



FACT SHEET

FINANCIAL INCLUSION

Introduction

We Effect recognises the important role that access to affordable financial services plays as an enabler to adequate housing. Therefore, we ensure that low-income earners, especially women who remain disadvantaged, can access adequate housing.

We Effect believes that financial inclusion is a necessary tool for increasing access to the right to food through sustainable agriculture production including agroforestry especially by women and marginalised communities. We believe in strengthening the capacity of smallholder farmers to access financial services for food production as well as strengthening the capacity of financial institutions to deliver products that address specific parts of the food value chains.

Goal /Objective of the programme

Our goal is to ensure that women, young people and men within the Sustainable Rural Development and Adequate Housing programmes have equal access to appropriate and affordable financial products and services.

The aim is to have more individuals, especially women save, access affordable credit, insurance, payments, and other transactions.

What we do; Financial inclusion mainly involve promotion of savings, loaning associations and Microinsurance. They are explained below in details.



Savings and Loaning Associations

We Effect promotes Savings and Loaning Associations as a tool that enables financially marginalized communities have an avenue for saving and accessing affordable loans on flexible terms and basic insurance. The Savings Groups also provide an opportunity to the low-income earners to gain financial muscle and confidence that enables them to gain access to the formal financial services providers.

We partner with Financial Institutions such as Banks, Community Banks, Savings and Credit Cooperatives (SACCOs) and insurance companies who directly offer financial services and products to our target group.

These financial institutions extend their services to the financially excluded by taking the services to the people through agency banks and digital/mobile-money transactions. In addition, product development has also been a major avenue of reaching the financially marginalized. For example, financial institutions have been developing innovative products that target women and youth to ensure that they can go beyond the financial barriers that have prevented them from accessing financial services.

Within our programmes, the financial services partners offer technical support to the core partners within Adequate Housing and Sustainable Rural Development programmes by extending financial education as well as financial inclusion strategies and linkage of their members to financial services.



Advocacy

Advocacy has been mainly through partnerships with strategic organizations that influence decision-making processes within political and economic sectors to improve the policy environment for better provision and access to financial services.

such as floods, droughts, and diseases. Micro-insurance protects low-income women and men.

We partner with insurance and financial institutions to develop and offer tailor-made microinsurance solutions. For example, We Effect has partnered with the largest cooperative insurance in the Eastern Africa region and Cooperative Bank.

These institutions target low-income farmers. The farmers are sensitized on the various forms of insurances, and they are given a chance to suggest changes to the products. The product is then tailor-made to meet the farmer's needs and finally incorporated into the insurance line of products or services. With farmers involvement in the process, affordability and ease of access is guaranteed.

We also link the farmers to public institutions offering social insurances like NHIF and pensions to safeguard members social welfare. Members are sensitized and enrolled on such programmes.

Lessons learned are documented to improve the access and enrolment of microinsurance products continuously.



Micro-Insurance

We Effect believes that access to affordable insurance products and services is important in strengthening the resilience of low-income earners and supporting them to withstand the eventualities and shocks of life. A lot of resources are lost due to such events leading to a vicious cycle of poverty. To end poverty, women and men need a form of protection from losses related to climate change,

Key Achievements



There has been significant growth in the number of **women accessing financial services** within SACCOs. **2,379,694 women and men** have accessed financial services, with **38%** being women. This upward growth in the number of women accessing financial services within SACCOs has largely been contributed by the development of women-friendly products designed to allow women access credit from SACCOs.



Through the Cooperative Bank of Kenya, **124,369 women and 139,225 men** are accessing **agricultural insurances**, on the other hand, partnership with CIC insurance has resulted in 9,448 households accessing agricultural insurance services.



In addition, the Bank has also enrolled MUMING SACCO on **credit life insurance** covering a total loan book of **Kes 32,240**.



505,139 women and men have been reached through the Savings and Loaning Associations. **90%** of the membership is women, allowing them to improve their livelihoods and households.

In Uganda, through the Uganda Central Cooperative Financial services, **134,6436 individuals** (Women 48,996 and Men 85,6500 have enrolled for **credit life insurance** to protect members funds, and 25 claims have been compensated so far.



Through the Sustainable Rural Development and Adequate Housing program, **women** have increased access to **financial services** due to the deliberate partnering with financial services partners who provided financial literacy, products and insurance education to their members.



With **improved NHIF** in Tanzania, our intervention has resulted in **1,299 people enrolling** (792 women; 507 men) in 2020.



FOR MORE INFORMATION

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