



## Kiva Funders



ENTREPRENEURSHIP  
FINANCIAL IMPACT

- EDUCATION
- LENDING
- COACHING



## Kiva

Kiva is an international non-profit based in San Francisco, CA and founded in 2005.

Kiva provides microloans to entrepreneurs around the world that need a small amount of capital to support their business. Loans are **crowdfunded** on [www.kiva.org](http://www.kiva.org) by a network of over 1.8 million individuals who believe in helping entrepreneurs access capital.



## Kiva capital

- Kiva loan capital is **crowdfunded** online from a global community of individuals who want to:
  - decrease economic inequality,
  - support small businesses, and/or
  - maximize the impact of their dollars through “loan recycling!”
- Each week, Kiva lenders contribute about \$3,000,000 to entrepreneurs around the world. The vast majority of that money is “recycled” from loans repaid by other business owners.



**Funded**

Total loan: \$5,000

Powered by 79 lenders

**Carrie**

**LushLife Vegan Bakery**



Madison, WI, United States / Food  
Production/Sales

[Find a new loan](#)

A loan of \$5,000 helped cover the cost of a larger mixer, bulk labels for packaging, shelving and racks for supplies and products, baking pans to help meet the needs of my growing local Vegan Bakery.

Contributing lenders (79)



Lisa



Google.org



Leslie



Iris



Audrey  
France



Hannah



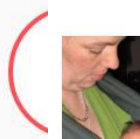
sara  
Madison, WI,...



Lynn



Christine



Richard



Erin



Rae  
United Kingdom



Halora



Krista



Jeffrey



Katrina



vaalea  
Victoria, BC, ...



Katarina  
Split, Split...



Susie Y



Gavin  
Sutton Coldfi...

Kiva Lender sara



Location: Madison, WI, United States

Occupation: mother and artist

I loan because: There is nothing better than sharing and helping out others. When the money is paid back it can be loaned again to help the next person. It is the best kind of recycling.

About me: I own a small art studio and gallery. I teach pottery classes to children and adults. I make pottery, jewelry and quilts.

Member Since: Aug 20, 2008

Send message

Send a Kiva Card

sara's loans

1-28 of 477 loans



Carrie  
Food Production...



David  
Farming



Sikubora Limited  
Renewable Energ...



Vestine  
Crafts



Shehnaz  
Embroidery



Nasareta  
Textiles



Yurani  
Crafts

## Loan details

Loans \$1,000 - \$10,000

0% interest, no fees

Up to 36-month term\*

Monthly payments

Loans administered via  
PayPal (free of charge)

Any loan purpose, except  
repaying old debt

Public (online)




A loan of \$10,000 helped purchase a commercial walk in cooler for my Tibetan food business.

**Funded**

Total loan: \$10,000  
Powered by 173 lenders

Namgyal

LITTLE TIBET

 Madison, WI, United States / Restaurant

[Find a new loan](#)



**Funded**

Total loan: \$10,000  
Powered by 77 lenders

Chad

Accurate Custom Creations, LLC

 Madison, WI, United States / Construction

[Find a new loan](#)

A loan of \$10,000 helped replace outdated estimating software, implement cloud based lead and project management software so we can better manage new and existing projects as well as compete for larger ones.



**Funded**

Total loan: \$8,000  
Powered by 131 lenders

Kate

Kate & Co

 Stoughton, WI, United States / Retail

[Find a new loan](#)

A loan of \$8,000 helped support my business, which helps take vintage, used furniture and modernize it for every day use.

## Social underwriting

Kiva aspires to create economic opportunity for entrepreneurs that are unlikely to be approved for capital from mainstream lenders. To do this, they must find new criteria to evaluate “creditworthiness.”

### Traditional criteria

- Time in business
- Credit score
- Debt to income ratio
- Revenue



### Social capital

- Social media following
- Kiva lending activity
- Strength of Kiva profile
- Trustee endorsement\*
- Private Fundraising\*




## Social underwriting: Trustees

Trustees publicly "endorse" entrepreneurs in their network for the Kiva program.

Trustee endorsements add credibility to a borrower.

Endorsements are optional, but strengthen an application and profile.

Trustees are not legally or financially liable for the borrowers they endorse.




**Funded**

Total loan: \$5,000  
Powered by 79 lenders

**Carrie**

LushLife Vegan Bakery

 Madison, WI, United States / Food Production/Sales

[Find a new loan](#)

A loan of \$5,000 helped cover the cost of a larger mixer, bulk labels for packaging, shelving and racks for supplies and products, baking pans to help meet the needs of my growing local Vegan Bakery.

Trustee: The Wisconsin Women's Business Initiative Corporation (WWBIC)



**The Wisconsin Women's Business Initiative Corporation (WWBIC)**

Trustee type:

**Statewide Economic Development Corporation (CDFI, Microlender, Women's Business Center)**

Location: Milwaukee, WI

Time on Kiva: September 13, 2013 (65 months)

Kiva borrowers: 97

Total loans: \$615,900

Fundraising/raised: 1

Paying on time: 29

Paying back late: 18

Repaid in full: 20

Defaulted: 8

Repayment rate: 76%

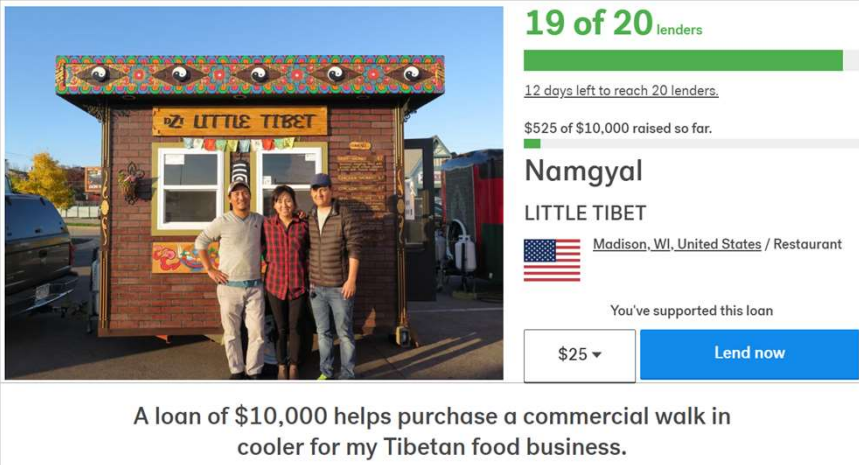
**Why are you endorsing Carrie?**

I'm writing to endorse LushLife Vegan Bakery. She has been growing her client list and is already in some high end grocery stores. Andrea

## Social underwriting: Private Fundraising Period

Kiva requires US business owners to bring an assigned number of lenders to their loan during the Private Fundraising Period. Only then will Kiva lenders be able to find the loan on the website.

- Demonstrates good “credit” within their personal and/or business networks
- Demonstrates entrepreneurial skills
- Starts crowdfunding campaign on the right foot



**19 of 20** lenders

12 days left to reach 20 lenders.

\$525 of \$10,000 raised so far.

**Namgyal**  
LITTLE TIBET  
Madison, WI, United States / Restaurant

You've supported this loan

\$25 ▾ [Lend now](#)

A loan of \$10,000 helps purchase a commercial walk in cooler for my Tibetan food business.

## Kiva steps

### 1. Submit a loan application

Entrepreneurs can start a loan application at:  
[www.kiva.org/borrow](http://www.kiva.org/borrow)

Have a Trustee endorse you during this phase.

### 2. Kiva Review

Kiva uses social underwriting to review loans.

*Loans may be approved as requested, approved but for a lesser amount, or, very rarely, denied.*

### 3. Fundraising

**Private:** Up to 15 days for business owner to invite his/her personal network to lend

**Public:** Up to 30 days to raise the rest of their loan from Kiva's global community of 1.8M lenders.

### 4. Repayment

Repayments are made monthly via PayPal.

Businesses begin repaying loans one month after receipt of the loan.

Exception: Agriculture businesses are eligible for a grace period.

Have questions about Kiva? Want to strategize before you begin an application? Need help getting a good photo for your Kiva profile? Contact Nichole *before* you complete Step 1.

## Kiva Greater Madison

- First loan: 2014
- Launch as Kiva City: February 4, 2019
- 28 loans funded, \$158K
- 5 Trustees
- 67% of loans to women, 48% to minorities



### Funded

Total loan: \$10,000  
Powered by [124 lenders](#)

### Holley

360 Athletics



[Middleton, WI, United States](#) /  
Entertainment

[Find a new loan](#)

A loan of \$10,000 helped purchase equipment that will create an environment for kids to learn leadership, confidence and team work.

## Summary

- Kiva U.S. helps financially excluded entrepreneurs access capital
- Up to \$10,000, up to 36 month repayment period, 0% interest, no fees
- Kiva incorporates social factors into loan underwriting
- Don't forego crowdfunding with Kiva because you think you can't do it. **As long as you're willing to learn, we're here to help!**
- 5,000+ Kiva U.S. loans have been disbursed to business owners across the United States for a total of over \$25 million in loans - \$153K has gone to Greater Madison area businesses!



Loans that change lives

## Learn More

[kivaushub.org](http://kivaushub.org)

## Apply for a Loan

[www.kiva.org/borrow](http://www.kiva.org/borrow)

## Make a Loan

[www.kiva.org/lend](http://www.kiva.org/lend)

## Contact

[madison@local.kiva.org](mailto:madison@local.kiva.org)

414-610-8675

