



APOYO
Apoyo a Gente Emprendedora A.C.

SEMMI-ANNUAL REPORT 2022 EDUCATIONAL MICRO-LENDING PROJECT



DOING MORE

After 18 years we know that we are not alone in our conviction that investing in the creation of income producing activities is vital to improving the wellbeing in our communities.

About APOYO-ROTARY Educational Micro-lending Project (EMLP)

Micro finance is a world wide concept that has successfully raised thousands of individuals and families out of poverty and helped them create sustainable entrepreneurial small businesses through education, mentoring, and business loans for start up or expansion expenses. Here in San Miguel de Allende this has been occurring on a small scale through the efforts of Apoyo a Gente Emprendedora both independently and in combination with other organizations. Internationally, Rotary clubs have been doing this successfully in central and south America, Africa, Asia, and many countries throughout the free world. The planned partnership between Midday Rotary Club and Apoyo is intended to expand the scope and reach of what Apoyo has been able to do by increasing the funds available for lending.



IMPACT STATISTICS

Educational Workshops	2
Entrepreneurs Trained	45
Number of loans disbursed	9
Average loans size	\$ 5,500
Total amount loaned	\$ 49,500
Communities and neighborhoods served	12
Secondary Beneficiaries	180

We are proud of the progress the Apoyo-Rotary team has made over the past six months. We know that working together will drive even more transformative growth for the Educational Micro-Lending Project as it continues to help hundreds of small business owners across our region realize their dreams. To our beneficiaries, contributors and stakeholders, thank you for your continued support of Apoyo-Rotary and the amazing entrepreneurs it serves





"I enjoy giving families something creative for their special moments." Rosario Martinez, Party Decorating Business



Rosario and her business are growing with the management support, mentoring and a free-interest loan provided by the Educational Micro-lending Project. She says, "It's not just the decoration itself — I want to create an environment, and atmosphere where people really enjoy their special events, we know for them it is a very important day, a *quinceañera*, a wedding or any other social event requires all necessary to shine, and we are there to help our clients." Rosario started her business in 2016 when she merged her love for decorations and her job as accountant assistant. The business began in a series of small parties, with her friends and neighbors, but Rosario knew she would need more materials, inventory, to grow her business and — more importantly — to create a family-friendly environment with a balance between her family, her job and her passion. She explains, "I enjoy giving families something creative for their special events." A loan from Rotary-Apoyo Program made Rosario's dream possible, enabling her to have a capital to invest in her business and see how it grows .



"I really like to cook, that is why I decided to start my own small business, doing what I like" Diana Sanchez Mexican Food Stand



In Mexico, people usually go out to dinner as a family. Especially on weekends, it is common to see entire families at food stands around the city, or in small restaurants enjoying some *tacos*, *enchiladas* or *gorditas*. Diana saw a niche for her business in this characteristic of Mexican families and she decided to establish her own business selling Mexican food at her home. She went in search of capital for a grill but was turned down by a traditional lender due to insufficient income. Diana was referred to Apoyo and took the educational workshop on how to manage a small business, after the selection process she was quickly approved for a small loan in the amount of 7000 pesos. "I was disappointed when I couldn't get a traditional loan, because I had no sufficient income at that time. Once I found out about Apoyo and *Los rotarios*, I contacted them and they believed in my project, they trusted me, and I am very grateful for that".

Training, lending, inspiring



During the 1st semester 2022, 45 adult entrepreneurs participated in our Educational Program on Business Management and Entrepreneurship under the Rotary-Apoyo EMLP.



At the end of the workshops these entrepreneurs are able to administer their businesses, make well informed decisions, serve customers with quality, have a better presentation and increase sales. When they finished the workshops, they were given a recognition that certifies they have taken the training and, most importantly, they got the benefit to apply for a Free-interest loan for their businesses.

Collaboration with Mano Amiga

As part of Community Coalitions, a group of women, participants from Mano Amiga Project, attended one workshop on business management. In an outstanding session, Nory Contractor, Rotarian and President of Mano Amiga, gave an inspiring talk on how to be successful in our projects. Participants in the talk were amazed to hear inspiring words from Nory.



Type of businesses supported with a Free-Interest loan

Name	Type of business	Address
ELEUTERIA TAPIA GARCIA	Sewing Workshop	Horchata 20 Col Adolfo Lopez Mateos
MARIA IRMA HERNANDEZ JACINTO	Grocery Store	Insurgentes 5 Losa Ricos de Abajo
ROSALINDA GRANADOS RAMIREZ	Handcrafts stand	Las Flores 6 Los Ricos de Abajo
JOSE JUAN GARCIA CHAVEZ	Pizzeria	Vasco de Quiroga 46 Col. Independencia
RIGOBERTO LOPEZ GODINEZ	Carpentry Workshop	Estrellita 09 Col. Guadalupe
ALBA DIANA SANCHEZ RODRIGUEZ	Mexican Food	Ixtlan 16 Fracc Itzquinapan
SANDRA SOLIS OLALDE	Clothing	Estrellita 13 Col. Guadalupe
MA. DEL ROSARIO MARTINEZ CORREA	Party Decorating	Enemental 31. La Esmeralda
MARIA CRUZ LORENA TOVIAS NAVARRO	Beauty Salon	Carr. De la Esperanza 14

Financials Summary as of June 30th 2022

INCOME	\$ 69,832.00
LOANS DISBURSED	\$ 49,500.00
LOAN REPAYMENTS	\$ 2,600.00
BALANCE	\$ 22, 932.00