

# Micro Enterprise Development Cambodia

Give a man a fish and he will eat for a day,  
teach him to fish and he will eat for life.

## From poverty to self-sufficiency



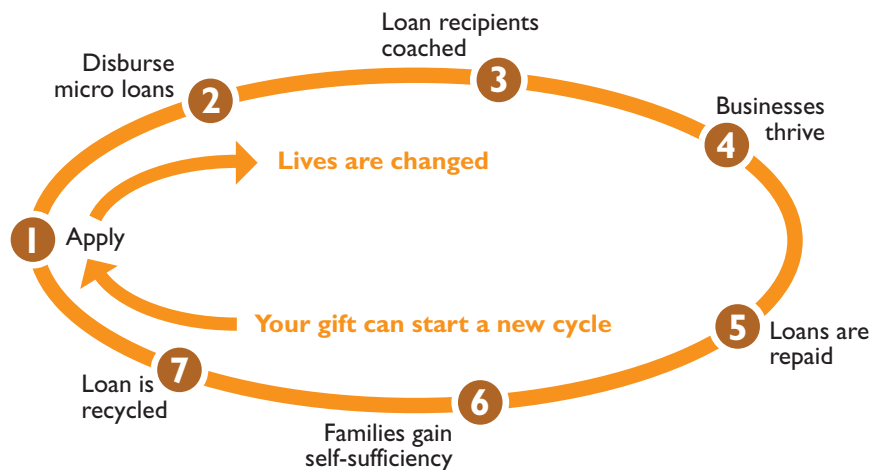
**Micro Enterprise Development (MED)** involves the provision of small, low interest loans to people who do not have the necessary collateral to obtain credit from the formal banking sector. These people are often forced to borrow from money lenders who charge extremely high interest rates, making it impossible to pay back borrowed money without falling further into debt.

World Vision invests in the enterprising spirit of those living in poverty, providing access to five basic resources: business know-how; micro loans; new markets; information; and technology, that can help small entrepreneurs work their way to a better life. The impact is visible almost immediately. Families can afford more nutritious food, safer housing, and adequate health care. As businesses grow, parents can send their children to school, save for emergencies and offer jobs to others in the community.

These changes in the lives of our loan clients and their neighbours are sustainable over the long term because micro enterprise opportunities are combined with our successful community development programs. As communities are transformed through access to clean water, stable food sources, health care, and education, Micro Enterprise Development provides the economic stimulus for lasting change.

The average loan is between A\$70 and A\$140 over a term of approximately six to eight months. The applicant must clearly demonstrate that the business is sustainable by presenting a business plan as part of the loan application process. The worldwide repayment rate is 97%, making MED an effective way to help.

Micro Enterprise Development provides micro loans and business training to people living in poverty, helping them develop small businesses, create new jobs and work their way to a better life.





## A big impact

The impact of a donation of A\$10,000 is overwhelmingly pervasive. This means the creation of approximately 60 loans, which will sustain around 90 jobs within the community, positively impacting more than 240 children.

The flow-on effect is staggering with an overwhelming long-term impact on the community.

Of all the micro loan clients worldwide, women are the main beneficiaries, representing approximately 75% of all approved micro loans. As the primary carer for children, their main concern is providing adequate and nutritious food, a healthy and safe environment and education which will see their children thrive. Women often seek out opportunities which allow them to earn an income close to home, rather than leaving their children for extended periods of time to seek work in urban centres.

For these reasons, many entrepreneurial women seek out micro finance to help them establish and develop their small enterprises, allowing them to provide a more secure future for their families.

## The entrepreneurial spirit of Cambodia

The impact of the Pol Pot regime's sustained genocide on the Cambodian people is well documented. The male population has been decimated and many women have been left with the responsibility of providing for their families. With no social security system, poverty is endemic and sadly a vicious circle.

Remarkably, Cambodia's women have risen to the challenge and are leading the charge to build self-sufficient businesses. Of all loan applicants in Cambodia, 79% are women.

## Involvement options

WorldVision offers a range of MED Involvement Options for the Australian business community. These include:

- MED Donation
- MED Pledge
- MED Community Banks

Talk to your WorldVision account manager about which product is best suited to meet your business objectives, and is most compatible with your corporate culture.

## For further information contact:



WorldVision Corporate Engagement  
GPO Box 9944  
Melbourne VIC 3001



1300 303 401



corporateenquiries@worldvision.com.au  
worldvision.com.au/corporate