

# A NEED FOR RURAL CREDIT

## COOPAC Inclusiva, Peru

### FACTS\*

Founded in 2019

Branches: 9

Employees: 39

Assets: \$3.6 million

\*as of Sept. 2023



### CLIENTS

3,860 members

63% female

75% rural

Average loan: \$1,065



### MISSION

To help eliminate poverty by providing savings and credit services in rural areas.

### ABOUT INCLUSIVA

Over the past two decades Peru has had one of Latin America's fastest growing economies. Despite this progress, poverty remains significant and highly concentrated in rural areas. Inclusiva began lending in the Lima region in 2020 and has experienced significant growth. It established branches in areas that previously did not have any existing financial institutions. Its most remote branch is in Cajatambo where 28% of the population lives in extreme poverty. The Quilmaná office is the largest branch and is the only financial institution in the area. Inclusiva provides its clients with vital credit, savings, financial literacy training and capacity building.

### CLIENT STORY

Maribel Zavaleta used to travel 45 minutes to make her loan payments due to the lack of a financial institution nearby. Having an Inclusiva branch in Maribel's hometown of Quilmaná, she can now make payments or add to her savings without having to close her milk selling business for the day. Maribel (photo left) said: "Inclusiva makes such a difference in the life of our community".

### HOW WE HELPED

Inclusiva has a larger loan demand than it can meet with its savings, so they contacted Envest. During our visit we were impressed with Inclusiva's operations, its online information system and mobile app, the extraordinary competence of staff and its dedication to the mission. Envest's disbursement of this first \$300,000 loan allows Inclusiva to expand its services to remote rural borrowers that have been historically financially excluded.