

# OL MORAN HEROES FACT BOOK: Borrower Profile Data

August 2011  
Ol Moran, Kenya

[www.wmionline.org](http://www.wmionline.org)



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# Background on WMI

- WMI is a U.S. based non-profit organization that provides micro-credit to women in rural East Africa so that they can start businesses.
- Since January 2008, WMI has funded or guaranteed over 3,000 loans for women in 8 rural hubs across Uganda and Kenya.
- WMI provides borrowers with training in financial literacy, business management, record keeping and financial planning.
- Village level organizations administer the loan programs with grants from WMI. Women are organized into solidarity groups of 20 borrowers who cross-guarantee each other. No physical or monetary collateral is required.
- Women use their profits to pay school fees, buy more food for their families, improve their homes, pay for health care and expand their businesses.
- After 24 months in the WMI loan program, borrowers transition to loans issued by a local commercial bank. Their WMI loan funds are then recycled to provide loans to new borrowers. Once the initial loans are funded the WMI loan program becomes self-sustaining.
- Each hub loan program is administered by a village level organization. All local operating costs are covered by income from interest collected on the loans.

# Methodology

- WMI collects data from Heroes borrowers through baseline surveys and loan applications which every borrower must fill out before receiving a loan.
- Josephine Wanjiru (Mama Niko), the Head Coordinator of the Heroes Loan Program in Ol Moran, Kenya supervises the collection of survey and loan application data at each loan issue.
- Members of Heroes who are proficient in English help administer the surveys and loan applications.
- U.S. based staff analyze the data.
- The data presented in this fact book were collected from July 2010 to July 2010 from 40 borrowers.

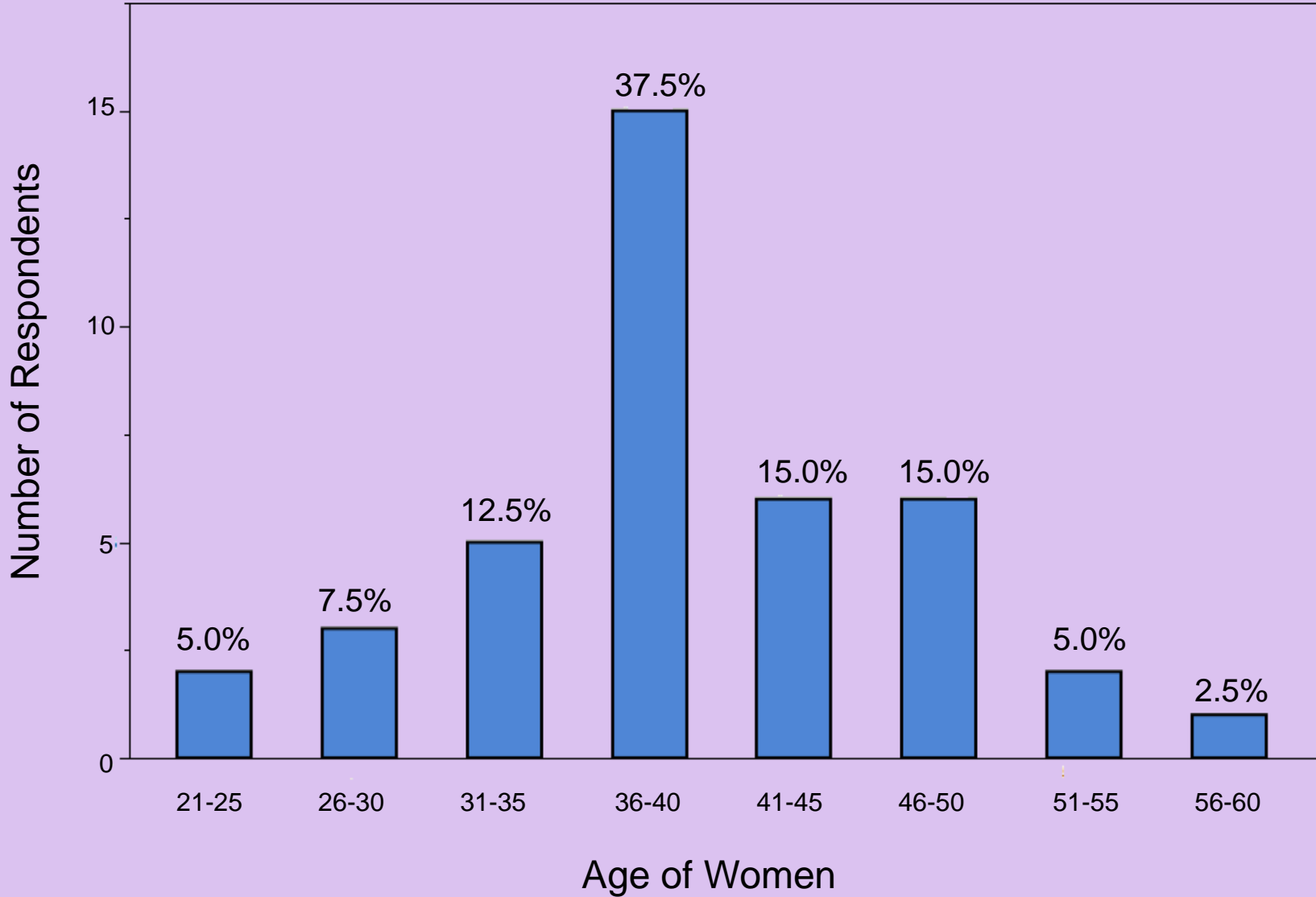


# I. DEMOGRAPHICS

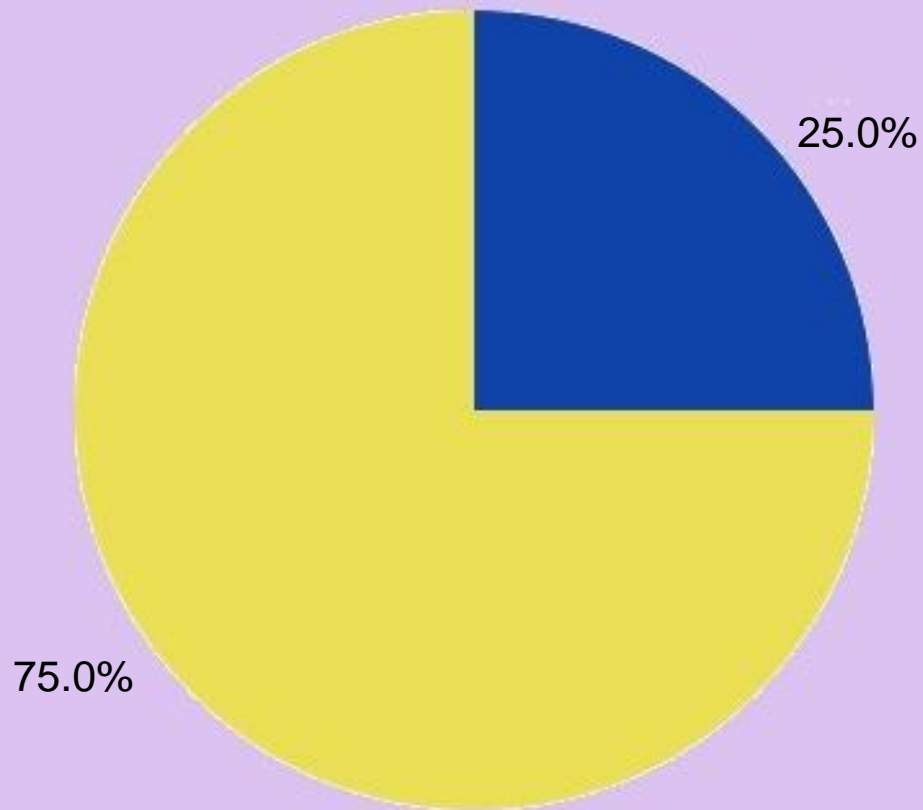
1. Age Distribution
2. Marital Status
3. Husband in Household
4. Number of People in Household
5. Number of Children in Household
6. Other's Children in Household
7. Summary



Over 60% of borrowers are 40 or younger.



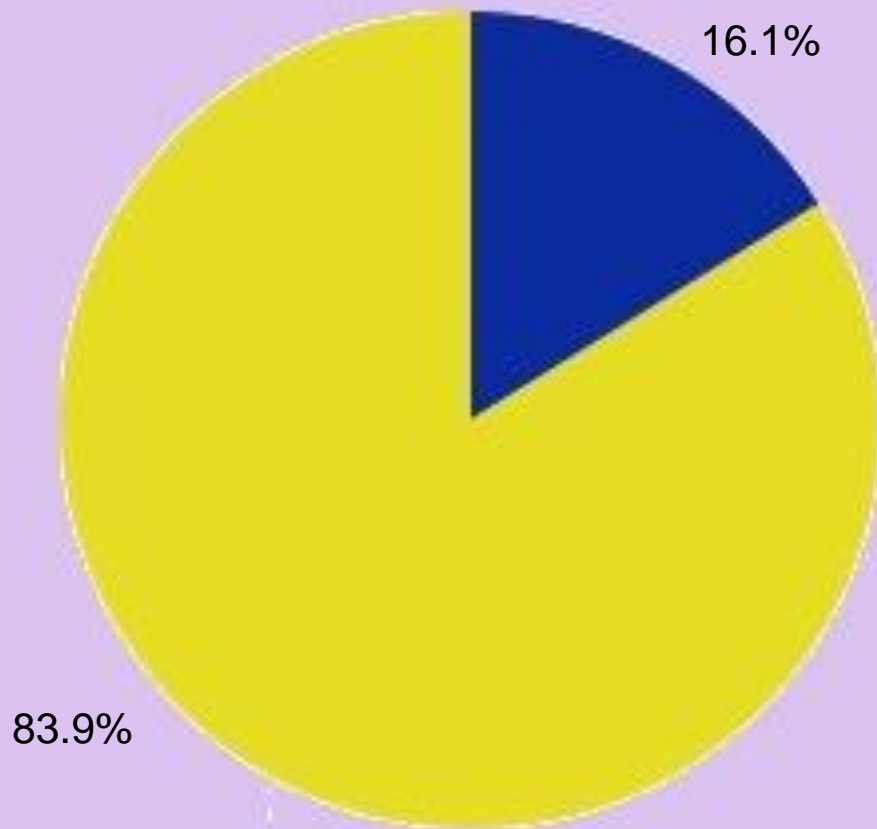
# Three-quarters of the borrowers are married.



Are you married? ■ No ■ Yes

- Many unmarried borrowers are widowed, although some women in the loan program have never been married.

# Over 85% of borrowers' husbands in their households.



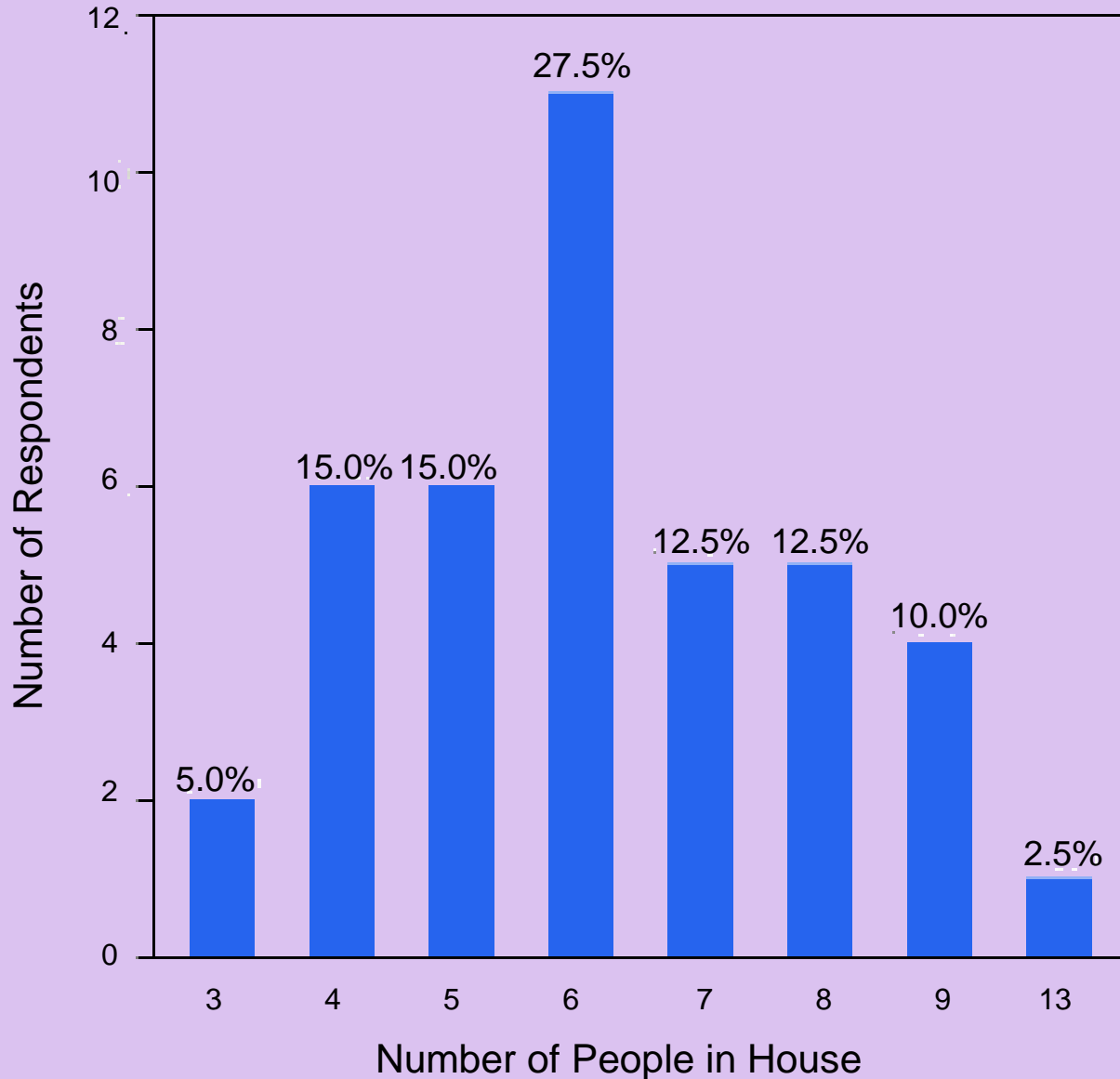
- Over 85% of borrowers' husbands also contribute money to the household.

- Husbands living in borrowers' households are able to provide emotional and economic support, creating a more stable environment in which businesses can grow.

Does your husband live in the household?

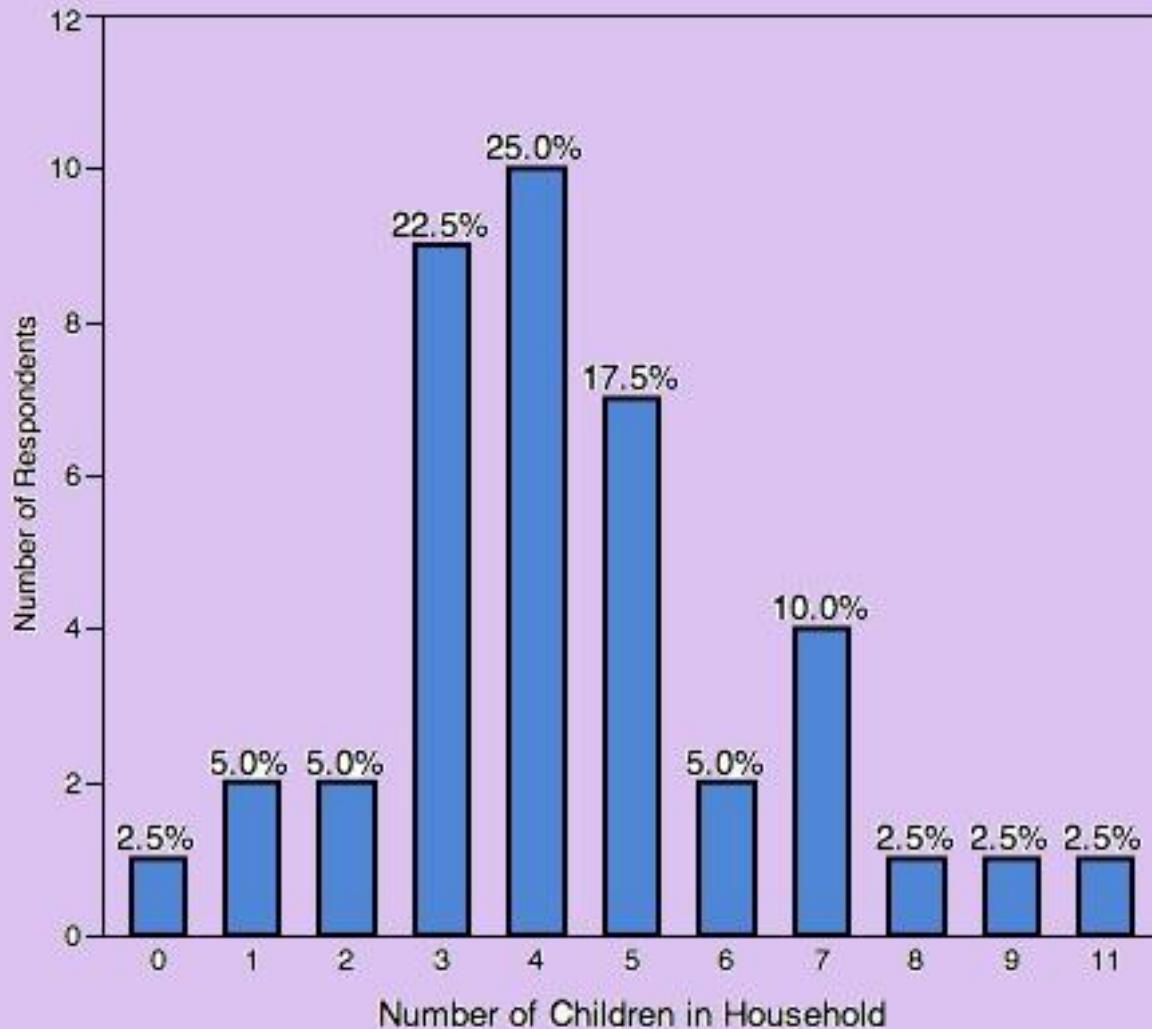
 No  Yes

# 65% of borrows have at least 6 people living in their homes.



- Households often include not only immediate family but also grandparents, aunts, uncles, cousins and orphans.

# Over 65% of borrowers have 4 or more children living in their household.

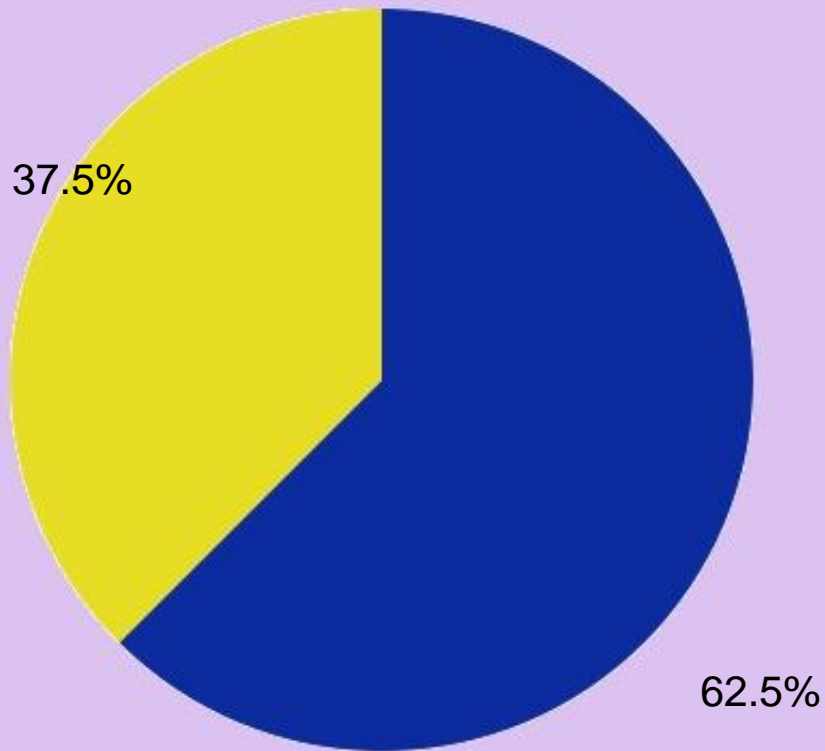


- IndexMundi reports a 50% infant mortality rate in Kenya, which helps explain why borrowers often have so many children.

- Having many children helps to provide security for parents in their old age.

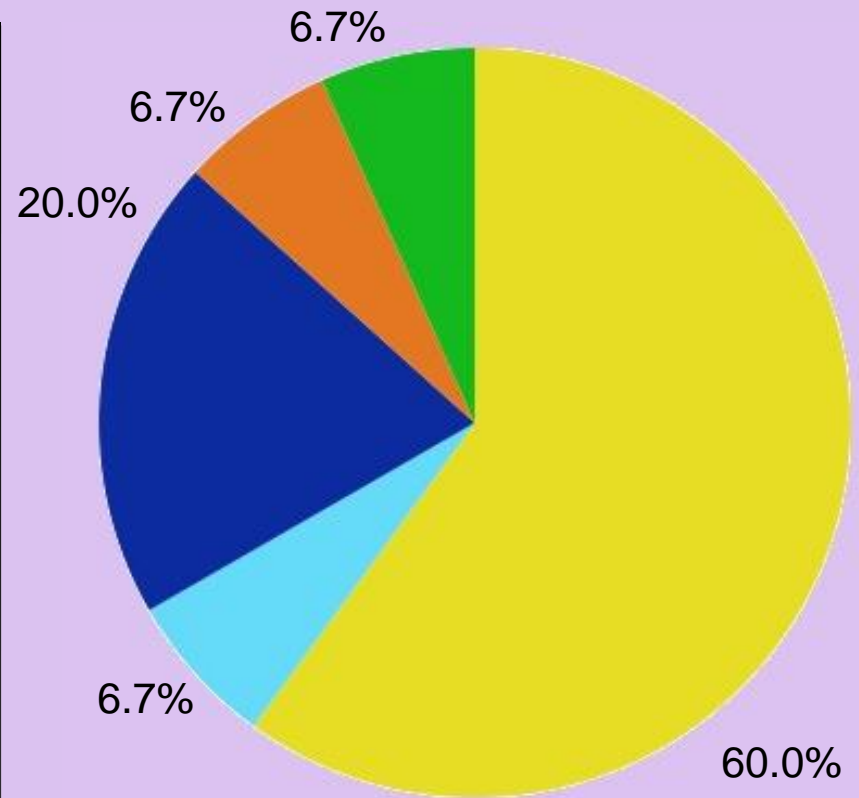
Many families take in orphans, thus increasing their household size.

# Over 35% of borrowers care for children that are not their own.



Do you care for children who are not your own?

■ No ■ Yes



If yes, how many?

■ 1 ■ 2 ■ 3 ■ 4 ■ 8

# I. DEMOGRAPHICS SUMMARY

- WMI borrowers in Ol Moran, Kenya are a wide range of ages with most under forty. Most women are married and living with their husbands, but some are single or widowed. Many care for orphans. They have crowded households, most with four or more children. It can be difficult to care for so many in the household without a job or a source of income.

- The WMI loan program enables these women to start businesses so that they can provide healthcare, education, and improved meals for their families.



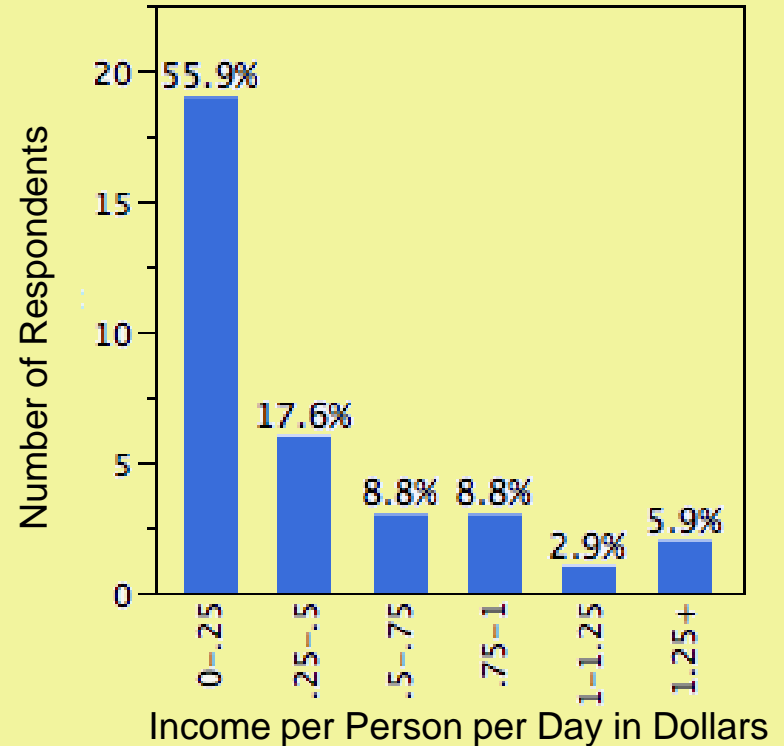
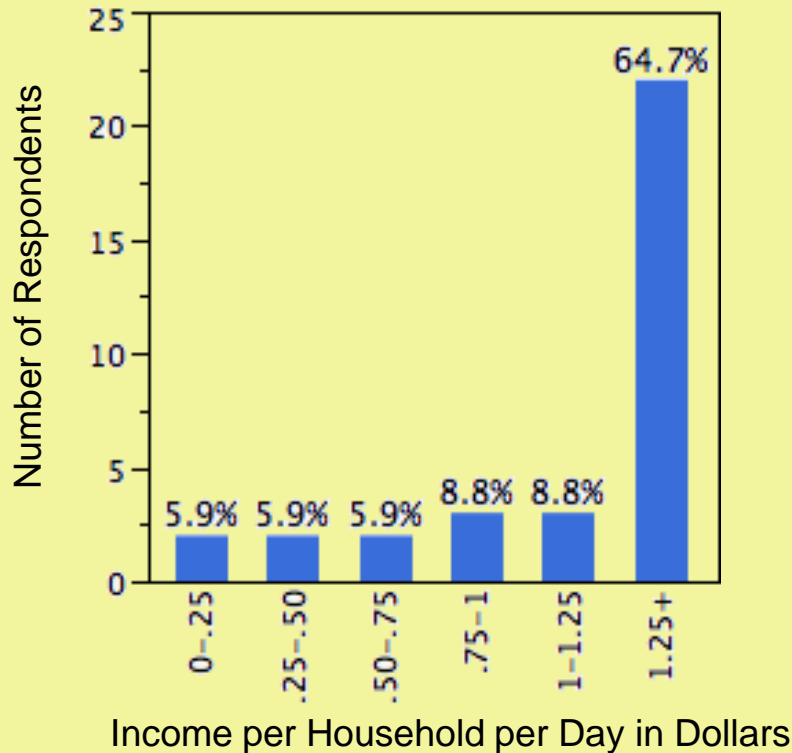
# II. STANDARD OF LIVING

## At Time of First Loan

1. Daily Income
2. Savings Practice
3. Savings Amount
4. Ownership: Homes
5. Rooms in the Home
6. Floor Types
7. Common foods
8. Number of Meals per Day
9. Food Grown at Home
10. Shoes for Children
11. Ownership: Tools
12. Ownership: Livestock
13. Ownership: Household amenities
14. Cell Phone Ownership
15. Light Source
16. Cooking Fuel
17. Water Source
18. Boil Drinking Water
19. Toilet Facility
20. Summary

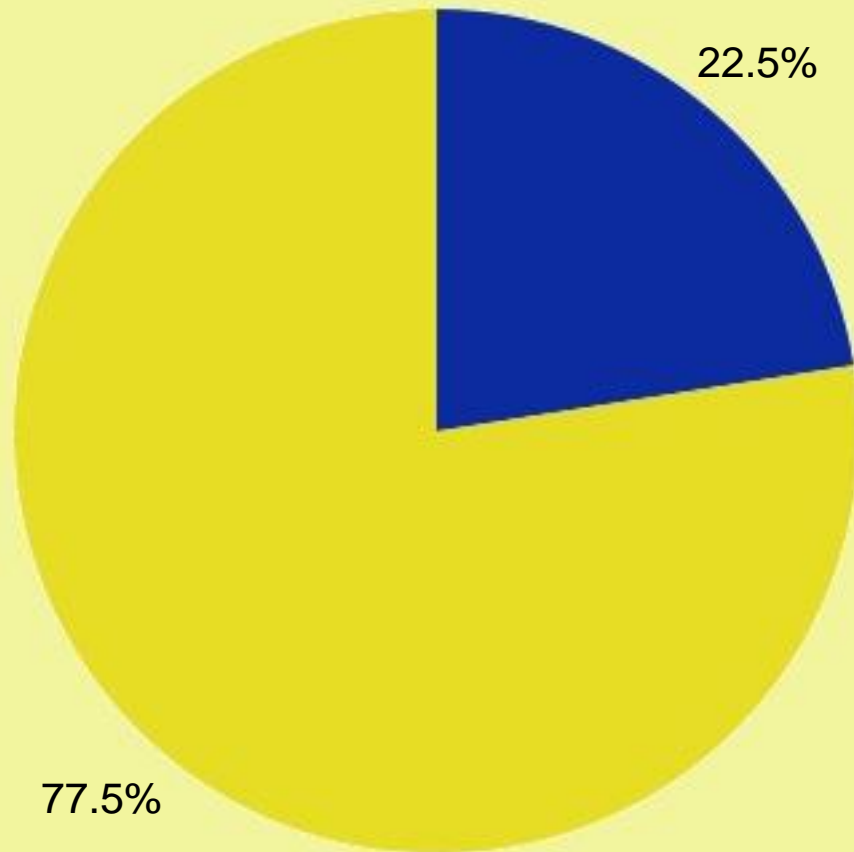


# 94% of new borrowers live on less than \$1.25 a day.



- Borrowers tend to have very large households, which means that their incomes are spread very thin to accommodate everyone.
- The World Bank defines “extreme poverty” as living on less than \$1.25 a day. By this definition, 94% of OI Moran borrowers are extremely impoverished.

# Over three-quarters of borrowers report some savings prior to their first loans.



Do have any savings?

 No

 Yes

- Saving helps borrowers to take care of themselves and their families during medical crises and other emergencies.
- The savings culture of women entering the loan program contributes to the 100% borrower repayment rate.

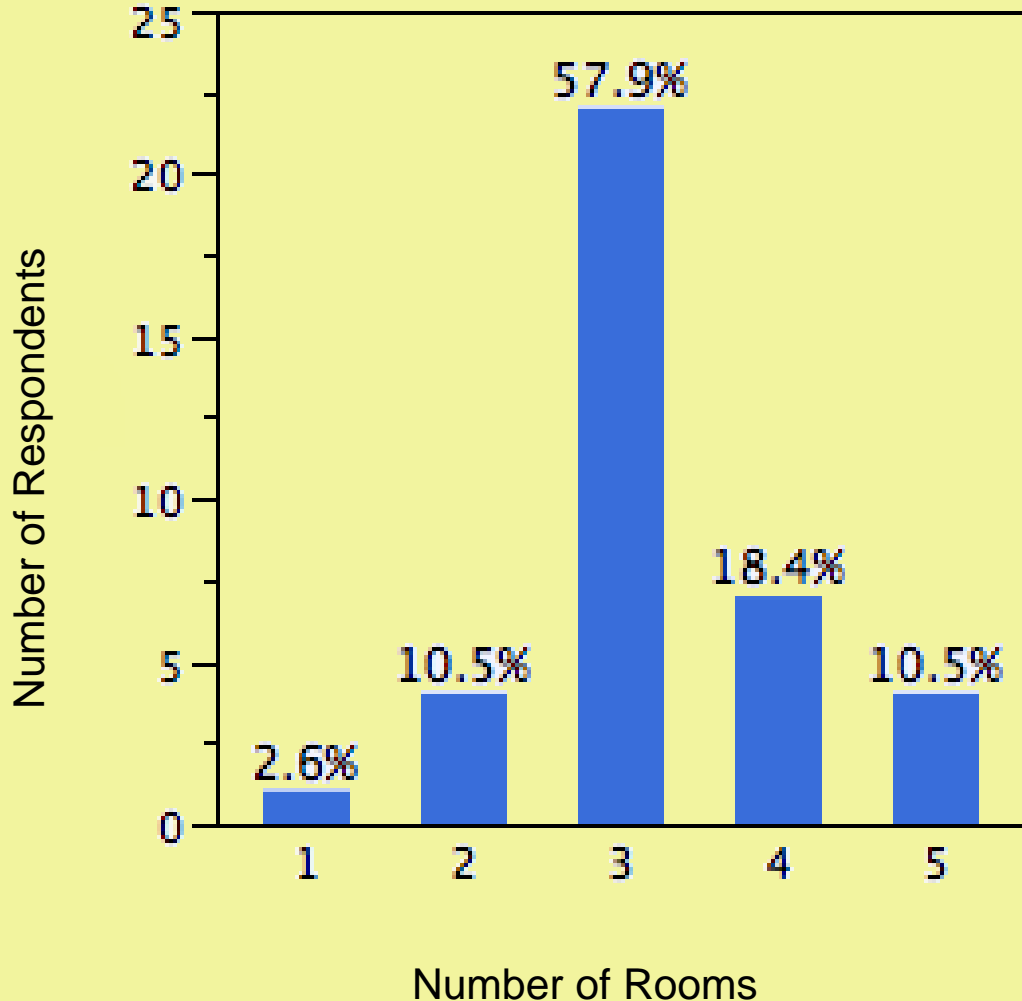
Over half of the borrowers have less than \$75 in savings.



# All borrowers own their own homes.

- Most homes are built using mud - they have corrugated iron roofs, mud floors and walls, and no glass in the windows. Mud walls and floors must be re-smearred with a mixture of cow dung and sand or dirt about every six months. This helps to keep the walls and floors from flaking and filling the house with dust.
- An “upgraded” home has an iron roof, concrete floors, brick outer walls and plastered interior walls.
- Homes are built on land held according to traditional ownership patterns, but few people have a written deed. Despite the fact that they are permitted to do so under Kenyan law, most women do not own land.

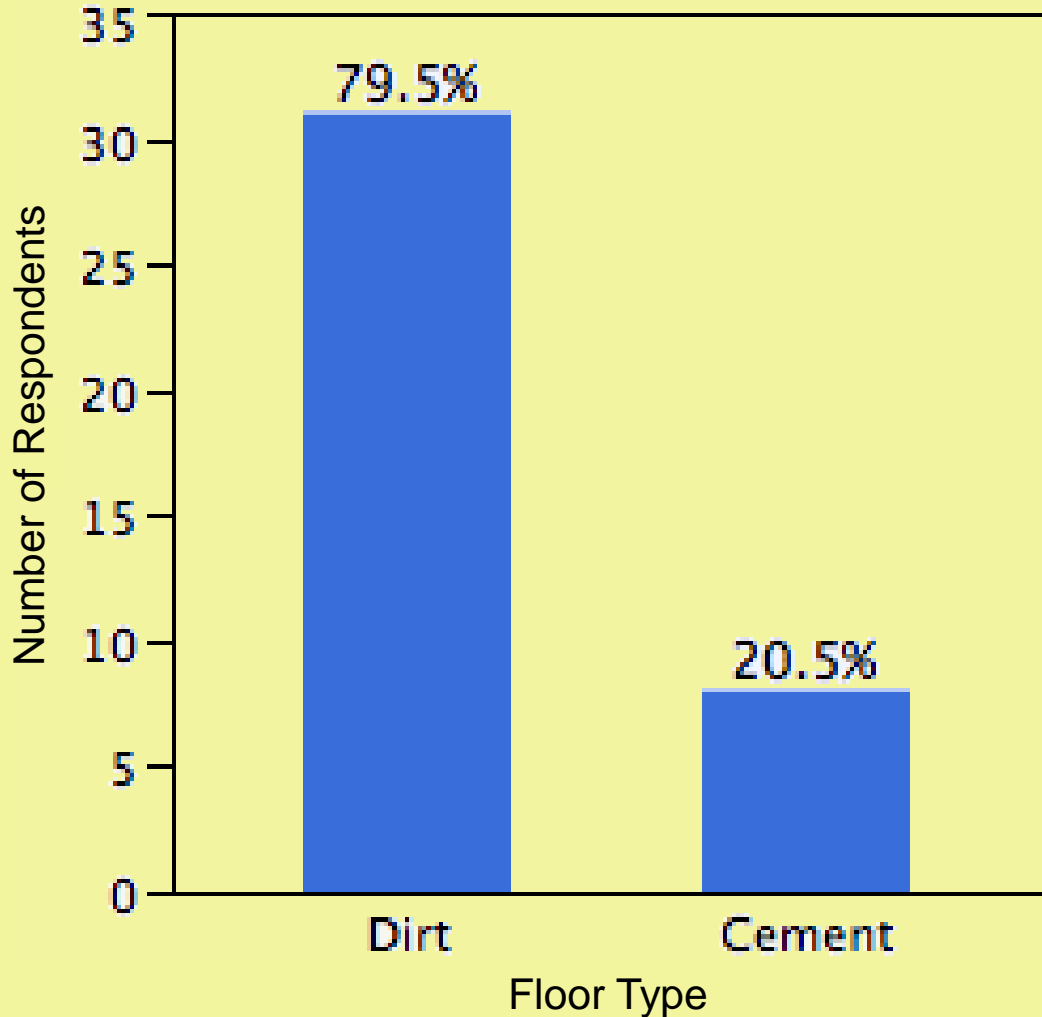
# The majority of borrowers live in homes with 3 or fewer rooms.



- Rooms are usually small and often shared by multiple people; occupants have little privacy.

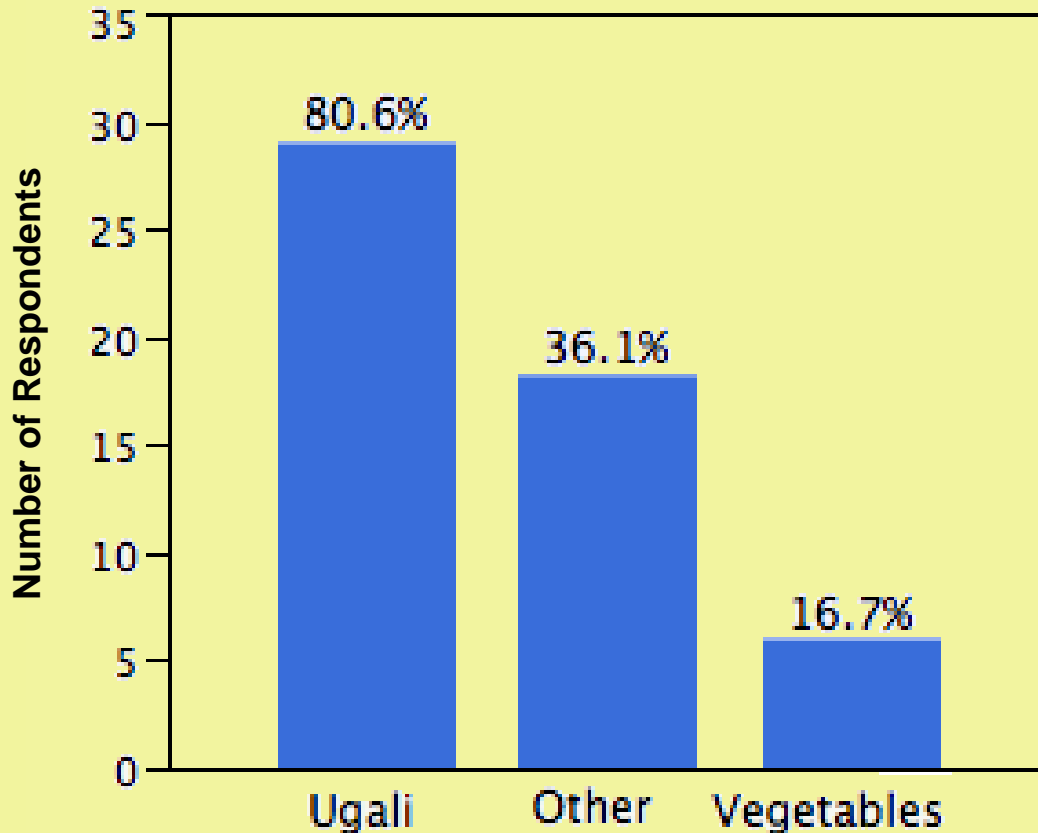
- Most rooms are multipurpose and contain little furniture.

Almost 80% of borrowers have a mud floor in their home at the time of their first loan.



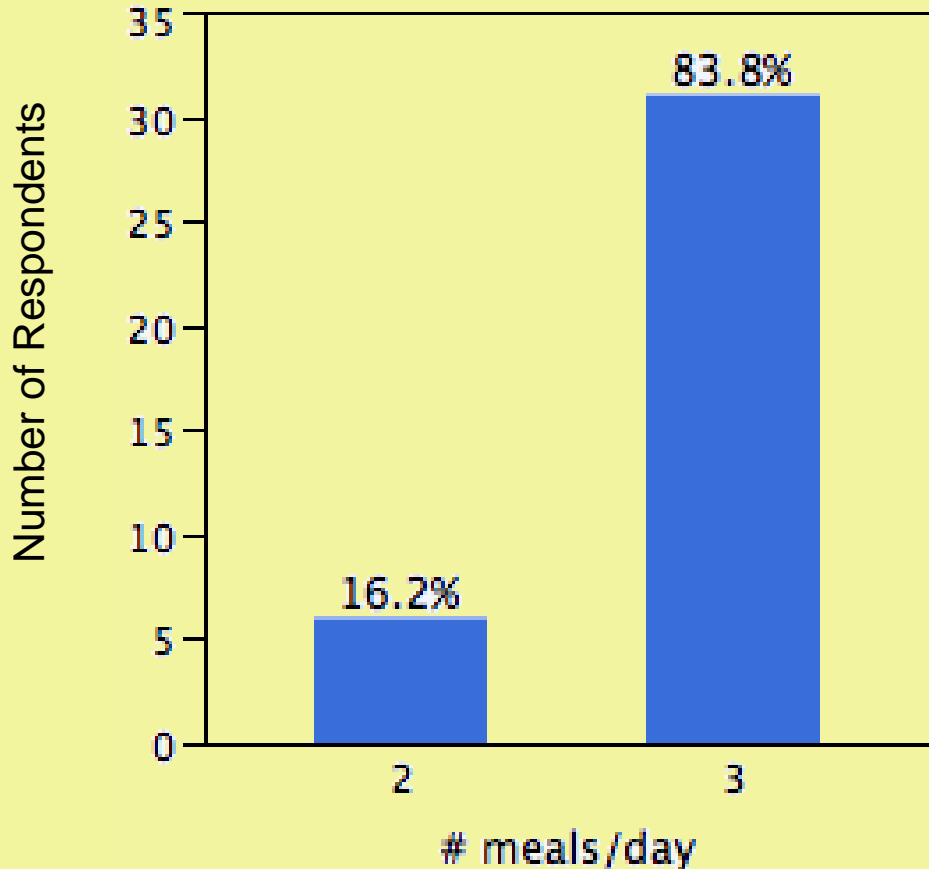
- Dust from mud floors creates health hazards such as respiratory diseases.
- Mud floors must be re-surfaced every six months.

# The most common foods eaten by the borrowers are ugali and vegetables.



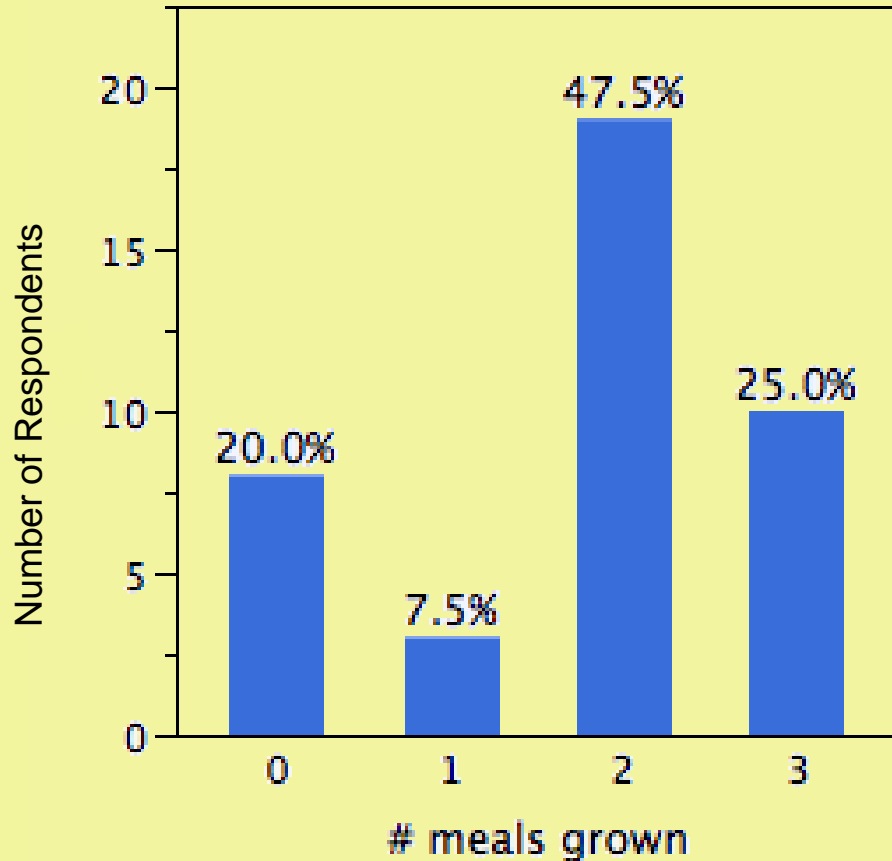
- Ugali is a paste made of maize flour and water.
- Common vegetables in Kenya include beans and cassava, a type of yam with a high starch content. Other common foods are rice, sweet bananas, and matooke.
- Most of the foods common to rural Kenya are high in starch and lack nutrients and proteins. While starch satiates appetite, it does not provide a nutritional, balanced diet.

# The majority of borrowers eat at least 3 meals per day.



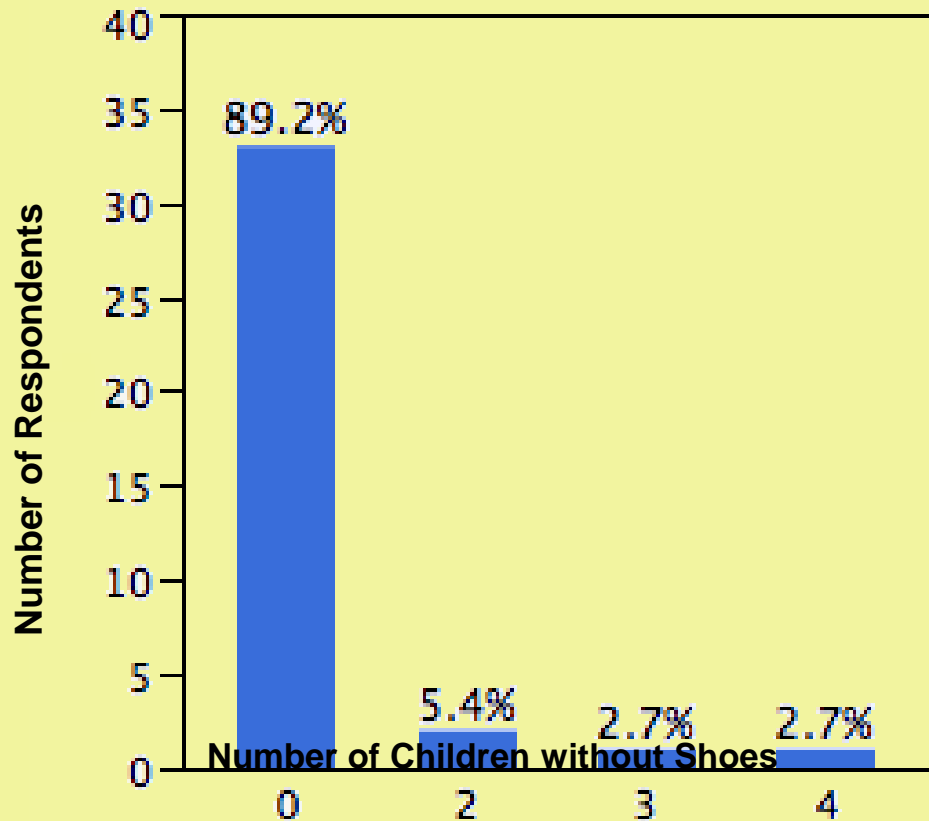
- While food does not meet all nutritional needs, borrowers and their families generally have enough food to eat three regular meals per day.

75% of borrowers eat homegrown food in at least 2 meals per day.



- Borrowers typically tend gardens where they grow most of the food consumed by the household.

# Over 10% of borrowers cannot provide shoes for all of the children in their house.

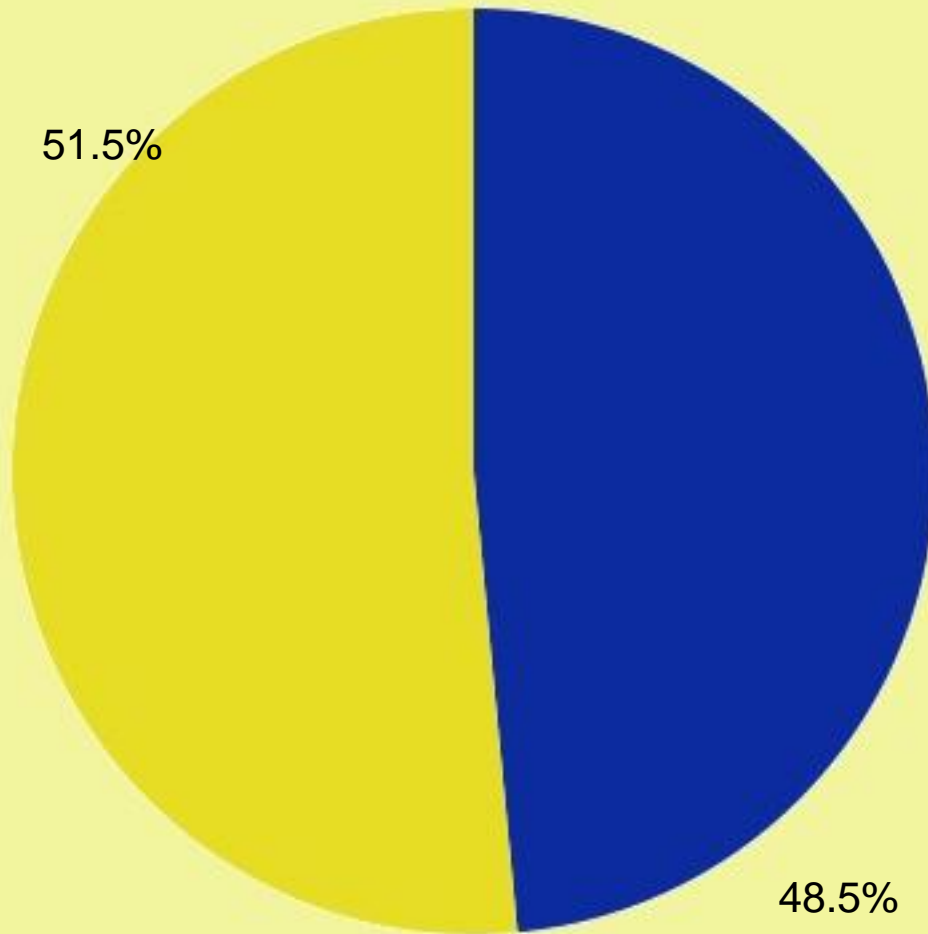


- Shoes protect against infections and parasitic diseases such as jiggers, which enters through cuts in bare feet.

- Children walk long distances to school or while doing chores, exposing them to harsh terrain and leaving them susceptible to disease.

- Many schools require shoes as part of the uniform, children without shoes are routinely sent home.

# Approximately half of borrowers own basic farming tools at the time of their first loan.

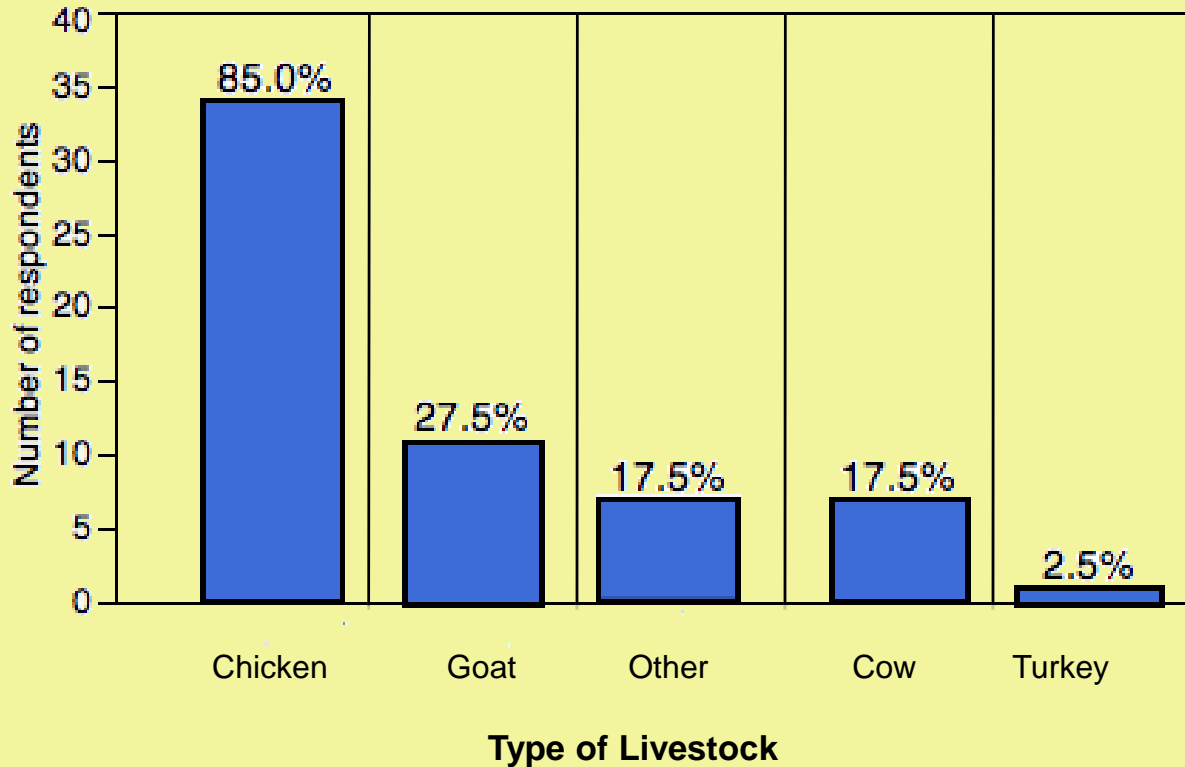


Do you own any tools?

■ No ■ Yes

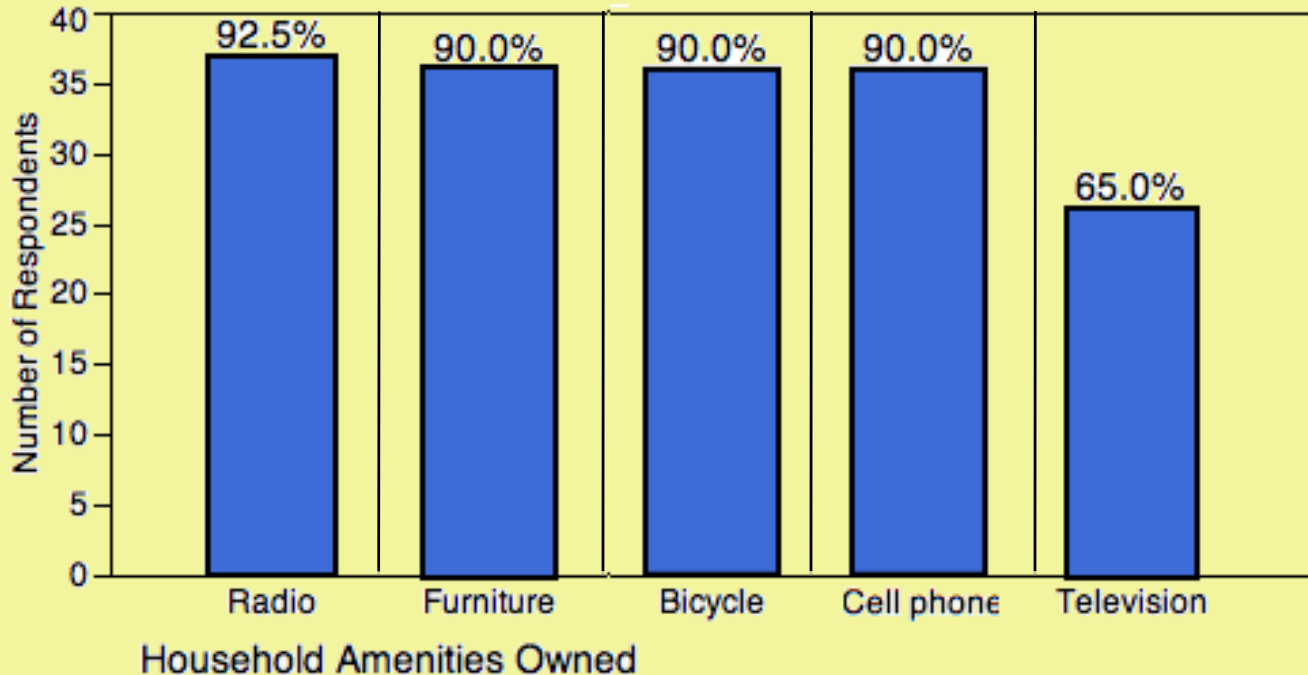
- Since low-income families depend on gardening as a source of food, basic tools are important assets.
- The Kenyan economy is predominantly composed of smallholder, low-revenue agricultural production and raising livestock.
- Most farmers till the land with hoes rather than animal-drawn plows.

# All borrowers own some type of livestock.



•Chickens are the most popular type of livestock. They are relatively inexpensive to raise and can be used for eggs or meat. Chicks and grown hens can also be sold.

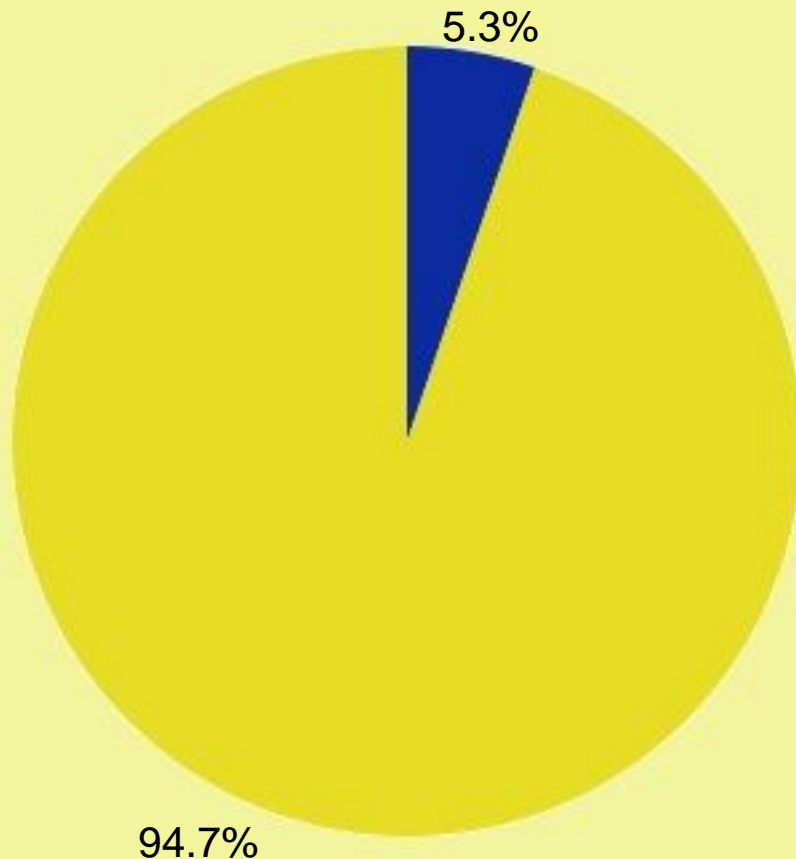
Nine out of ten borrowers own a radio, furniture, a bicycle, and/or a cell phone.



- Bicycles are becoming a more popular method of transportation as fuel prices rise throughout East Africa.

- Cell phones are relatively cheap and have pay-as-you-go plans so there is no need to commit to a contract

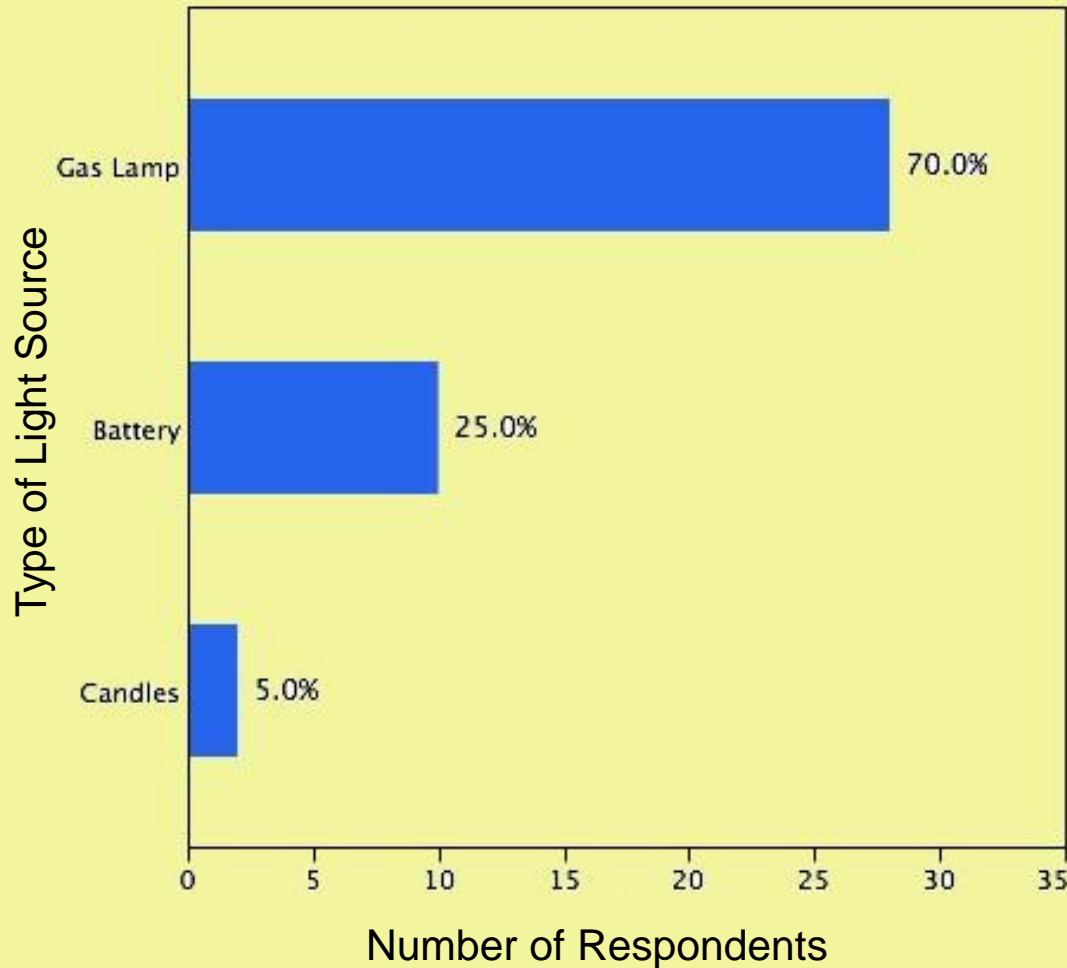
# Almost all borrowers report owning a cellular telephone.



•According to RCB Kenya, Kenya is undergoing expansion of their telecommunications infrastructure and various internet service providers are setting up in Kenya.

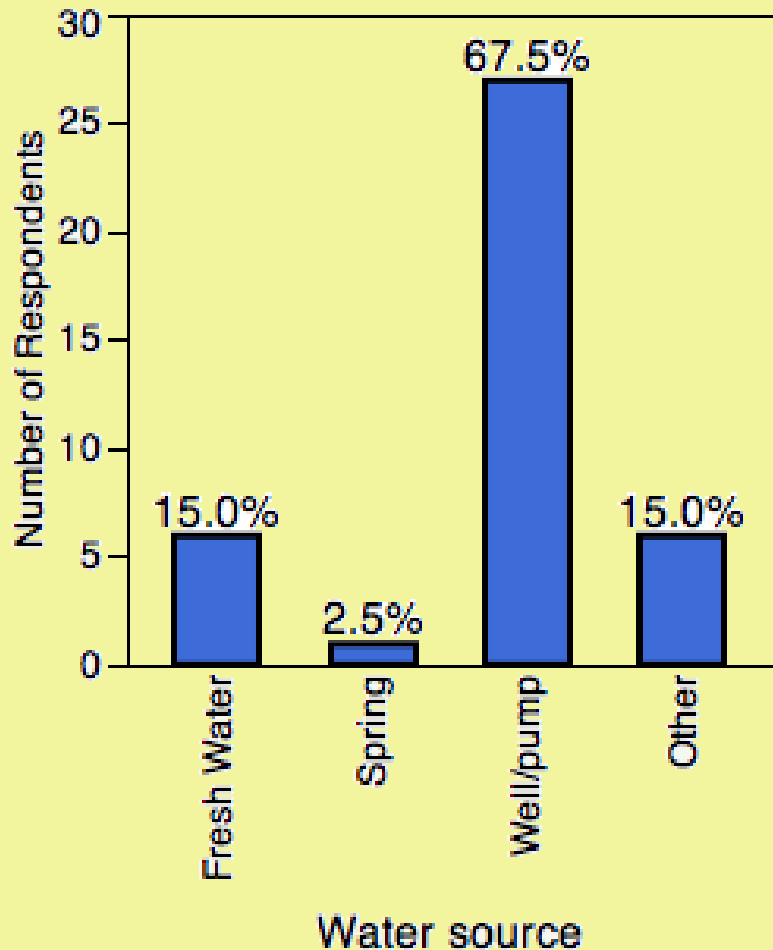
Do you own a mobile phone? ■ No ■ Yes

# The overwhelming majority of borrowers use gas lamps as their primary lighting source.



- Extreme care must be taken with gas lamps because they present fire hazards if knocked over. They also release noxious fumes which are a health hazard. The smoke blackens the walls.
- Although kerosene lamps do not give off significant light, they are much brighter than candles.
- The price of kerosene fuel is quite volatile.
- Solar powered lamps would be a cleaner, less dangerous option, but these products are relatively expensive and unavailable in the local area.

# The most common water source for borrowers is from a well or pump.

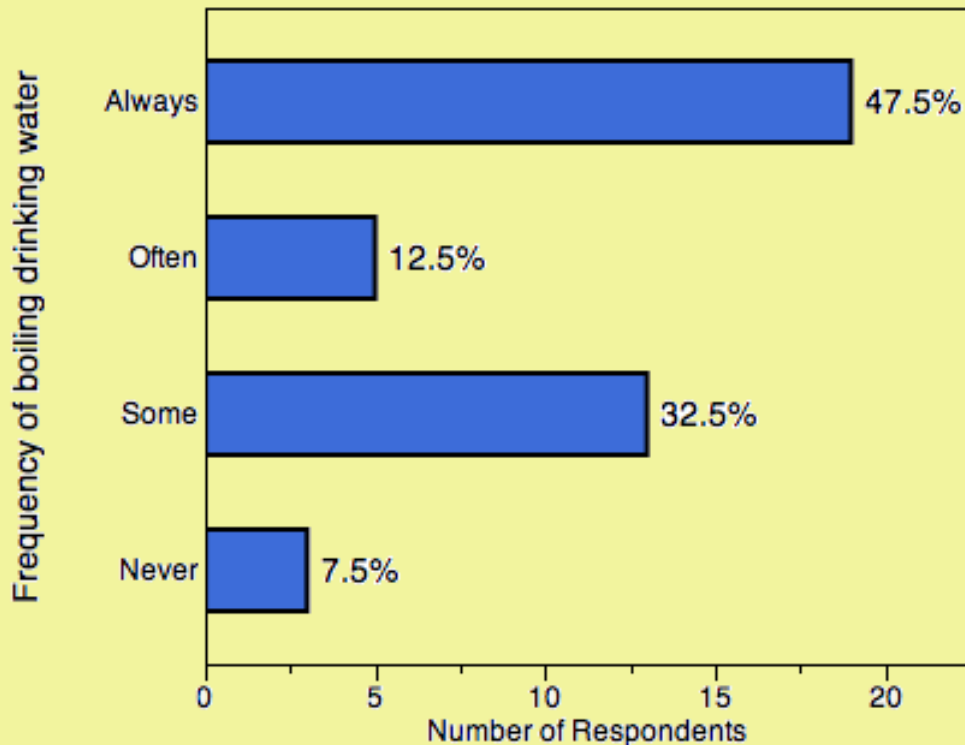


- Fetching water from a communal tap is the cheapest and most convenient water source. Taps are generally installed through government projects, NGOs, or community organizations.

- According to The Water Project's report on Kenya, there has been a long-term water shortage in Kenya and different parts of the country do not have equal access to water. Drought is increasingly common.

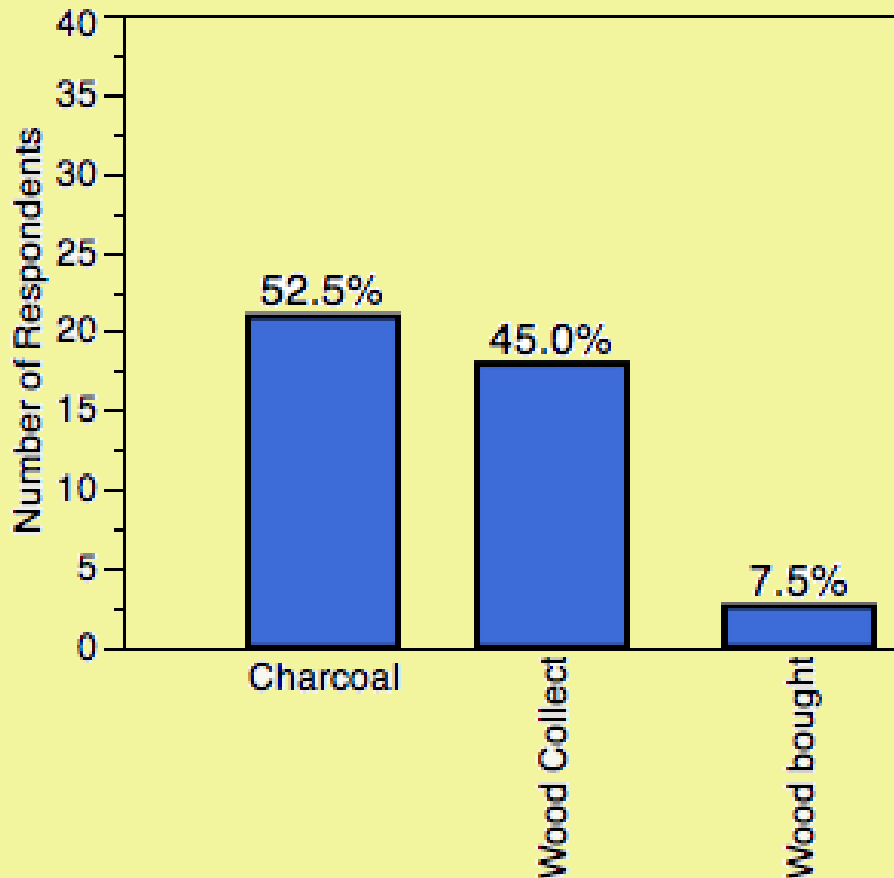
- Water collection is so time consuming that it can prevent women from engaging in income-generating activities or children from attending school.

# Over half of borrowers report that they do not always boil their drinking water.



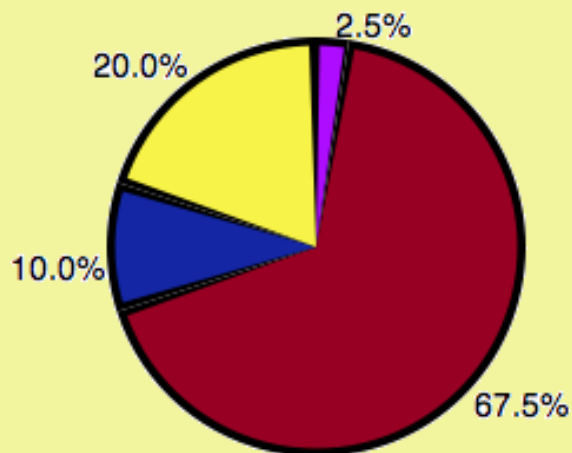
- Boiling drinking water helps to eliminate bacteria from the water, which helps prevent the spread of infectious intestinal diseases common to the area.
- However, boiling water is time consuming and the fuel is expensive.

# Almost half of the new borrowers collect their own fuel.



- Wood collection is time consuming, and takes time away from business operations and children's studies.
- Wood burning is an inefficient fuel source. It also causes respiratory problems due to constant smoke inhalation.
- Burning wood fuel contributes to deforestation, which is beginning to have an adverse impact on the environment.
- Charcoal is expensive and also takes longer to get hot enough to cook with.

# The majority of borrowers use their own pit latrines for toilet facilities.



What type of toilet facilities do you use?

**Shared Pit** **Own Pit** **Shared Latrine** **Own Latrine**

- A pit latrine is one of the cheapest and simplest ways to dispose of human waste.

- However, latrines are frequently placed next to the garden, contaminating the food grown there.

- When a latrine is full it is simply abandoned and a new one is built. Old latrines are rarely treated.

# II. STANDARD OF LIVING SUMMARY

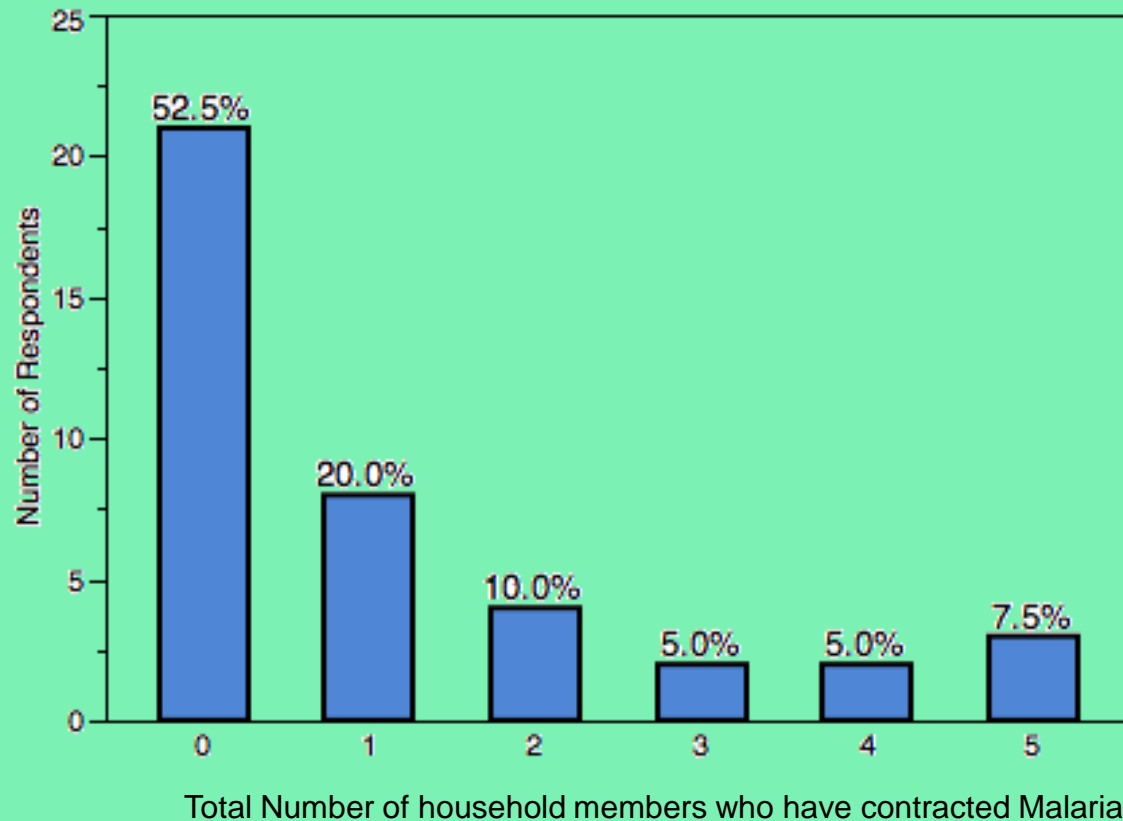
- Most WMI borrowers live in semi-permanent houses, with mud floors and walls. Semi-permanent houses are a lot of work, the floors must be resurfaced frequently. They also pose a health hazard due to the amount of dust in the house. Sources of lighting are generally inefficient and detrimental to the family's health. The majority of borrowers spend a considerable amount of time collecting firewood for fuel. Because of high fuel prices, energy required to collect firewood and lack of education, borrowers rarely boil their drinking water and thus expose themselves to water-borne diseases.
- While many new borrowers report trying to save money, it can be very difficult to accumulate any significant savings. Most money earned goes directly into purchasing food and paying school or medical fees.
- Livestock and farming tools, such as hoes, are very important to the family because much of the food they eat is grown in their gardens or raised by the family.

# III. FAMILY HEALTH AND WELFARE

1. Malaria in Household
2. Mosquito Nets
3. AIDS Testing of Borrowers
4. AIDS Testing of Borrower's Families
5. Difficulty in Paying Medical Bills
6. Involvement in Community
7. School Attendance
8. Out-of-School Activities for Children
9. Summary



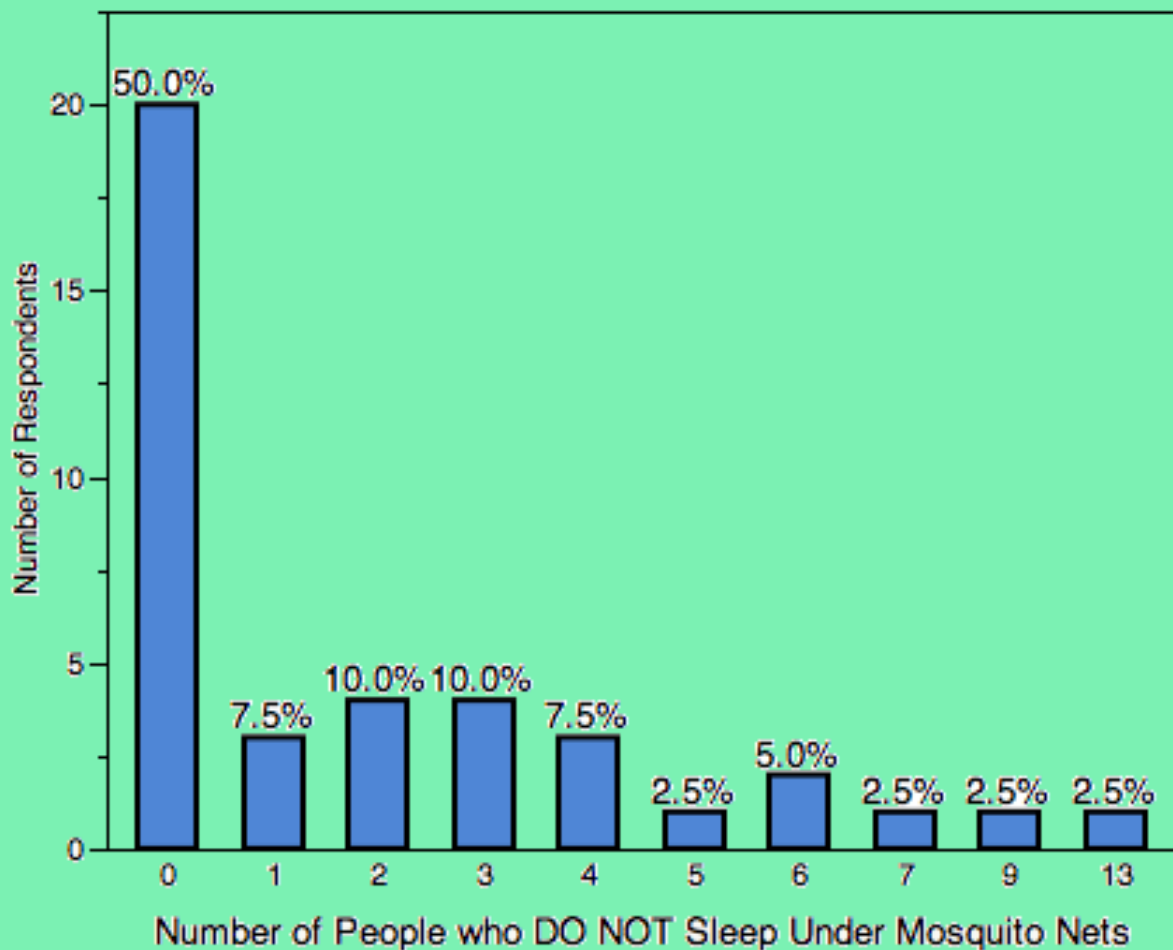
# Half of borrowers report that at least one person in their household has suffered from malaria in the past six months



- USAID reports that Malaria is one of the leading causes of death in Kenya.

- Malaria can be particularly harmful to pregnant women.

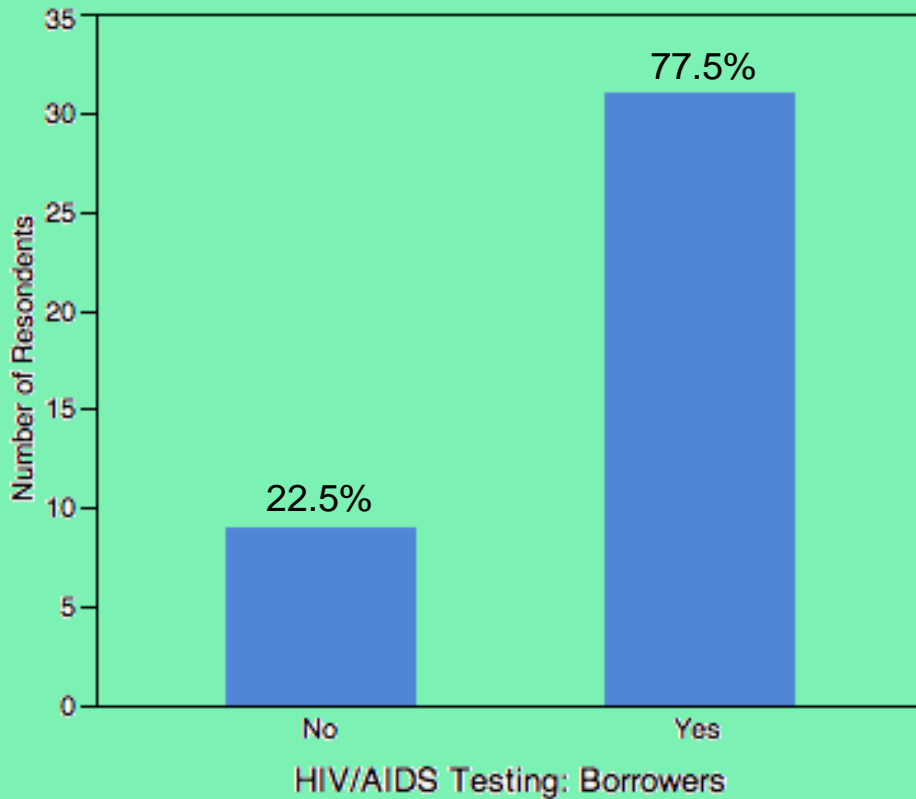
# Only fifty percent of borrowers report that all members of their household sleep under mosquito nets.



- Mosquito nets can significantly reduce the incidence of malaria.

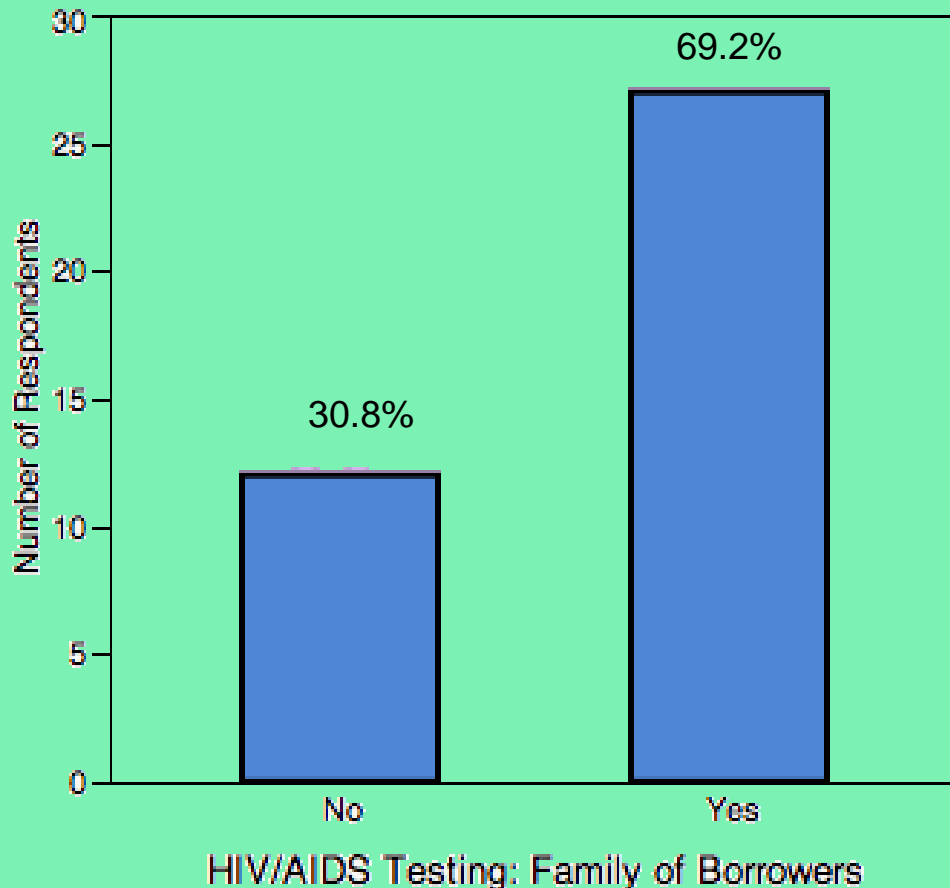
- Since mosquitoes infected with malaria come out mainly at night, protection is most important while sleeping.

# Three quarters of borrowers have been tested for HIV/AIDS.



- East Africa has one of the highest HIV/AIDS infection rates in the world.

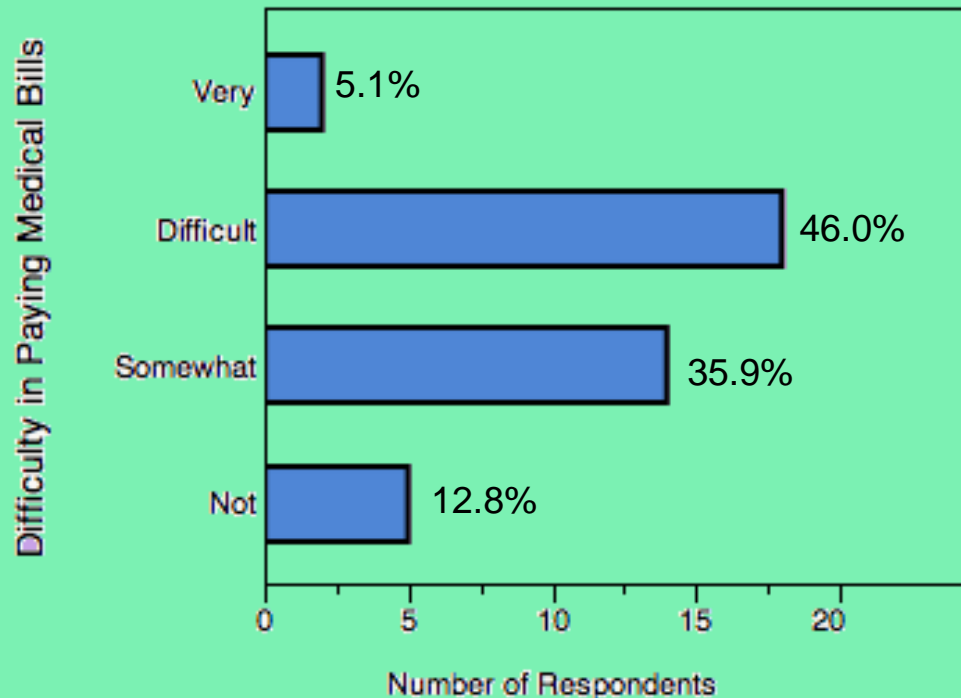
# About 70% of borrowers' family members have been tested for HIV/AIDS.



- A 2010 report estimates that 1.5 million people are living with HIV in Kenya and there are 1.2 million children who have been orphaned due to illness related to AIDS.

- Only 1 in 3 children in Kenya who needs HIV/AIDS treatment is currently receiving it.

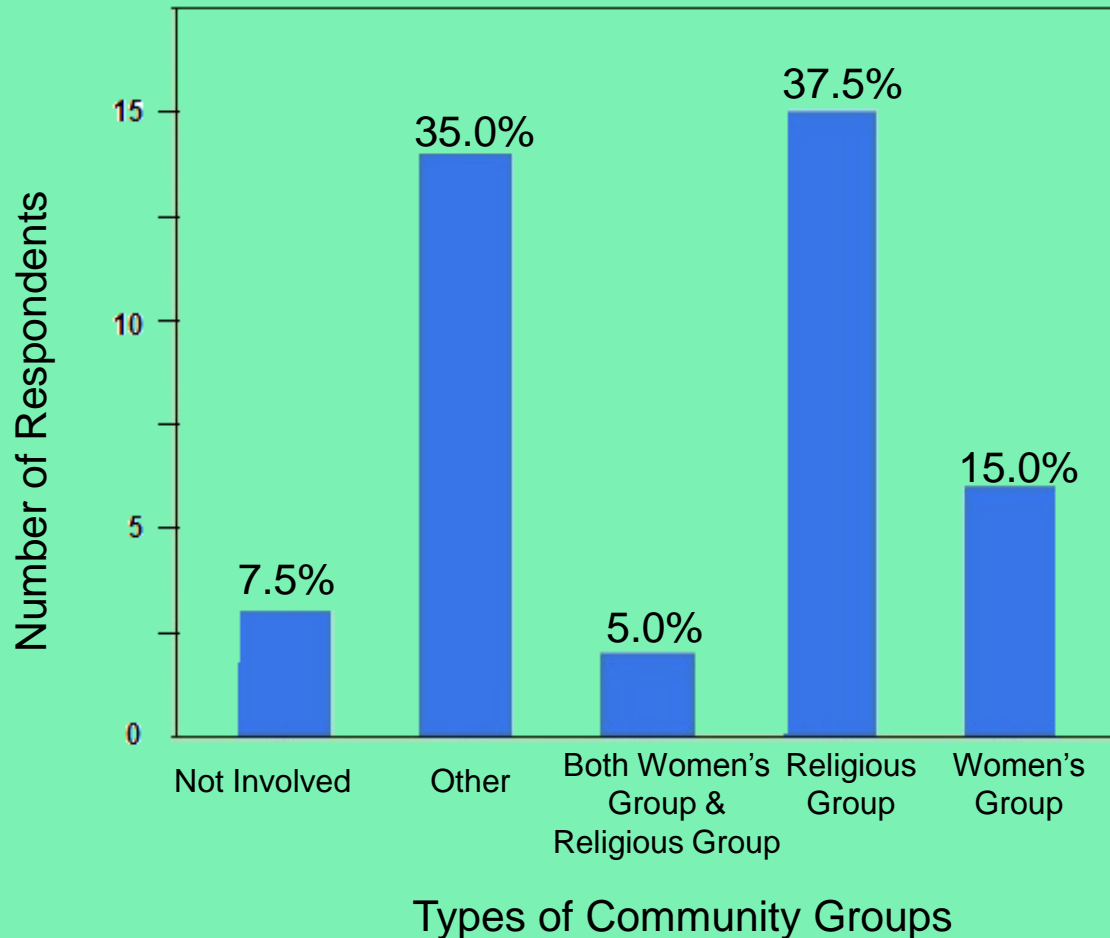
# Almost half of borrowers find it “difficult” to pay their medical bills.



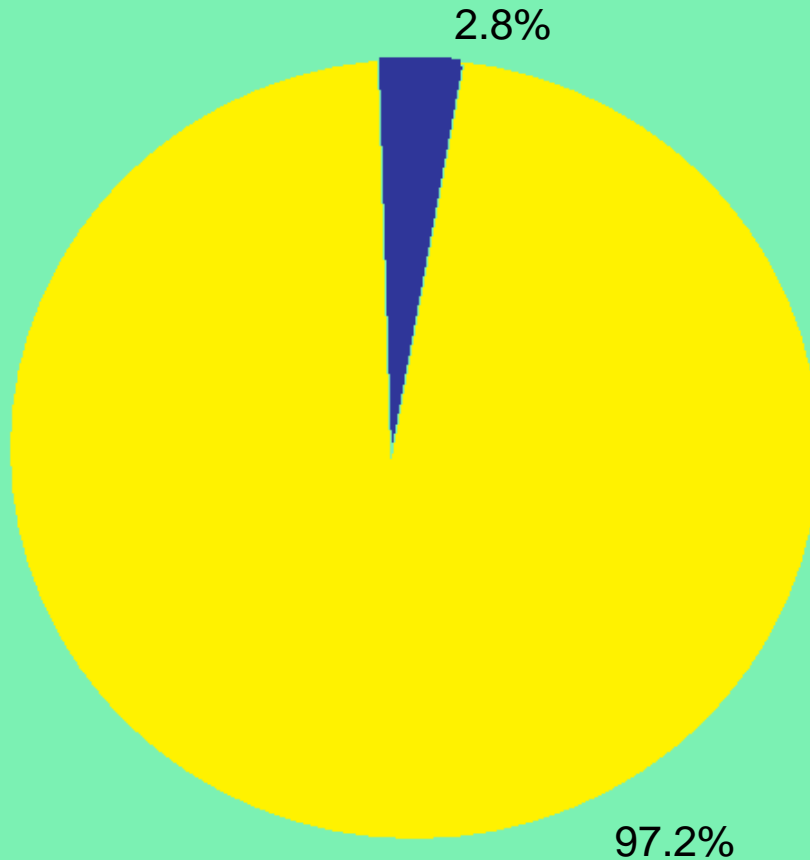
- Functional health centers can be far away and expensive, causing extreme difficulties for anyone requiring medical treatment

- Local health centers often do not have the necessary drugs and equipment to treat patients.

Over 90% of borrowers report being involved in some type of community organization.

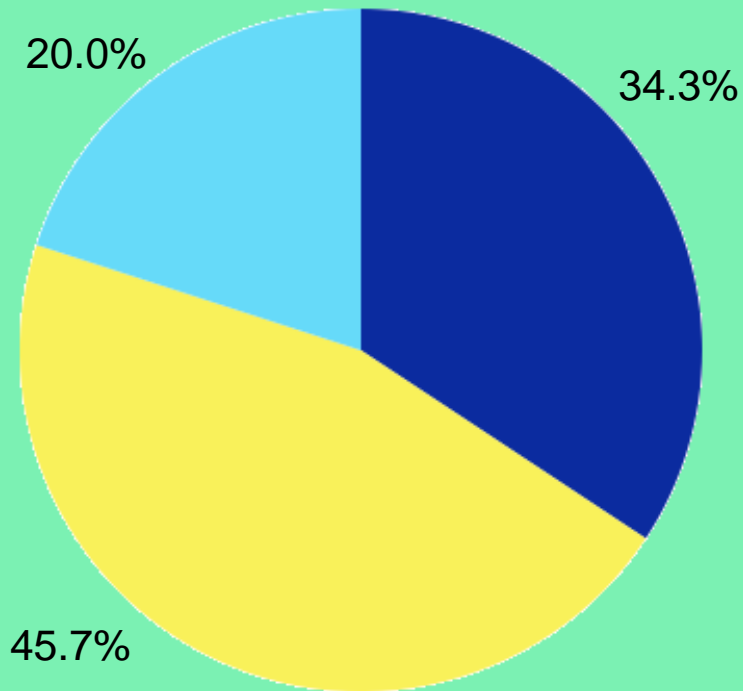


# Over 95% of borrowers report that their children always attend school.



- Borrowers place a high priority on education.
- Many children attend local schools, sometimes walking many kilometers to and from school each day.

# Most borrowers' children spend their time out of school doing chores.



- About 45% of borrowers report chores as their children's main after school activity.
- Children are expected to help out around the house or with the family business.

Do your children participate in any after-school activities?

No     Organized Activity     Chores

# III. FAMILY HEALTH AND WELFARE SUMMARY

- Education is important to the borrowers in the WMI program. Most of their children attend school on a regular basis. Income from businesses started with WMI loans can help borrowers pay school fees for their children.
- The health of the family plays a large role in the cycle of poverty. Because of illness many children are unable to attend school regularly. Illness makes it difficult for borrowers to run a business. Malaria is common in Ol Moran, but mosquito nets are too expensive to be purchased for the entire family. Medical care is also expensive.
- Most WMI borrowers are involved in other community organizations. Their involvement in the community can lead to better cooperation and community relations.

