

## **This Mother's Day, Give the Gift that Keeps Giving to Women Around the World**

Media Contact: Jason Riggs, [jason@kiva.org](mailto:jason@kiva.org)

May 7, 2013 - We all have influential people in our lives but we often don't have the opportunity to celebrate them. With Mother's Day coming up, it's the perfect time to celebrate the important women in our lives. For many of us she has been our mom, who has provided us with the foundations we needed to grow up healthy, successful and happy. For some of us she has been a teacher, mentor or friend who helped nurture our potential and gave us the courage to dream big.

This makes the month of May the perfect time to honor life's nurturers by helping women around the world build brighter futures for themselves and their families. Millions of women globally are working hard to help shape the future generation for the better and, believe it or not, many must do so with very limited means.

There are nearly three billion adults worldwide who lack basic financial services, and most of them are women. With limited resources, their potential - not only to provide for their families, but also to achieve their own dreams, to educate their children and to model gender equality - is too often squandered. In fact, the Food and Agriculture Organization estimates that if women had the same access to productive resources as men they could increase yields on their farms by 20-30%, raise total agricultural output in developing countries by 2.5-4%, and reduce the number of hungry people in the world by 12-17%.

Often, it is just a little bit of capital that she needs to realize her potential and lift herself and her family out of poverty. So what can we do?

Kiva.org is a non-profit organization dedicated to alleviating poverty by connecting people like you with women and men around the world through microlending. Since 2005, more than 900,000 people have crowdfunded \$430 million in microloans, by lending just \$25 at a time; proof of a compelling experience and a sustainable model.

Kiva has connected small dollar lenders to more than 800,000 women around the world, many of whom are working to support their families and to provide their children with an education. By partnering with organizations across the globe offering maternal health and education services on top of microloans, Kiva helps lenders make an even bigger impact on women and mothers' lives.

Take Clenda from Litein Town in Kenya: she is a 24-year-old mother of two who has been in the farming business for over 6 years. Through one of Kiva's partners, Juhudi Kilimo, Clenda received a \$300 loan to purchase a dairy cow that allows her to sell milk in the local market. She uses the extra income to pay for her children's education and help increase the overall quality of life for her family.

By lending as little as \$25 on Kiva, anyone can help offer opportunity to women worldwide. This Mother's Day, help spread the word about how Kiva.org, the world's leading

microlending platform, gives us all a chance to make a big difference for women, families and communities. Thank the nurturers in your life by giving them a Kiva Card -- \$25 to lend to any borrower they choose -- to help individuals around the world realize their potential. Visit [www.kiva.org/gifts](http://www.kiva.org/gifts).

Your Kiva Card recipient will get updates as the borrower repays their loan. With a 98.9% repayment rate, your gift recipient can lend to people on Kiva.org again and again, making your gift the one that truly keeps on giving.

Lending to caretakers - women in particular - has an incredible ripple effect that touches lives across families, communities and the world. So, don't just celebrate Mother's Day on May 12. Dedicate the month of May to honoring mothers and nurturers around the world.

Purchase a Kiva Card to thank the people who helped you realize your potential so that they can help a Kiva borrower do the same. That's the power of Kiva.