



# 2010

# Quarter 2 Report

## Inside:

1. Cooperative Spotlight
2. Fellows Spotlight
3. Lumana Events
4. Lumana Development

## Save the Date!

### Lumana Fall Fundraiser Event is coming up!

The Lumana Fall Fundraiser Dinner and Auction will take place at Salty's Restaurant on October 14, 2010! please look on our website at [www.lumana.org/fallfundraiser](http://www.lumana.org/fallfundraiser) for more information about the event.

## Lumana Followers!

Welcome to the fourth edition of the Lumana Credit Quarterly Newsletter 2010. Lumana is a client-centered microcredit organization currently based in Ghana, West Africa. We provide small loans, business education, and savings planning primarily to women working in a variety of small scale businesses.

## Progress Update: A Word From the Team



**Picture:** A van drives near to the washed out shore line in Ditza - the coastal roads surrounding this village are impassable due to a natural disaster

## Lumana Rethinks Growth Plan After Natural Disaster in Ditza

While Lumana made some great accomplishments during the past few months, we have also seen some very difficult times. In June, Executive Director Sammie Rayner was devastated to return to the Southern Volta Region of Ghana and discover that the sea had eroded the road and shoreline connecting three of our partnering villages.

With their main road to market washed away, clients have been cut off from their regular customers and forced to pay higher prices for the goods from smaller, less frequented local markets. For some, this tragedy could mean losing their home or shop and being forced to

## Lumana Quarter 2 Newsletter 2010

relocate. While we are encouraged to hear how Lumana's savings program and business training helped many individuals to better cope with the situation, we have been forced to re-evaluate our approach to serving those who are affected by the missing road.

After carefully studying the situation and working closely with local leaders in the area, the Lumana team has decided to focus our resources on our most successful entrepreneurs who have proven their ability not only to sustain a business through difficult times but also to create jobs in the process. While it has been a part of our message all along, the situation in Dzita has truly reminded us of one thing; microfinance is not the best solution for everyone. Whether it is a multi-national corporation or a small road side fruit stand, running a business is incredibly difficult and it takes a certain type of person to excel as a leader. By providing larger loans, additional business training and mentorship to a smaller group of high performing clients, Lumana envisions reaching more people through creation of stable jobs.

This does not mean, however, that we will cease our expansion for the year nor that it will take us fewer dollars to get there. We have maintained a very ambitious, yet feasible growth projection of 500 clients total by the end of 2010. This will enable us to address the growing list of individuals who have passed through our interview process but not been reached due to Lumana's shortage of capital.

- The Lumana Team

## Past and Present: Lumana Events!

### Bainbridge Island Fundraiser

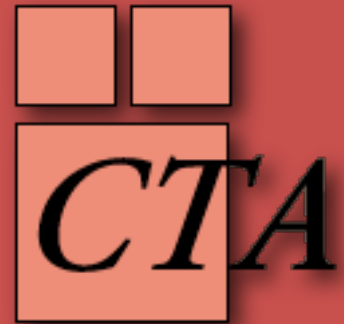
On July 10, Ann and Mack Pearl graciously held a fundraiser/ graduation party for their daughter Abigail, who will be traveling to Ghana in October. The event was a success and raised over \$2,000 for the Lumana Revolving Loan Fund. The event also allowed Lumana staff to connect with many potential donors and spread the word about the organization to a diverse group of people.

### Lumana to Partner with the Seattle Storm!



The Seattle Storm women's professional basketball team will partner with Lumana for their last game on August 17, 2010 to fundraise and spread the word about the organization. Proceeds from ticket sales bought through our website [www.lumana.org/storm](http://www.lumana.org/storm) will be contributed directly to Lumana. We will also be presenting at halftime and

have a booth in the lobby of Key Arena to answer questions and accept donations. Purchase your ticket now to ensure availability!




### Lumana Found New Office Space!

The Lumana office is now in Fremont! The Architecture firm CTA Builds was kind enough to donate office space to Lumana. Come by and see us at 1101 Northlake Way and enjoy our amazing view!



## Spotlight On: Lumana Fellows!



In June, Lumana deployed four amazing Fellows to Ghana where they are currently spending 10 weeks completing important development projects. These include strengthening microfinance operations, conducting market research, and implementing needs assessment surveys. Lumana is very excited about this first wave of Fellows and also the planned expansion of this program over the next year. **(Picture from left: Blake, David, Mieka, Xiaohan)**

### Direct from the Lumana Fellows: First Impressions & Hard Work.


"So far I love the relaxed vibe that permeates Ghanaian culture. We have been in our house for about 2 weeks and are all starting to have pretty regular routines. So far I have been working on revising the Business Management Training curriculum, shortening the class from 10 days to 8. This way it only takes 2 weeks and is easier for our clients to fit into their schedules. " - Mieka

"I have made many friends in my first weeks in Ghana; the people are always caring and respectful. I am working on transitioning our client data to a software by Grameen Tech called Mifos. Instead of using spreadsheets, this new microfinance software will allow the loan officer to keep interest payments and demographic information in one database. The new system will not only improve the clarity of our data, but it will also make the loan officers job a lot easier." - Blake

"I have been improving the quality of data Lumana has on its clients. I has been conducting both the Progress out of Poverty Index surveys and job interviews for current clients, upcoming clients, and potential future clients. These will help Lumana measure more accurately its social impact while also improving its financial sustainability by having a wealth of information that will allow us to customize our financial products to future borrowers." - Xiaohan

"I have just finished updating the Lumana loan dispersal selection process, which now includes a business readiness survey and point system. The new process will be more fair, ensuring that everyone eligible for a Lumana loan will receive one, and will maximize Lumana's impact, by prioritizing those businesses that can make the biggest impact on the community with a loan. I am excited that such important mechanisms for both Lumana's and Lumana's client's success is now operational." - David

### Thank You Donors!



Lumana would like to thank Paul Tilleman and Sally Duffy for their generous donation! Because of your support Lumana was able to give additional loans to 30 new clients and provide loan increases to 50 more of our best clients!

## Lumana Development: News From the Field

### Open Data Kit (ODK) field use is successful!

High-quality data collection is a key factor to the success of Lumana's operations in Ghana, so we're excited to announce that we have begun using Open Data Kit (ODK) in the field, thanks to the help of Ghana Operations Director Duffy Tilleman on his most recent trip to Ghana. ODK is a system for data collection using Google Android mobile phones. ODK is Google-funded program of the University of Washington's Computer Science and Engineering department and Change, a UW group exploring technology and development. The heart of ODK is a smartphone application for taking surveys. Our loan officer or volunteer can collect a rich survey including photos, audio and GPS location, and then have the phone upload it to the internet directly from the field. The first survey we are trying out is the Progress out of Poverty Index (PPI), which was developed by the Grameen Foundation to help MFI's track client progress. The results so far are promising and we are very excited at the potential for ODK to streamline our operation and help us reach more clients.

# odk

### Lumana implements Grameen Mifos Software to better aggregate client information



Another exciting addition to Lumana's processes is MIFOS, which stands for MicroFinance Open Source. This process is a collaborative effort led by Grameen Tech right here in Seattle, and its goal is to develop a sophisticated software application to

keep track of all aspects of a microfinance organization. This summer Lumana is beginning a trial of MIFOS for our operations. We are currently using our old system side-by-side with MIFOS while we evaluate its use. We have already begun training our staff on using the new system, and they are taking to it quite well. Using an integrated system like MIFOS will streamline our operation and allow us to reach more clients, while at the same time making it easier to analyze client progress remotely. We are excited to see the results soon!

### Lumana Welcomes a New Board Member!

#### DeAnna Poling, SVP, Regional Manager, Shorebank Pacific

DeAnna brings over 20 years of banking experience as well as a strong background in non-profit board management to Lumana. Welcome DeAnna!

