

**Event Deck**







## Why you should support our events?

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- To utilise a fantastic networking opportunity
- To demonstrate and broadcast your organisation's social consciousness
- To demonstrate your organisation's commitment to women's empowerment
- To donate to MicroLoan Foundation and transform the lives of aspiring female entrepreneurs in sub-Saharan Africa

1 NO POVERTY



2 ZERO HUNGER



8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



4 QUALITY EDUCATION



5 GENDER EQUALITY



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



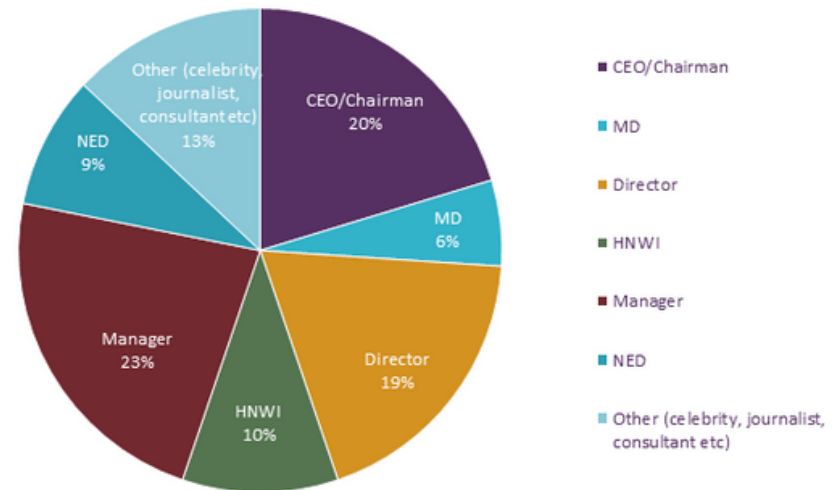


## The Audience

Partnering with MicroLoan for an event enables a unique opportunity to exhibit your business to an exclusive audience.

We have a well-developed network of entrepreneurs, CEOs and senior business leaders across industries.

Our events consistently attract high attendance rates. The pie chart provides a breakdown of the attendee list from a previous in-person event.



Previous supporters of MicroLoan's events:





# In return for your event sponsorship donation of £4000 your company will receive

1

## Promotion

Your company logo and blurb will feature on the MicroLoan Foundation UK and USA website

A mention of support in invites and by the moderator

A mention of support in pre and post event social media updates

2

## Engagement

Nomination of a suitable panellist

50 free tickets for the panel event to invite your clients and team

The details of all guests who register for the event (information shared from UK guests will be GDPR compliant)

3

## Event communications

We will provide a bespoke communications package for you to roll out on your social media, website and newsletter promoting the event and our partnership

4

## Networking

The opportunity to be present on a briefing call with all panellists

5

## Impact

Your donation of £4000 will provide 250 women with the agricultural training they require to start a small holding to feed their family

# In return for your event sponsorship donation of £1000 your company will receive

1

## Promotion

Your company logo and blurb will feature on the MicroLoan Foundation UK and USA website

A mention of support in invites and by the moderator

A mention of support in pre and post event social media updates

2

## Engagement

25 free tickets for the panel event to invite your clients and team

The details of all guests who register for the event (information shared from UK guests will be GDPR compliant)

3

## Event communications

We will provide a bespoke communications package for you to roll out on your social media, website and newsletter promoting the event and our partnership

4

## Networking

The opportunity to be present on a briefing call with all panellists

5

## Impact

Your donation of £1000 will provide 50 women with the agricultural training they require to start a small holding to feed their family



100% of your event sponsorship will be donated to MicroLoan Foundation to empower some of the world's poorest and most marginalised women to build businesses and work their own way out of poverty.

With a loan and business training taught through song, dance and role play, MicroLoan Foundation helps women to build small, sustainable businesses. From grocery store owners, to farmers, to scone bakers, to hairdressers, as these women flourish as entrepreneurs, they can afford a safe home, healthcare, nutritional food and an education for their children,

Since 2002 MicroLoan Foundation has empowered over 280,000 women in Malawi, Zambia and Zimbabwe. As a result, more than 1.12 million children have also been given the opportunity to thrive.

MicroLoan directly address the UN's Sustainable Development Goals, including Gender Equality, Zero Hunger and No Poverty.

**You can read more about MicroLoan's work [on their website](#), or on social media [@MicroLoanFoundation](#).**





## The impact of your support

### Evelesi's story

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Evelesi was born into a family living in poverty in Malawi. She grew up without the most basic necessities such as regular meals and clothes. She left school at age 12, and became a mother at the young age of 15.

Evelesi now has ten children, and is financially responsible for her sister and her mother too. Before she joined a MicroLoan group six years ago, Evelesi was already an aspiring entrepreneur selling cassava locally. However, sales were extremely slow, so she joined MicroLoan for the capital and the training she needed to flourish as a businesswoman. Evelesi was able to grow her cassava business and expanded by opening a grocery store. The store was well stocked and highly popular, so she was able to further diversify by purchasing three motorcycles to rent out.

It is testament to Evelesi's drive and determination that in just six years, she has almost tripled her weekly earnings. She now runs three successful businesses and has five employees. With a steady income, Evelesi can afford nutritious food, and school fees for her children – necessities she never had growing up. With support from MicroLoan, Evelesi has broken a cycle of intergenerational poverty, and rewritten the future of her family.

Evelesi's success in business has also transformed the lives of her 5 employees and their families. When one woman thrives, a whole community can be positively impacted.

**Your donation will help to empower more women like Evelesi with a small start-up loan and training.**



A smiling woman with short reddish-brown hair, wearing a white patterned short-sleeved shirt, stands behind a stall. The stall is filled with various goods: baskets of oranges and apples, bunches of bananas, and several large bags of nuts. In the background, shelves are stocked with bottles of cooking oil and boxes of corn flakes. The stall is set against a blue wall.

**Thank you for your life-changing support**