



Yehu Monthly

Noteworthy News & Information

October 2007

Quick Links

<http://www.yehu.org/>
<http://www.choicehumanitarian.org/>
<http://www.basabody.com/>

Fatuma Anawari

Borrower Profile



When organizations or individuals become involved with micro-financing, they have the profound experience of helping individual people and families. There is the opportunity to get to know the recipients, their challenges and to witness (usually long distance) the businesses they build as they struggle to work their way out of poverty .

In every newsletter we will introduce a customer of Yehu Microfinancing Institution, and periodically we will report back on how they and their businesses are faring.

This month we are delighted to

Greetings!



Yehu Microfinance was founded in 1999 by a committed group of business people, entrepreneurs and humanitarians. Yehu's headquarters are in rural Kenya, but our supporters are all over the world. In an effort to keep our community informed on what we are doing, our successes, accomplishments and initiatives, we are starting this monthly newsletter to facilitate more regular communication. This newsletter can serve as a forum for all of those that support our mission of combating poverty in rural Kenya through microfinancing. Please let us know your comments, suggestions and insights.

We look forward to continuing our dialogue as much as we appreciate your support.

With regards,
Adet Kachi

→ New Yehu Website

Yehu Microfinancing is proud to announce the launch of our new website at <http://www.yehu.org>.



The main navigation features Home, About Us, Borrowers Profiles, Donate Now and Contact Us.

The site is beautifully designed, user-friendly and interactive. The homepage contains the full length version of the Yehu DVD, along with news, mission and a CEO Corner.

In this month we are delighted to introduce Fatuma Anawari.

Fatuma is a 32 year old single mother of four children, who obtained her first loan from Yehu in 2003 for \$20 (US). With no prior experience and only two years of education, Fatuma started a business raising chickens to sell. Her business now generates an income of \$10 (US) per month.

Although Fatuma continues to grapple with how to build her business, this amount has allowed her to send her children to school and have regular meals.

Fatuma is an inspiring example of what it means to have a dream. Her dream is based on creating a better life for herself and her children. It is based on building a sustainable business that will provide regular income.

As with most Yehu borrowers, it is Fatuma's relentless hard work, combined with access to small loans, that enables her to fulfill her dream.

Yehu Microfinancing Institution salutes Fatuma Anawari and is honored to play a role in the building of a very real future for herself and her family.



To read more borrower profiles, please visit our website:
<http://www.yehu.org/borrower-profiles>

The purpose of the site is to reach out to current and potential supporters, inform them of the work being done, and encourage them to get involved.

If you have associates that are interested in learning more about Yehu and microfinancing, please direct them to the website.

We will continue to build and add content to the site and appreciate any feedback.

Our thanks to everyone that contributed to the website project -- it is an important part of communicating our mission and growing our support!



Basa Body



Coast Coconut Farms was established in 2003 by the Pope Foundation, with loans from Yehu, as part of their mission to create employment opportunities in rural Kenya. These family owned farms produce organically grown coconuts from which cold, handpressed virgin coconut oil is produced.

Basa Body was founded to provide an additional market for these farmers by creating high quality skincare products formulated with the raw coconut oil.

Basa Body launched with their premier product, the all-natural coconut oil body lotion. Plans are underway to expand the line with a lip balm and a body oil. These products have a profound opportunity in the western market: they are ethically source, represent a big idea (helping people work their way out of poverty) and are natural and organic, which is the fastest growing segment of the skincare market.

Currently, Basa Body Natural Coconut Oil Body Lotion is available at www.basabody.com.

This is a fantastic gift -- which gives back to families in Kenya. With gift-giving season approaching, this can double the impact of one's gift giving dollar, and help workers in Kenya enjoy a more prosperous new year.

→ Yehu's Mission



Yehu's mission is to combat poverty by empowering poor rural entrepreneurs in Kenya to help lift themselves out of poverty through enhanced accessibility to sustainable financial services.



→ Yehu Loan Statistics

Number of Members: 9568

Number of Loans Given to Date: 17,977

Repayment Rate: 85%

Financial Self-Sufficiency: 83%

Outstanding Loan Portfolio: \$397,400 USD

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