

# SUCCESS STORY:

## Rural Financial Education: A Step to Financial Autonomy



*Illustrative posters from a financial education session on savings; how will Venan and Klodin balance between household priorities and their individual dreams?*

*Disclaimer: This success story is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents of this report are the sole responsibility of World Council of Credit Unions and do not necessarily reflect the views of USAID or the United States Government.*

**January 2019** -Kès Pa'm Pi Pre'm (KPPP) 'My Credit Union Close to Me', piloted by credit union Caisse Populaire Fraternelle (CPF) and SOCOLAVIM with support from the Accessible Finance Activity, brings financial services to underserved rural communities through mobile technology and Rural Agents. To promote financial literacy and better equip members to make informed decisions and improve their livelihoods, the project launched a financial education program rolled out by KPPP Agents in rural areas covered by our credit union partners.

The program's interactive format engages participants, facilitating their learning using a storytelling approach. Rural Agents show illustrative posters narrating financial decisions faced by a local couple, Venan and Klodin. Participants follow various scenarios, work through exercises, and together discuss steps towards financial responsibility. This approach is especially inclusive of illiterate and semi-literate participants in Haiti's rural areas.

Yanick Laure Saint-Vil, Community-Based Savings & Credit Groups Specialist, emphasizes the value of the training and the difference financial education makes in improving livelihoods. "Through these sessions, participants are learning to set priorities for spending, build and spend within budgets, and strengthen their capacity to save and achieve specific goals, whether to fix a roof, buy an animal for the household, or start a small business," says Yanick.

This 8-session program encourages members to bring family and friends to learn about 3 main subjects: budget, savings, and credit. Since December, approximately 150 people participated in the first sessions, out of which 58% were women. During the last training, organized by Group Solidè (SOCOLAVIM), 25 individuals participated, out of which 14 were non-members. By the end of the first session, 3 non-members made the decision to join the group.

Claricsa Ciolante, from Group Solidè, is a single mother with two children who grows and sells vegetables. During the training, Claricsa learned to save rather than borrow to reach her goals. In the past, she would spend all returns from her economic activity; now, after the training, she saves money in a safe place for future opportunities to invest in her children's education and improve her business.