

Hogan
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**Hogan Lovells and Lendwithcare
through CARE International**

Our Global Touch Charity Partner

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Hogan Lovells is supporting CARE International's microlending platform Lendwithcare as our global Touch charity partner. In November 2013, 60% of the firm cast their vote and chose to support CARE through our matched giving initiative, Touch, which is based on the belief that we can do more collectively rather than individually. Touch operates on both global and local levels, with the global firm supporting an international charity that impacts one of the United Nations' Millennium Development Goals and individual offices supporting charities in their own communities.

About CARE International

CARE International is a global charity that fights poverty and injustice in more than 80 countries around the world to help the world's poorest people find routes out of poverty. CARE also delivers emergency aid to survivors of war and natural disasters, and helps people rebuild their lives in the aftermath. CARE's mission is to create lasting change in poor communities and deliver humanitarian and development assistance to anyone in need regardless of race, gender, ethnicity, age, religion, political view or sexual orientation.

CARE tackles the underlying causes of poverty so that people can become self-sufficient. Recognising that women and girls suffer disproportionately from poverty, CARE places special emphasis on working with women to create permanent social change. Women are at the heart of CARE's community-based efforts to improve basic education, increase access to quality healthcare and expand economic opportunity for all.

*Cover photo: Lendwithcare entrepreneur Marcelline Dohami, Benin
Marcelline has now received two loans from Lendwithcare which are
enabling her to develop her grocery business and, in turn, support her family.*

Lendwithcare: Empowering Entrepreneurs through Microfinance

In the poorest parts of the world it is almost impossible for small entrepreneurs to raise the investment they need to grow their businesses. In fact, less than 2% of people who run a small business worldwide have access to the funding they need, creating a permanent barrier to escaping poverty. Banks will usually refuse to lend to poor people in small communities, citing a lack of collateral and the high costs of processing loans of small amounts of money, often to people in hard to reach, rural locations.

Lendwithcare was created to provide poor entrepreneurs access to financial services through local microfinance institutions (MFIs) already working in their communities. 70% of the loans made through Lendwithcare go to women, who are frequently bringing up their families on less than \$2 a day. By making credit available, these women can grow their income, pay off debts, and begin to save for their family's future. The children of recipient families are more likely to go to school and there is often a knock on benefit to the wider community as a result of the increased expenditure, including new employment.



lendwithcare.org
Microloans from CARE International UK



Hogan Lovells and Lendwithcare

CARE believes that fair and effective financial services are central to addressing poverty and Lendwithcare is a new and innovative way of helping impoverished people in developing countries escape poverty by providing them with microloans.

Our donations to CARE International will be deployed through Lendwithcare, an innovative microlending platform which funds small scale entrepreneurs seeking to start or grow a small business to help lift themselves out of poverty. We will have input into which entrepreneurs will be funded and see the impact these loans are having on people's lives. As loans are repaid, CARE will use the funds to continue their microfinance work around the world, thus doubling the impact of funds raised.

Over the next two years, our support for Lendwithcare will provide loans for approximately 400 entrepreneurs. These loans will support a further 2,000 people, such as the entrepreneurs' families, and create additional employment for up to 200 people. Once the loans are repaid, the funds will then be reinvested in the Lendwithcare program to recruit 2,700 new lenders and expand into four new countries, therefore benefiting a further 5,000 people in impoverished communities. In total, our support for Lendwithcare will benefit over 7,500 people in 12 developing countries.

*Lendwithcare entrepreneur Batchassi N'Kore, Togo
A married father-of-two from Atakpamé, Togo. Batchassi has decided to purchase his own small grinding mill to process cereals such as maize, millet and groundnut.*

Lendwithcare entrepreneurs

Hogan Lovells has funded loans for entrepreneurs in all of Lendwithcare's partner countries. Details of a few of the entrepreneurs we have helped develop their businesses can be found below.

Odette Avissanon, Market Stall Owner Adja-ouèrè, Benin

Odette is a married 42 year old mother with four children. She has a market stall in Monzougoudo where she sells maize, millet, bean, and cassava flour. She has run a market stall for more than 10 years and likes being able to contribute towards household expenses with the profit she makes. She has been a member of her local microfinance organization for two years and applied for a loan to buy more stock. As her business expands and her savings increase, she plans to buy a plot of land to use for farming.

Sokkheng Khom, Farmer Preytoteng, Cambodia

Sokkheng is a married 23 year old mother of one. Sokkheng and her husband both farm maize and sesame on their three hectares of land outside their village. Every year to prepare for planting, they rent a tractor from neighbouring farmers to plough and till their land. However, this often disrupts their planting schedule as they have to wait for the tractor to become available. They have applied for a loan to buy a walking tractor, which will allow them to prepare their land in good time for the harvest and reduce their long-term business costs.

Elizabeth Irene Villa Suing, Butcher Catamayo, Ecuador

Elizabeth Irene Villa Suing is a 34 year old single mother with two young children. For the past 12 years, she has worked as a butcher in the local market selling a variety of pork products. She inherited the business from her mother and it is her principal source of income since her husband left the family. To source her meat, Elizabeth buys pigs from local farmers and raises her own on land near her house. She has applied for a loan to buy more pigs to ensure that her meat remains at a high standard for her customers.





Loveness Chikunga, Café owner
Dowa, Malawi

Loveness Chikunga is a 46 year divorced mother with 10 biological children and two adopted children. For the past four years, Loveness has owned a tearoom in the shopping district of Dowa selling tea, tomatoes, and other baked goods to the market customers. She started her business as a way to pay her children's school fees and received business management training for her microfinance provider about setting financial and business targets. Loveness has applied for a loan to buy scones, milk, and tomatoes to increase her profits and reduce her costs by buying in bulk. In the future, Loveness plans to open a bakery and use the profits to build a brick and iron-roofed house for her family.

Shakeela Tufail, Dairy Farmer
Lahore, Pakistan

Shakeela Tufail is a 27 year old married mother of three young children. She owns a water buffalo and sells its milk locally to supplement her family's income. Her husband works as a builder in the city. Shakeela has been saving money for the past three years in order to buy another water buffalo so she can double her stock of milk and increase her profits. She has managed to save 58,000 rupees so far, but needs another 22,000 rupees to buy the buffalo from one of her relatives. Shakeela has applied for a loan so she can buy the second water buffalo and begin to save money for her children's education.

Koffi Dodzi Amegandje, Medical Equipment Seller
Lome, Togo

Koffi is a 30 year old married father of one child. In 2008, Koffi started working as a medical equipment trader, selling crutches, scales, and water purifiers. He has a shop located near the local hospital that is well situated for potential customers. He has applied for a loan to increase his stock of medical equipment and plans to use the profits to maintain a large quantity of stock and move to a larger shop. Koffi's priority is his son's education and developing his business will ensure a bright future for his son.

Lendwithcare entrepreneur La Morm with her family, Cambodia
Morm is a 46 year old seamstress with a tailoring business where
she trains apprentices, thus creating local employment.

**Anastazia Banda, Shopkeeper
Petauke, Zambia**

Anastazia Banda is a 45 year old divorced mother with five biological children and three orphans she looks after. She runs a grocery stall selling various items including sugar, soya pieces, and soap. The profits from her stall are used to pay her children's school fees and other household necessities. She has applied for a loan to increase her stock and purchase other items requested by her customers such as cooking oil and canned goods. These items will increase her profits and allow her to save money for future expenditure.

Get Involved with Touch

You can get involved in fundraising for Lendwithcare in your office. Contact your local Touch representative listed on the Touch intranet page. You can also follow the Citizenship Twitter account for live updates about global fundraising challenges and CARE International's work around the world.

Web: www.lendwithcare.org

Twitter: @HLCitizenship, @lendwithcare

*Lendwithcare entrepreneur Sitha Sun, Cambodia
Sitha Sun lays out a fresh batch of sambok nem, a traditional rice flour foodstuff
used to make spring rolls for weddings and celebrations. He and his wife make
up to 20,000 sambok men wraps a day and sell them in local markets.*



www.hoganlovells.com

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