

Clothing Home Business

Sally George, age 32, is a widow with two beautiful boys. An intelligent, motivated and serious Egyptian woman, Sally already has a small home business. She sold new (not used) children clothing to her friends and acquaintances. She did make money but not enough to take the business to the next level because the profits were often used for home needs. Through a microbusiness grant funded by Finding Freedom through Friendship (FFF) helped this family create a sustainable business.

With \$300 FFF traveled with Sally to purchase new children clothing. Prior to the trip, a discussion and research were done to find a place to buy clothes so when sold makes a profit while being lower than the competition. Several locations were identified which, unfortunately were far from Sally's home. The result is the microgrant provided the "push" for the microbusiness to take off without using the small household income. Thus, began a successful journey of self-reliance, independence and confidence. Today, with a portion of the profits, Sally purchases more products. Then sales are made. And slowly the microbusiness is growing. At some point, Sally hopes to open her own store.

Moreover, in addition to the business, some of the profits supplements the current household income. The additional revenue is used for the home or towards the health and education of the family.

In developing countries, public schooling lack in quality in comparison to private education available to students at a higher economic status. Therefore, in addition, to public schooling, private tutoring classes are mandatory in attempt to equalize the gap between classes. Tutoring classes focus on English, math and science.

Finding Freedom through Friendship was able to accept Sally's children, nine-year-old Fady and eight-year-old Ramon into the educational scholarship program where fees are paid for both the public school and private tutoring. This microbusiness is the excellent stepping stone for this family to start a new journey towards a more comfortable future.

This success story demonstrates the reversal of the yoke of poverty for the current and future generations through FFF's provision of education and microfinance to improve the individual and the community.

Inspire. Empower. Sustain.



"Sustainability is improving the social economic conditions to sustain life allowing children, grandchildren and great-grandchildren to live and healthy world.

~ Thomas Jefferson Sustainability Council

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