



THE VIP IN ACTION—WHAT IT ACHIEVES

EDUCATION

More children can attend school as their parents can afford fees, books, pens and uniforms.

SAFETY

Children are better protected as the VIP members are able to maintain their homes or build new ones altogether.

SUSTENANCE

VIP members can afford to buy food for the children in their care and fertilizer to grow produce.

GOOD HEALTH

Children's health status and quality of life improves as group members are able to pay for medical costs and more meals.

CONFIDENCE

Members feel more informed about how to spend and invest their money and no longer have to borrow from money lenders.

AMBITION

Members feel empowered by running and expanding their businesses and being the breadwinners of their families.



“Now we can manage to have three meals a day and pay secondary and primary school fees... [Also] my children do not waste time fetching firewood for cooking because I bought a gas cooker and now they have plenty of time to do their homework.”

Jennifer is a member of our VIP in Loitokitok, Kenya, and she uses her donkey and cart to sell clean water at her local market.

LONG-TERM FINANCIAL SECURITY

Using their savings, members buy “naturally reproducing assets” such as goats, cattle, hens and pigs, which provide a future economic safety net. The animals not only provide milk, eggs and manure for fertiliser, but also offspring that the members can sell. This provides an income if their harvest fails, if their business has a low-income month, or if they need emergency money for school fees or medical costs.

