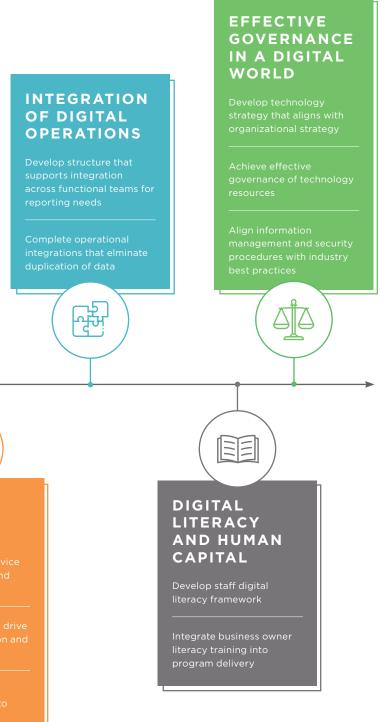
Roll out a complete digital toolset for entrepreneurs

Develop capacity, support and implementation plan for digital solutions within our program

> STRATEGIC PARTNERS

12-1





2020 Partnership and Funder Highlights

Transformative Partnerships Drive Impact

We can't look back at 2020 without looking at what's to come – and we do this with deep appreciation and gratitude for our peers. From revolutionary partnerships with local governments to collaborating with conservation nonprofits, our partners have been instrumental in our successful expansions throughout the year.



CONSERVATION

Reducing Illegal Wildlife Trade

A four-year project with the International Institute for Environment and Development (IIED) to implement the UKAID funded Park Action Plans for **Community Engagement** project in the Murchison Falls Park of Uganda equipping former hunters with resources to start businesses as alternative sources of income.

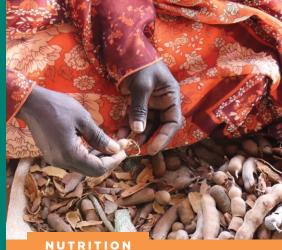


Providing Economic Opportunities for Refugees

Funded by the Department for International Development (DFID) in partnership with Mercy Corps, we empowered South Sudanese refugees and their host communities to start sustainable microenterprises in three refugee settlements: Rhino Camp, Bidibidi, and Palorinya in the West Nile region of Uganda.

"Mercy Corps has had the pleasure of working with Village Enterprise during the BRIDGE project in West Nile, Uganda over the past year. During this project, Village Enterprise trained and mentored 438 refugees and host communities' entrepreneurs to start 146 business groups. The organization's effective and sustainable program contributed to an 11% increase in participants to be self-employed. Across the whole project, the average monthly income also increased by 46 among refugees!"

Renee Van Woerden, Program Manager, Mercy Corps



Improving Food Security

Funded by **USAID Bureau of Humanitarian** Assistance, Nawiri ("to thrive" in Swahili) is a five-year development food security project in Kenya that aims to sustainably reduce levels of acute malnutrition among vulnerable populations. Catholic Relief Services (CRS) leads the consortium of seven nonprofits that Village Enterprise has joined. To date, we have adapted our program with additional components of cash transfers for consumption and nutrition and health education counseling and social behavior change. The Adapted Nutrition-Friendly Graduation Model is set to be piloted in Isiolo County with 600 vulnerable households.





Poverty Graduation Paired with Government Social Protection Programs

Embarking on a groundbreaking partnership with the **West Pokot** County Government and Wasafiri Consulting in Kenya and funded by the Open Society Foundations' Economic Justice Program, we are working to develop a coherent approach to scale up our poverty graduation approach and integrate it into existing government interventions. This program seeks to provide social and economic inclusion for the extreme poor.

Building on preliminary successes of the West Pokot project, we will also partner with the Government of Kenya, with support from the World Bank and the Department for International Development in the U.K. to implement the transition from cash transfers to a more sustainable poverty graduation approach.

Our Team



"The Summit was a place of connection and collaboration! I got to meet and interact with staff who I had only seen on email, saw the real talent that Village Enterprise has and experienced the passion for the work that we do, first hand, face to face through various activities!"

Terry Shiundu, Director of Talent Management

Values



UBUNTU

We serve people living in extreme poverty with respect, empathy and dignity regardless of ethnicity, gender, religion or education level, and value our common humanity.



PASSION We believe passionately

in our mission and the ability of people living in extreme poverty to trustworthiness. improve their lives.



INTEGRITY We operate with the highest levels of integrity and



INNOVATION

We value innovation as a means to reduce poverty and treat new ideas, new technologies and new partners as opportunities to grow our impact.



SUSTAINABILITY

We are committed to ensuring that our businesses and our organization are sustainable in the long-term.

Investing in Building a World-Class African Team

With diversity and inclusion top of mind, this past year we reworked our leadership team in an effort to better reflect the organization. The leadership team now consists of executive level and director level positions with three key vice presidents to ensure consistent coordination of activities across all teams. The new change increases African leadership representation at the executive level with 75% being women.

Additionally, in February we had our first all staff Innovation Summit in Mbale, Uganda. The week was spent homing in on professional development and engaging in workshops to share best practices across all departments.



Board of Directors

Aleksandra Peters Barbara Bishop Bruce Sewell, Vice Chair **Debbie Hall** Dianne Calvi, CEO Emeka Ajoku, Treasurer **Jamie Austin Jay Friedrichs** Joe Chernesky Joe Dougherty Katie Boland, Board Chair Larry Wu Lisa Guerra, Ph.D. Mary Dosunmu, Ph.D. Pat Bown Timothy Geisse, Secretary

VILLAGE ENTERPRISE **OFFICE LOCATIONS**

💡 Uganda Kampala / Soroti / Gulu

💡 Kenya Kitale / Nairobi

VUSA San Carlos, California





54% of staff are women



Advisory Council

Brian Boland Co-Founder, Delta Fund

Charlie Bresler Executive Director, The Life You Can Save

Jessica Jackley General Partner with SparkLabs Global Ventures; Cofounder of Kiva

Tralance Addy Founder and President, Plebys International

Staff

Our staff of 160+ is the heartbeat of our organization and is comprised of the most passionate, innovative, and talented individuals who are all collectively working towards the common goal of eliminating extreme poverty.

Financials

The fiscal year ending in June 2020 showed revenue growth of 16% over FY19, exceeding the prior year by \$730,792. This escalation was driven by increases in foundation and corporation grants, with three large multi-year grants received in FY20. The recognition Village Enterprise receives from charity evaluation organizations such as The Life You Can Save, Charity Navigator, Guidestar, and Founders Pledge continues to broaden our individual donor base. In FY20 our funding sources were further diversified with the addition of the USAID financed Nawiri project in Kenya and the Cyclone Idai project in Mozambique, through which we receive monthly expense reimbursements.

Year over year expenses rose by only 2% due to the impact of Covid-19 on our third cycle of operations. This can be seen most clearly in the decline of \$250,000 in small business grants paid out in FY20. These savings were offset by salary increases for our field staff, further investment in expanding our monitoring and evaluation capabilities and an international staff training workshop attended by all VE employees.

One of the exciting changes that took place during FY20 was the transition to NetSuite accounting software and a complete overhaul of our accounting structure. In total we invested \$35,000 in creating an accounting system that allows us to track more complex project expenses and sets us up to scale.

Net profit for FY20 increased by approximately 130% driven largely by an increase in revenue generation, in addition to the impact of Covid-19 on our field operations. These strong financial results have allowed us to build a cash reserve that will ensure future financial sustainability, particularly critical during these uncertain times.

otal	\$4,499,590	\$5,230,382
Development Impact Bond	\$1,398,323	\$450,279
Other Institutions	\$228,217	\$679,736
Foundations	\$685,293	\$2,362,614
Individuals	\$2,187,757	\$1,737,753
ncome	2019	2020*

Expenses

Total	\$4,006,661	\$4,095,156
Management and General	\$251,305	\$433,565
Fund Development and Marketing	\$487,747	\$379,288
Program Services	\$3,267,609	\$3,282,303

Net income/loss	\$492,929	\$1,135,226

*FY20 financial statements are been audited in November 2020 when the annual report was printed.



Lead Donors & Funders

Visionary Level \$100,000 & Above

Anonymous Bill Elmore Bill and Brenda Younger Cartier Philanthropy **Global Development** Incubator Greater Impact Foundation Katie and Brian Boland Laidir Foundation Lucille Foundation Montpelier Family Foundation Open Society Foundations Ray and Tye Noorda Foundation

Catalyst Level \$50,000 - \$99,999

Boeing Corporation Cynthia and Bruce Sewell Debbie and Russ Hall Jasper Ridge Charitable Fund Ken and Chervl Branson Len and Mary Anne Baker Lewis and Kirsten Cirne Linda and Ted Schlein Lisa Guerra and Chuck Kung The Starbucks Foundation

Leadership Level \$25,000 - \$49,999

Anonymous (2) **Catholic Relief Services** DeeDee McMurtry Hurlbut-Johnson Charitable Trusts Imago Dei Fund Jay and Joyce Friedrichs Jill Scoby Menlo Church Mercy Corps Uganda Muglia Family Foundation Segal Family Foundation The Life You Can Save Weyerhaeuser Family Foundation Wildlife Conservation Society (WCS) Democratic Republic of Congo

Zatisi Catering Group

How can I support Village Enterprise?

DONATE

Online or via check. Gift card options are available online.

Consider a gift of appreciated stock or mutual funds.

Check out corporate matching.

Champion Level \$10,000 - \$24,999

3rd Creek Foundation Aleks and Russell Peters

Arcus Foundation Barbara Bishop

Anonymous

Anonymous

Norm Godinho

Terri Bullock

Fulfilltopia

Marc Plonskier

Caleb and Johanna Wright Charles Abbott Associates,

Cogan Family Foundation Founders Pledge Jackie and Lee Mighdol Jane and Michael Marmor Jeff and Christina Bird Katie and Mark Bowles Kim and John Whitcombe Kirk and Kathryn Hanson Larry and Sue Langdon Love Meyer Family Foundation Mandy Lowell and Charles Munger

Pat and Debby Brown Rich and Gina Kelley Teri and John O'Neel

Major Level \$5.000 - \$9.999

Andy and Mary Naegeli Angela and Nicholas Kalayjian Carole and Larry Peiros Chris and Jessie Colburn Craig and Whitney DeVine Daniel Weaver and Katie Goetz Donna Winslow

Gravity Payments Hennessy Household Herb Fockler and Cecile Babcock Jane and Robert Burgess Jennifer and Dale Fuller Joe Chernesky and Mona Sabet Lata Krishnan and Ajay Shah Lynn and Steve Freeman

Marcia and Bill Pade Morgan and Kathryn Freeman Pamela Smith-Mentz and David Mentz Parncutt Family Foundation Peggy and Pedro Lizaur Randy Vagelos and Julie Wissink Rebecca and Cy Colburn **RJ** Hutton Rob and Stacey Chess Susan and David Young Timothy Culler Trinity Presbyterian Church

Matching Gifts & In-Kind

3i Leadership Consulting Aid For Africa Amazon Smile American Express Facebook Apple Bank of America Fileen Fisher Gap Inc Global Impact/ Pitney Bowes Employee Involvement Fund Google IMF Intel Jones Dav Lam Research Media Math Microsoft Netflix PayPal Giving Fund PEPSICO Social Good Fund SVB The Purple Tree Inc Thomson Reuters Tvve UMG United Way of the Bay Area Visa

Development Impact Bond

IMPACT INVESTORS

Anonymous (2) Bridges Impact Foundation Debbie and Russ Hall Jovce and Jav Friedrichs Laidir Foundation Silicon Valley Social Venture Fund (SV2) Skees Family Foundation The Delta Fund

OUTCOME FUNDERS

Anonymous USAID Development Innovation Venture (USAID DIV) UK Department for International Development (DFID)/UKaid

"With the onset of Covid-19, Village Enterprise's transparency and openness with the challenges of completing outcome evaluations, giving investors options for continuing their investment, was courageous and welcome. If this investment model can not only survive, but succeed, through a pandemic, it proves the resiliency of the program and the viability of the financing mechanism."

Suzanne and Sally Skees, **Skees Family Foundation**

Thank you!

Find out about **PLANNED GIVING** opportunities.

FOLLOW US on Facebook, Twitter, and Instagram.

FOR MORE INFORMATION,

please contact Caroline Bernadi at carolineb@villageenterprise.org, or visit us at villageenterprise.org.



Above: A business savings group gathers under a tree in Hoima, Uganda, to take advantage of the shade as they learn how to become successful entrepreneurs. Photo credit © Cartier Philanthropy. Photographer: Andrea Borgarello.



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