



**Step & Fly**

**MICRO ENTERPRISE ORGANIZATION**



# INTRODUCTION

Step & Fly is a preferred rural microfinance initiative that believes in empowering rural poor women with seed money and basic business training skills to enable them run micro-businesses and have a livelihood.



# VISION

Mentor and empower rural poor women entrepreneurs  
to economic heights and holistic persons

# MISSION

Training and empowering women clients  
economically and socially



# ABOUT JACQUELINE



Jacqueline Leah Nyangweso is the founder and Program Director of Step & Fly micro-enterprise organization. She is a self starter, creative thinker and result-oriented person. Jacqueline has 10 years of extensive experience in microfinance and community development.

- Previously worked with the Equity Bank as microcredit supervisor
- Awarded certificate of a credential of trainers in women entrepreneurship and business skills development from H.E President of Kenya in 2007
- Trainee of the Goldman Sachs 10,000 Women sponsored program in 2013
- Mentee to Fortune 40 under 40, and Fortune's Most Powerful Women entrepreneur Sarah Kauss of S'well in the Fortune/U.S. State Department Women's Mentoring Partnership

# ABOUT STEP & FLY



Step & Fly spots talented women in rural Kenya who are in poverty and advances each individual seed money as well as sharpens their business skills through training to ensure success in each of their business ventures. The all-women members co-guarantee each other to establish full payment of the loan advanced. These members do this because poor women lack collateral to secure a loan. The co-guarantee system ensures compliance to the business venture and repayment of the loan.

The program is such a success that women in the program actively refer other women in the community to join Step & Fly so much so that there is now a waiting list. Because of Step & Fly's lack of resources, women who are not yet in the program, have to wait until those who are in program fully pay back their loan.



# ABOUT STEP & FLY

Step & Fly was founded in 2010 and registered as an NGO in 2013

Step & Fly acts as a facilitator and sponsor to rural poor women in Kenya. The initiative facilitates groups of 10 women members are trained and advanced seed money as loan to start and run their own micro-loans

This ensures self reliance and a chance to step out of poverty

The average loan size ranges from \$200-\$700 which gives a boost to the women who essentially could not afford any capital to begin running their business



# TRAINING

## DEFAULT CONTROL AND LOAN MONITOR

- A group must ensure payments are made by all members
- Where a member fails to honor their payments, the officer in-charge is advised to stop lending to the group and thereafter be assisted by the group members to recover from the defaulting member
- A client is considered to be in arrears when she/he fails to repay any installment on the due date
- Members and step official must visit the client immediately the payment is due and the member has not paid
- Penalty interest will be charged as per the existing group policy on late payment



## MONITORING REPORTS

1. Group formation and intake report
2. Group savings report
3. Disbursement report
4. Portfolio Quality and growth report
5. Training activities report



# KEY METRICS

Started with 10 groups of 100 members in Mbale Maragoli

2010

Opened a second branch in Busia to cater for growing groups as well as added two more staff members

2012

Opened another branch in Butere with 5 additional staff members to manage in total 3000 women in 300 groups

2014

2011

Groups increased to 100, added four additional staff members to assist with Step & Fly, and received a loan from the bank to boost funds

2013

Groups grew to 200 and opened two more branches in Kakamega and Gambogi as well as recruited four more staff members

2015

Currently have almost 100 groups on a pending list and 2 branches to open

15

STAFF MEMBERS

100

GROUPS

3,000

WOMEN

160,000

DOLLARS IN REVOLVING FUND





# IMPROVING CULTURE

Step & Fly has enabled 3,000 women to be self reliant giving them the power to put their children in school and feed their families.

Step & Fly is a groundbreaking initiative that encourages groups of women who are in poverty in Western rural Kenya to co-guarantee each other's loans and access micro-loans to run their own businesses so these women can become self-sufficient.

A common culture in Western Kenya is when a widow loses her husband, one of his family members takes in the remaining family members, often against their will.

This initiative has brought back dignity to women so they can care for themselves and their families.

The co-guarantee system helps women stay together with "Group Power" so when an individual woman cannot access credit for lack of collateral, the group members will help her payment so she can stay in the program. This has enhanced unity and purpose and resulted to community development.



# IMPROVING LIVES



# COMMITTED TEAM

- Step & Fly has succeeded due to a strong team of 15 Portfolio Managers
- The team is dedicated to give their services which include screening groups to ensure that they are comfortable and not living in poverty.
- Team members skillfully train the adults who are illiterate and semi-iliterate to understand basic business principles and practices to apply in their own micro businesses
- The Step & Fly team makes sure follow-up is done to ensure compliance and success of the women's businesses
- Portfolio Managers keep, track and record with limited resources including only one computer per branch, and using Microsoft Excel to track over 500 loans to make up for a lack of modified modern software to easily maintain payments





# THE FUTURE

Due to Step & Fly's success, the management team has proposed to build hostels near to the upcoming colleges in the counties solely for women.

These hostels will be put in place so that Step & Fly can reach a wider network and advocate for Women's Issues.

The first hostel is currently under construction in Mbale which will host 200 women students.

This is a noble cause and we appeal for all well wishers to support the little but remarkable effort that Step & Fly is doing in the villages for empowering a woman is building society.

Step & Fly has also joined Social Media to bring in a new network of women and followers:

 @stepandfly  Step & Fly



# THANK YOU

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