

# KIVA loans that change lives

www.kiva.org



\$25  
\$375

loaned so far  
still needed

\$25

LOAN

**BusinessWeek**

"Innovation of the Week:

Kiva.org uses smart design to make a little cash go a long way."

**BBC**

"Revolutionizing how donors

and lenders in the US are connecting with small entrepreneurs in developing countries"

**CNNMoney**

"If you've got 25 bucks, a PC

and a PayPal account, you've now got the wherewithal to be an international financier."

**THE VOICE**

"Kiva simply democratizes access to a

worldwide microfinance movement that has been empowering the working poor for two decades."

**THE WALL STREET JOURNAL**

"Smaller investors can also make loans of as little as \$25 to specific individual entrepreneurs through Kiva."

**K**iva.org is a non-profit that is revolutionizing the fight against global poverty by enabling people to connect with and make personal loans —of as little as \$25—to low-income entrepreneurs in the developing world. Most of the poor in developing countries are self-employed entrepreneurs and a small loan to purchase business-related items such as sewing machines or livestock can empower them to earn their way out of poverty. Make a small loan, make a big difference.

## HOW DOES IT WORK?

### Bring together lenders and worthy enterprises on Kiva's website

— From Kenya to Ecuador, microfinance institutions (MFIs) around the world go to Kiva.org and post photos and profiles of low income entrepreneurs in need of money for their businesses.

### Loans made easy and personal

— Lenders go to Kiva.org and browse through profiles of low-income entrepreneurs—a dairy farmer in Kenya, a man who wants to open a shoe shop in Honduras, or a tailor in Bulgaria. Lenders can then loan as little as \$25 to the entrepreneur of their choice via PayPal, a globally recognized online payment service.

**When funds from individual lenders reach the total loan amount requested, Kiva pools the money and transfers it to its MFI partner who in turn administers it to the entrepreneur.**

— Journal updates keep the lenders informed about the progress of the entrepreneur they sponsored. Loan repayments made by the entrepreneur over the course of about 6-18 months are sent back to Kiva by the MFI partner.

**Once loans are repaid, Kiva users can choose to withdraw their principal—or re-loan to another entrepreneur**



**KIVA SHOWS YOU WHERE YOUR MONEY GOES** Unlike donations which usually go into general funds, through Kiva you see exactly WHO your money goes to, WHAT they are doing with it, and HOW you are making a difference. Best part? It's a loan, not a donation.

On behalf of our entrepreneurs, our MFIs, and ourselves, Kiva invite you to join the fight against global poverty. Visit [www.kiva.org](http://www.kiva.org) today!

Kiva is a registered 501(3)(c) non-profit based out of San Francisco, CA