

A Thriving Kiosk

How can an illiterate mother possibly be successful in running a store? How would she know how much profit she made? Yet with a small microgrant, this widow turned her life around and now has an income.

Meet Snaa Whab. Snaa is illiterate. She has three children. Refka, the oldest boy is 13 years-old, Miriam is 8 and Shokry is 6 years old.

When FFF met Snaa in August of 2017, she was struggling to keep food on the table, send her children to school and to maintain the house. The kiosk, a small area in the front of the house was marginally stocked with items that would never sell.

When Snaa was accepted into the program, the 3 children average and miss no days of school. Since September, the children have kept their promises. Tutoring classes focus on math, science and English.



What about Snaa? With a microgrant of \$500, FFF stocked the kiosk with the specific list of products provided by Snaa. But how could she write down the list when she is illiterate? How would she know what products will sell well in her area? With illiterate mothers, it is often a sheikh in the Church (or a Mosque) becomes a trusted friend. If the children are literate, they become a source of help. Although, it is typically the girls who tend to stand beside their mothers! Often, it is the children who further expand the business especially after receiving appropriate education. In the case, of Snaa, it is a sheikh in the Church she attends who is helping her during this transformation.

Since August and restocking of the kiosk, Snaa has done well. Not only has she sold her goods but managed to buy more and even expand. Notice the table on the outside on one side of her store and the stack of chips and snacks on the other side. Snaa is smart and with help from her children is able to maintain records of her goods. That is success.

What is next for the family? Two key sponsorship:

1. Continue paying for school and tutoring fees as long maintain their end of the bargain of attending school and maintaining a “C” average.
2. In May 2017, Snaa will attend a workshop to learn how to run a successful microbusiness. The workshop is designed for literate and illiterate women. It covers a broad set of topics from knowing your customer, setting a business and keeping records. It stresses the importance of maintaining a “bank” and not to spend all the profit for just home necessities.



Snaa will graduate from the program in January 2019. At time, FFF will assess the need to continue with the children’s education. With a bit of help, Snaa and her family can raise their heads in confidence and dignity as their life has taken a transformation of independence. A story of inspiration, Transformation and sustainability.

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