

**20**  
AÑOS



**Nuestras  
Huellas**

**20 YEARS**

# OUR PURPOSE

We are a social organization that has been working for 20 years to strengthen family economies and life projects of communities with violated rights by means of solidarity finance and education, promoting a development worthy, sustainable and of good living

## OUR VALUES

SOLIDARITY

CONFIDENCE

TRANSPARENCY

LOVE

RESPECT

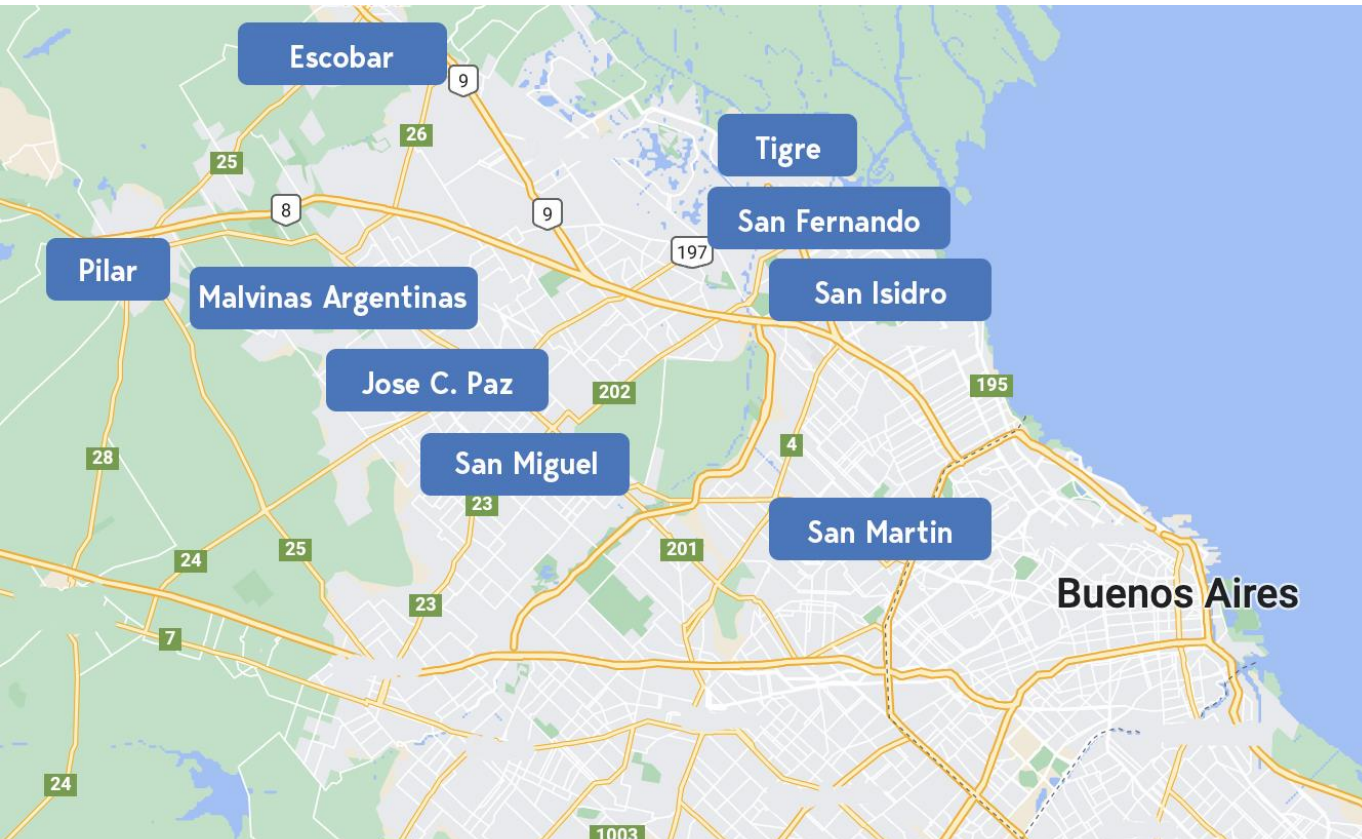
COMMITMENT

COHERENCE



# NEIGHBORHOODS

We work in *9 districts and 42 neighborhoods* of the first and second urban cordon of Buenos Aires



## SOCIAL PROBLEMS ADDRESSED WITH OUR WORK

SOCIAL  
UNREST

ECONOMIC  
DEPENDENCE

FINANCIAL  
EXCLUSION

LOW LEVEL OF  
SOCIAL CAPITAL

SUBSISTENCE  
ECONOMY

MISTRUST AND  
UNDERMINED  
SELF-ESTEEM

DIGITAL DIVIDE

Sustainable  
Development  
Goals that  
summon us



1. End of  
poverty



4. Quality  
education



5. Gender  
equality



8. Decent work &  
economic growth



10. Reduced  
inequality



17. Partnership  
for the goals

# OUR PROGRAMS



## *MICROFINANCES* PROGRAM

Through this program we accompany community banks and solidarity groups where people get involved due to their solidarity based on confidence thus, in this way strengthen their economies and empower their projects.

So, we contribute to education and financial management providing technical assistance and counselling, access to microcredit and training.

### PREMISES

1. Everyone can save.

SAVING = FREE

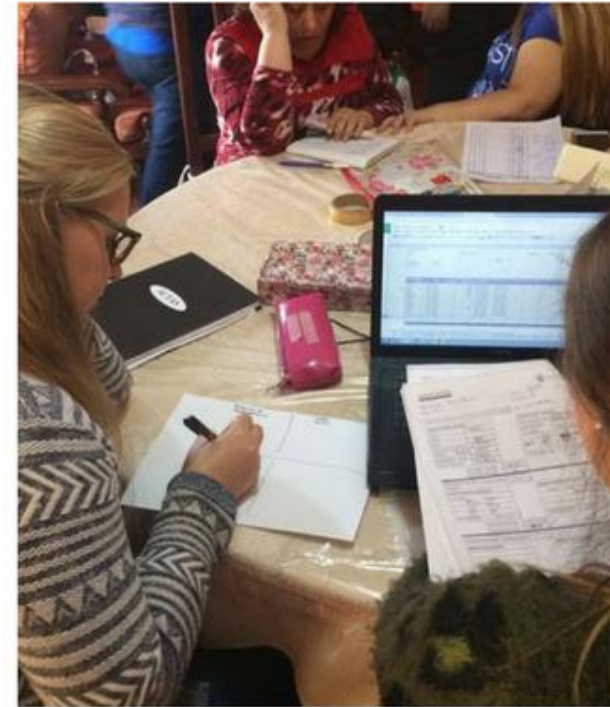
2. Confidence as support of bonds.

CREDIT = CONFIDENCE

## WHAT IS IT ABOUT

**COMMUNITY BANKS** are saving and credit groups where people are connected by solidarity based on confidence. They generate an equity capital, establish common regulations, where roles, tasks and working approaches are defined for decision making. Thus, they make community finance operations as part of social economy.

Nuestras Huellas accompanies groups' development with a coordination group that organizes regular meetings of counselling and technical assistance, training, granting of microcredits for productive projects and housing improvements, active listening and lots of love.



# BENEFITS



Membership group



Savings



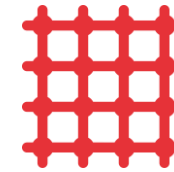
Training and empowerment



Participatory learning



Microcredits



Networking



# RECIPIENTSS PROFILE

## AGE

10%

-30 years old

20%

30 to 50 years old

70%

+50 years old

## EDUCATION

12%

Incomplete Elementary Education

33%

Complete Elementary Education

25%

Incomplete High school Education

30%

Complete High school Education

## ENTREPRENEURSHIPS

Food – Make-up – Handcraft– Sewing – Hairdressing  
Esthetic Treatments – Kiosc – Mini Markets – Gift Shops – Footwear - Clothes

# 97% ARE WOMEN

+4000

Accompanied and financed projects

+\$75.000

In microcredits for  
entrepreneurships and housing

\*95% repayment rate

IN  
2022

- We grant **\$140.000** in microcredits.  
73% for the Entrepreneurship and 27% for Housing
- Active portfolio up to a December 2022 → **\$45.000**
- **\$85.000** of savings generated in the groups and community banks.

AT PRESENT

We accompany 65 groups (58 community banks and 7 solidarity groups) impacting in about 450 people and their families.



# TRAINING

WITH COMMUNITY APPROACH

## PROGRAMS

Through this program we offer talks, workshops and courses of: financial education and domestic economy, entrepreneurial management, leadership and communication.

We seek to promote sustainable financial management and informed and responsible decision making, from participatory training spaces, which are practical and of knowledge co-creation

## WHAT IS IT ABOUT

Each training is based on exchange and knowledge co-construction with the participants and it is given with gender perspective

Planning of dynamics and contents is based on the use of participatory methodologies, considering the own stories and experiences of each participant related to the subject of the training. We, thus, promote “meaningful” learning spaces and practical application

Nuestras Huellas has a training team certified by ILO in Home Economy and Financial Education



Santiago del Estero province, Argentina

## WE DELIVER

- 4 Financial Education courses .
- 2 Financial Management workshops.
- 2 Referents in Financial Management courses
- 1 Emotions and Entrepreneurship workshop.
- 1 Cyber security and virtual wallets workshop.
- 1 Community bank Regulations workshop.

## WE ARTICULATE TRAINING PROJECTS WITH 8 ORGANIZATIONS

- Potenciar Solidario
- Haciendo Camino
- Colegio San Pedro Claver
- Colegio María de Guadalupe
- Aldeas Infantiles SOS
- Universidad de San Isidro
- SAP
- Escuela Argentina de PNL y Coaching

**249 PEOPLE PARTICIPATE IN THE PROGRAM**

**67% YOUTHS Y 33% ADULTS**

**MICROFINANCES  
PROGRAMS**

**TRAINING  
PROGRAMS**

# IMPACT

- Strengthens confidence and self-esteem bonds
- Improves home and productive economy administration
- Improves planning and foresight level.
- Improves communication and joint decision-making.
- Increases savings and autonomy to overcome unforeseen events and /or fulfill projects
- Develops Entrepreneurships generating more and better incomes in the community.
- Improves investment and housing quality as of micocredit Access and financial tools

# SOME RECIPIENTS SPEAK

“I have learnt many things, that I have put into practice with my husband from the very first day, that is, short-medium and long-term. I’ve learnt to save, and now to put all that into practice.”

**ISABEL**

“They help me so much to grow up. And besides, it was not only the course and that’s it. If you had some doubts about the course, they were there to help you and continued guiding you”.

**VANESA**

“They taught me how to face myself, how to buy and I highly value all I have achieved. Thanks to this entrepreneurs bank, I can have my house, each of my sons has his room , hot water, cold water, I have my own business.

**NATI**

# GOALS 2023

## 1. Microfinances Program

- Support accompaniment to the 65 current groups and add 15 community Banks more
- Extend program impact to 600 people and their families.
- Extend impact area as of digital signature implementation.

## 2. Training Program

- Double program impact and reach 500 people.
- Offer 5 Financial Education and Home Economy courses
- Offer a series of 3 workshops on Entrepreneurial Management.
- Offer a series of 3 workshops on Leadership and Communication.  
Making alliances with territorial organizations + implementation of virtual classroom + volunteership

## 3. Structure and Organization

- Update and consolidate the use of management and training systems (BOCS, Interviews APP, digital signature and Virtual Classroom) and improve impact measurement.
- Strengthen as team and social organization concerning: internal training, articulation with organizations and volunteership, alliances with companies and donors.