

Enterprise
Development

endPoverty.org

Transforming lives through microenterprise



2008 ANNUAL REPORT

Enterprise Development International has changed its name to **endPoverty.org**. More than ever we are committed to demonstrating God's love by empowering the poor to free themselves from poverty.

Our mission is accomplished by:

- providing small loans to poor entrepreneurs who have viable business ideas but need capital;
- offering business training to low-income persons who have the potential and the desire to become self-supporting; and
- serving as mentors to clients through personal and professional encouragement.

Dear Friends,

"You own the name 'endpoverty.org'?" was the incredulous question posed to us by a friend, during a 2006 trip to Guatemala to see our work there. "That's a \$5 million name!" he exclaimed.

That conversation was the catalyst for hours of discussions on the direction of our organization, our public face and strategies for growth. A few things were becoming clear:

- Moving forward we would need to make better use of our website and other online opportunities
- Our name—Enterprise Development International—was long, vague, difficult to remember and often more a hindrance than a help to our plans for growth
- People seemed to like, identify with and remember our web address, 'www.endpoverty.org'

With the help of experts in branding and marketing, and input from many of our loyal supporters, our board decided in 2008 to adopt our web address as the organization's name. We are now **endPoverty.org**.

The announcement of our name change coincides with the printing of this annual report. We believe the new name brings greater clarity to our mission and will help many learn more about us by directing them to our website.

Although our name is new, our mission to glorify God by empowering the poor has not changed. Everything we do is directed to that end.

As we write our annual report, we are in the midst of the worst economic downturn of the last 75 years. However, while the bottom dropped out of world financial markets, we rejoice that an investment in our work yields life changing results in thousands of very poor families.

Thank you very much for joining us in reaching out to those whom Jesus referred to as "the least of these."

Sincerely,

Kenneth W. Wesche
Executive Director



In Ajusco, Mexico, a series of very small loans has enabled Maricela to expand her general store. Her increased income has allowed her to put her daughter through college and offer a broader variety of products to her community.



THE PROBLEM OF POVERTY

Almost half of the world's mothers, fathers, sons and daughters live on less than two dollars a day. The vast majority are trapped in a web of poverty well beyond a simple shortage of material resources: they face systematic exploitation, physical weakness, political powerlessness, and spiritual oppression, all underlined by a lack of hope for a better future. These entanglements cannot be properly addressed by one-time handouts or paternalistic aid. They require sustainable and creative solutions that empower the poor.

OUR APPROACH

EndPoverty.org takes a holistic approach to combating poverty, using microenterprise development as a platform that empowers the very poor to earn sustainable incomes, access education and healthcare for their families, and grow in their relationships with God. We work in close partnership with indigenously-led microfinance institutions in Africa, Asia, Latin America and Eastern Europe. These local institutions help needy families establish small businesses by providing loans, basic financial services, business training and mentorship. The fact that we utilize a partner based, locally led solution rather than an expensive, U.S. based one gives us the ability to address specific community needs and issues through unique cultural lenses.

Another great strength of our approach lies in the multiplicative power of micro-lending. A single small loan, when disbursed and repaid continuously, will help family after family start businesses in their communities and improve their lives. As this loan cycle repeats, many small enterprises grow from a small amount of capital, and entire communities are transformed.

WHAT \$100 CAN DO

We are proud to operate a very efficient program model. A \$100 donation received in our U.S. office for our India partner will result in the delivery of a sewing machine or rickshaw to a poor business owner in Kolkata in a matter of weeks. What's more, when the initial loan is repaid, that same \$100 becomes new working capital for another borrower. Each year, your gift will touch the lives of more and more poor families, empowering them to grow small businesses and lift themselves out of poverty.

A terrific way to see this model in action is to visit and invest in our work through our Gift Catalog (www.endpoverty.org/store).



A \$100 rickshaw can help transform a family's life, as husbands and fathers begin earning a regular income.

MICROENTERPRISE: A PLATFORM TO SERVE THE POOR

We are privileged to work in partnership with indigenous organizations in Latin America, Africa, Asia and Eastern Europe. Below are a few of the many exciting advances we saw in our work in 2008.

UGANDA, in partnership with Action for Children

(AFC): Our Uganda program continues to encourage poor families to move “from poverty to prosperity” through micro-business, HIV/AIDS counseling, and spiritual outreach. In 2008, the program disbursed 1,012 loans with a total value of \$177,000. Because of the program’s strong commitment to children affected by HIV/AIDS, AFC established four clinics to provide on-going care for people with ailments resulting from HIV. In addition, AFC partnered with local organizations to provide free home-based HIV testing, voluntary counseling, and prevention and care services, reaching over 10,000 people. To help address the spiritual needs in the area, thirty borrowers were trained in spiritual counseling. The fruit of these efforts is evident as borrowers are showing more compassion for each other and caring for the many children orphaned by AIDS.



These AFC loan group members, along with many other AFC groups, not only provide for their family, but also care for children orphaned by the AIDS epidemic.

INDIA, in partnership with Christian Service Society (CSS): In 2008, in the predominantly rural areas surrounding Kolkata, our program issued 8,300 micro-loans valued at nearly \$500,000. The majority of these loans, averaging only \$60 each, went to women living in desperately poor communities, helping them establish micro businesses and meet their family’s basic needs.



Due to the great need, the home for girls in Kolkata is now being expanded to house an additional 20 girls.

One wonderful benefit that has come of the microenterprise work in India has been the establishment of two homes for children who were at risk of abandonment. Built over the last two years, fifty children now live in these homes and enjoy a nutritious diet, good healthcare, proper clothing and a safe loving environment. In Kolkata, the need for care of at risk children is so great that we are now working with CSS to expand the girls’ home. We are adding a second floor and anticipate that by the end of 2009, an additional twenty girls will be living there.

THE PHILIPPINES, in partnership with Center for Community Transformation (CCT): The Philippines micro-lending work issued 155,000 loans, valued at close to \$35 million, during 2008. In a very exciting initiative, we worked with CCT during the year to establish four new branch offices in the predominately Muslim region of Mindanao. These branch offices, already reaching more than 1,500 new participants, offer access to savings services, micro-loans, training and the good news of the gospel message to very poor Muslim families. This outreach is particularly important as it reaches communities plagued by poverty, instability and extremism.

OUTLOOK

Looking to 2009 and beyond, we expect the need for our services to be greater than ever. As the global economy slows, economies in the developing world are tightening and opportunities for wage employment, especially among the poor, are diminishing.

We plan to continue to use microenterprise development as a platform for transformation in poor communities. In the near term, we have identified several of our current programs as priorities for expansion. They include our work in Uganda, South Africa, India, Bangladesh and Mexico. These programs are established in their communities, have trained staffs in place, are operating in exceptionally poor areas, and are well-positioned to leverage their outreach to the poor, even in a difficult economic environment.

Beyond our current partner network, it is our hope to continue to expand our outreach, especially in Africa, where severe poverty is the most widespread. Our partner agency in Uganda has developed an effective model integrating microenterprise development with HIV/AIDS training and spiritual outreach, thus addressing three very serious needs across much of Africa. Funding permitting, we hope to expand use of that model to other parts of the continent.

In tough times more than ever, the hard-working poor need access to resources that will allow them to support themselves and help transform their communities. We will continue to use microenterprise development as a platform for helping the poor to enter into the abundant life that God intends for them.

A Family Transformed

Hamida Ahmed lives with her husband and son in a small village outside Kolkata, India. Hamida's husband works as a day laborer, but since that work is sporadic and does not pay well, they often have had trouble meeting their daily needs. Hamida's dream was to start a poultry business, but she had no capital and wisely distrusted the local loan sharks.

A neighbor introduced Hamida to Christian Service Society (CSS), our partner agency in Kolkata. Hamida applied, and was approved, for a micro loan of only \$10. With that tiny sum, she bought some ducks and hens, and began selling eggs. Through her diligent work, her business grew, eventually expanding to livestock ownership.

Today Hamida's business is thriving and she earns an income that allows the family to cover expenses for food, clothing, school fees and medical emergencies. She has been able to improve the family home by acquiring electricity, digging a well for drinking water and adding a room. In the future, she hopes to employ and train local community members so they too can become self-supporting. "It is my prayer that many poor people can survive and see the light of life through God's blessings on the CSS India microenterprise program," comments Hamida as she happily shares her story.



2008 FINANCIAL DATA

Revenue and Expenditures

Year Ending December 31, 2008

Revenue	Amounts
Individuals	\$ 370,617
Foundations and Trusts	321,245
Churches	\$38,124
Corporations	36,416
Donated Services and Other Sources	92,247
Total Revenue	\$ 858,649
Expenditures	
Program Activities	
Grants	\$ 298,381
Services and Training	406,288
Total Program Activities	\$ 704,669
Supporting Activities	
Administration	\$ 124,253
Fundraising	152,353
Total Supporting Activities	\$ 276,606
Total Expenditures	\$ 981,275
Change in Net Assets	\$ -122,626

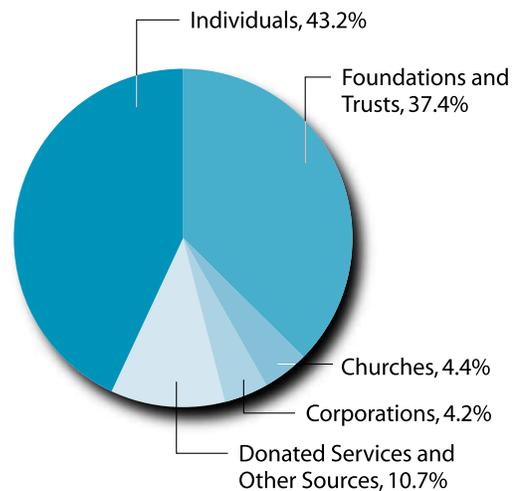
Balance Sheet

As of December 31, 2008

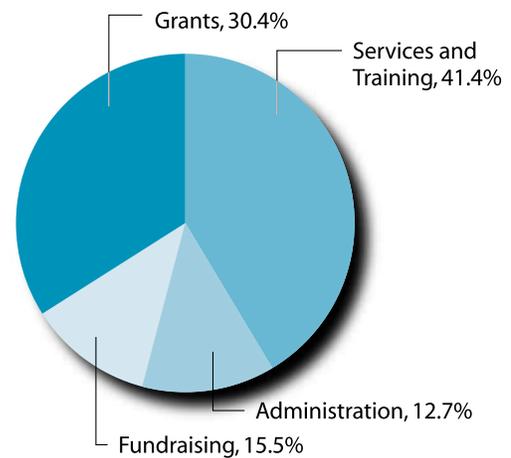
Assets	Amounts
Cash and Cash Equivalents	\$ 337,798
Other Assets	8,432
Total Assets	\$ 346,230
Liabilities and Net Assets	
Liabilities	\$ 4,961
Net Assets	
Unrestricted Net Assets	\$ 226,036
Temporarily Restricted	115,233
Total Net Assets	341,269
Total Liabilities and Net Assets	\$ 346,230

EndPoverty.org is audited annually by an independent auditing firm. Audited statements are available upon request.

Revenue



Expenditures



A higher standard.
A higher purpose.

SUPPORT AND LEADERSHIP

In 2008, endPoverty.org received generous support from many individuals and institutions, including those listed here.

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Kenneth W. Wesche
Executive Director
endPoverty.org

Churches

Bethel Regular Baptist Church, Great Falls, VA
Calvary Church of Souderton, PA
Cherrydale Baptist Church, Arlington, VA
Christ Church of Longboat Key, FL
Grace United Methodist, Ruston, LA
Knollwood Community Church, Burke, VA
Northeast Bible Church, Schertz, TX
St. James Parish, Lothian, MD
St. Peter's By The Sea Presbyterian Church,
Rancho Palos Verdes, CA
University Baptist Church, Baltimore, MD
Wayside Chapel Evangelical Free Church,
San Antonio, TX

Foundations

Atkinson Foundation
Brady Foundation Inc.
First Fruit, Inc.
The Friendship Fund
The Gage Fund
Geisse Foundation
I.J. & Hilda M. Breeden Foundation
International Foundation
KARIS
Lukens Family Foundation
Mattick Family Foundation
The Parker Foundation
Patella Fund
The Pilgrim Foundation
Reinsch Pierce Family Foundation
SG Foundation
Thomson Charitable Foundation
Turnipseed-Wilkinson Foundation
Verizon Foundation
Weberg Foundation
The West Foundation
Woodford Foundation

Special thanks to Synergy Ministries

Synergy Ministries is a non-profit organization of Christian professionals and students who use their talents to serve indigenous ministries around the world. Each summer since 2005, Synergy has organized, trained and sent teams of volunteers to serve at endPoverty.org programs in Africa and Asia. In 2008, Synergy teams served in South Africa and Uganda, helping with information technology, financial systems, staff training and outreach in the program communities. More trips are planned for 2009. EndPoverty.org enthusiastically thanks Synergy and all their volunteers for their invaluable help and encouragement. Learn more about Synergy at www.SynergyMinistries.org.



A Synergy Ministries team with Ikussasa Empowerment Trust staff in Klerksdorp, South Africa.

"At the present time your plenty will supply what they need, so that in turn their plenty will supply what you need. Then there will be equality."

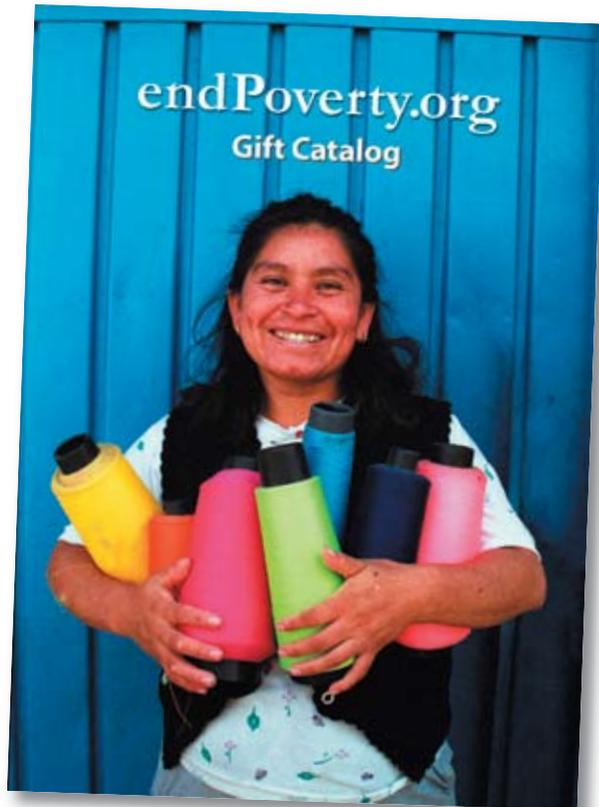
— Paul in 2 Corinthians 8:14

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Invest in a gift that will keep on giving to poor families around the world!

Your contribution through our online Gift Catalog will finance a sewing machine, fishing net, vehicle, or animal for a poor business person, empowering them to earn an income, support their family, and send their children to school. The working capital you provide will be repaid and loaned to another needy entrepreneur, helping family after family, year after year. Visit www.endpoverty.org/store



EndPoverty.org is a nonprofit Christian organization serving the poor in the United States and around the world. EndPoverty.org provides financial and technical support to indigenous organizations working in poor communities.

Through these partnerships, poor families are equipped to start or expand small businesses so they can support themselves and strengthen their communities.

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*A higher standard.
A higher purpose.*

