



Making Cents International



Volume 3 | Issue 2

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Become a Conference Blogger

Making Cents and USAID Microlinks invite you to blog live and help bring the conference discussions to the wider community. All blogs will be posted on the [Microlinks Enterprise Ideas](#) website. Contact us by August 30 to participate

August 2011 Newsletter

Message from the Founder

Dear Colleagues,

I am pleased to announce the appointment of [Timothy H. Nourse](#) as our new President. In this role, Tim will implement the companies' strategic plan, manage its day-to-day operations, and contribute in particular to its financial inclusion practice. Tim is a leader in the enterprise development field. Worldwide, he has built the capacity of microfinance institutions (MFIs), directed inclusive financial sector development programs, and implemented livelihood and value chain programs, especially targeting vulnerable populations. Most recently, Tim was the Chief of Party on USAID's Expanded and Sustained Access to Financial Services Program in the West Bank and Gaza. Tim writes extensively on microenterprise development for USAID, CGAP, and academic



Making Cents' new President, Tim Nourse

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Linking Young People to Financial Services

September 7

Washington DC, USA

Global Youth Economic Opportunities Conference
Serious Business: Making a Case for Youth Inclusive Financial Services

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September 19-22

Addis Ababa, Ethiopia

African Microfinance Conference
Panel Presentation: Emerging Guidelines in Youth-Inclusive Financial Services

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October 10-12

San Jose, Costa Rica

Inter-American Forum on Microenterprise, IDB
Expanding Business Opportunities for MFIs, Closing the Financial Gap for Young People (in Spanish)

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November 14-17

Valladolid, Spain

Global Microcredit Summit
Serious Business: Making a Case for Youth Inclusive Financial Services

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journals; has taught and presented on the subject at conferences; and supports practitioner learning through his role as Chair of the SEEP Network board.

As for my role, I will continue as Making Cents' Founder and Chief Executive Officer, directing the company's strategic plan, and strengthening Making Cents' relationship with partners and clients around the world. I will remain focused on how Making Cents can strengthen economic opportunities for youth as well as support those businesses poised to move to the next level.

Our 5th Annual [Global Youth Economic Opportunities Conference](#) kicks off September 7th in Washington, DC. I look forward to seeing you there!

Warm regards,



Fiona Macaulay
Founder and CEO, Making Cents International

Highlights

Sept 1 After Hours Seminar: *Financial Inclusion for Youth*



Join Making Cents, BRAC, and the SEEP Network as they highlight the importance of providing young people with tailored financial services. "Financial Inclusion for Youth: Reaching the Next Generation" will focus on BRAC's integrated approach towards empowering youth in Bangladesh and Sub-Saharan Africa; learning from SEEP's Practitioner Learning Program (PLP) on Reaching Scale in Youth Financial Services; and Making Cents' approach to creating practical tools and resources for developing quality financial services for the next generation.

[Click here](#) for more information.

News from the Field

Africa

For years, Kenyan youth were excluded from credible economic livelihoods and active citizen engagement. Under the USAID-funded Yes Youth Can! (YYC) initiative, Making Cents is working in the Central and Rift Valley regions of Kenya to empower youth to

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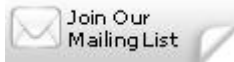
[YFS-Link](#)

[Global Youth Economic Opportunities Conference](#)

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create viable livelihood opportunities. In July, Making Cents conducted a field assessment that helped inform the design and implementation of an upcoming entrepreneurship and life skills training for youth leaders. By the end of the project, YYC is expected to reach 7,500 youth in Rift Valley and 2,500 youth in Central to ensure Kenyan youth have the knowledge, skills, and attitudes to identify and seize relevant economic opportunities in their communities.

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Latin America & the Caribbean

Gender equity in Haiti has long been a challenge, but women and girls have faced increasing obstacles in poverty and economic vulnerability since the 2010 earthquake. To help address these inequalities, Making Cents developed a Financial Literacy Activity



Adolescent girls in Haiti

Guide for adolescent girls (ages 10-15) in Leogane and Jacmel that teaches girls how to budget money; analyze savings options; and develop a financial diary for their expenses. To ensure the guide's relevancy, Making Cents tested the material on a group of girls in June, and received positive feedback. Plans are now in place to teach community workers how to use the guide, so they can provide long-term support to the girls in their communities.

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Middle East

Palestinian youth want to contribute financially to their families and be productive members of their society's workforce, but often lack the basic knowledge and skills needed to do so. Under USAID's Expanded and Sustained Access to Financial Services (ESAF) program, Making Cents developed a financial literacy companion curriculum aimed at improving 11th grade students' financial know-how. A pilot test of the curriculum proved so successful that the Ministry of Education and Higher Education worked with Making Cents to develop a strategy to train more than 600 teachers on the curriculum for the 2011 school year. Ultimately, more than 45,000 11th grade students will gain the knowledge, skills, and attitudes they need to make well-informed financial decisions.

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For information about these projects and others, [click here](#).

Youth-Inclusive Financial Services



Start-up Business Loans for Young Entrepreneurs

With a growing youth population, financial institutions (FIs) see long-term potential in serving a new and untapped market segment. Yet, many FIs have never intentionally designed products that are accessible and attractive to young clients. Since 2010, MCI has supported Ryada, one of the largest MFIs in Palestine, to design and deliver its first ever start-up business loan for young entrepreneurs. In Gaza, 23-year old Shadi Warshagha worked as a barber for several years; now, he has a start-up business loan from Ryada to start his own barbershop. Shadi now has the opportunity to gain full entry into the economy earlier in his life.



Shadi, 23, used Ryada's start-up loan to open a barbershop

A case study is currently being developed about MCI and Ryada's lessons learned from the pilot program. Stay tuned for a copy in the next newsletter.

Financial Literacy for Youth in the Middle East

Making Cents is supporting the design and rollout of Jordan's first youth education loan for students, ages 18-24, with Tamweelcom. Based on the initial concept testing in June, Making Cents found there was strong demand for an educational loan with flexible repayment, and one that matches the varying needs of youth in terms of timing and marketing mechanisms. Making Cents then trained Tamweelcom branch managers and loan officers on how to market the product and engage with youth as potential clients.

For more information about the YFS-Link Program, visit yfslink.org - the "go-to" site for and by the YFS community or [contact us](#).

2011 Global Youth Economic Opportunities Conference

September 7-9

Walter E. Washington Convention Center, Washington DC

Space is limited! [Click here](#) to register today.

Join the conversation on Twitter: [#MkCentsConf](#)

Keynote Speaker

Making Cents is pleased to announce this year's keynote speaker, Ambassador [Donald Steinberg](#), Deputy Administrator of USAID, who will share how USAID's breakthroughs are increasing and improving economic opportunities for young people. [Click here](#) for more details.

Join 350 Participants from over 45 Countries

The Global Youth Economic Opportunities Conference provides a learning platform for the world's leading professionals working to increase and improve economic opportunities for young people.

Attend this year's 5th anniversary conference and share your lessons learned, promising practices, and innovative ideas through technical workshops, engaging plenary sessions, and interactive networking.



For more information, visit [YouthEconomicOpportunities.org](#).

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