



2010 Fundraising Report

The incredible success of Micro-Tyco 2010 has enabled WildHearts to launch in Latin America! WildHearts provide micro-loans and business training to enable people to work their own way out of poverty with dignity. Our Micro-Tycos have gone from dynamic wealth creators to global ethical investors, funding micro-loans in Bolivia, Peru, Nicaragua, El Salvador and Ecuador.

Trust Group Breakdown

The table below details the WildHearts Trust Banks and people who have received these micro-loans. Please see further below for a selection of individual case studies. More case studies and further reports will follow as these loans are re-paid and re-lent to other members of the recipients community, creating a lasting legacy from Micro-Tyco.

Bolivia	£ Loaned
Divinas Group (9 members)	1,569
Nueva Estrella Group (8 members)	808
Dos De Febrero Group (10 members)	412
Perfume De Rosas Group (8 members)	380
Las Tigresas Group (8 members)	761
Sub Total	3,931
Nicaragua	
Iskra Tamara Diaz Solis	238
Darlin Maria Espinoza Rojas	143
Maria Azucena Blandino Meneses	143
Olga Maria Mairena Garcia	141
Brigida Del Carmen Espinoza Leiva	349
Heillin Maryinis Canales Jiron	95
G.s. G.m.s Group (2 members)	285
Jorge Heberto Hernandez Picado	238
Ricardo Jose Palacios Davila	159
Sub Total	1,790



Peru	£ Loaned
Muyurina Group (15 members)	2,679
Maria	238
Amelia	127
Pascual	238
Eduardo	238
Maribel	222
Tania	111
Vilma	206
Nemis	143
Lita	111
Norma	127
Sub Total	4,438
El Salvador	
Benita De Los Angeles	206.05
Luz Elena	190.2
Tatiana Lizbeth	142.65
Carolina Yanira	158.5
Sub Total	697.4
Ecuador	
Entrada A Chunazaca (10 members)	1775.2
Sub Total	1775.2
TOTAL	£12,631

Selected Case Studies

Nueva Estrella Trust Bank – La Paz, Bolivia



Nueva Estrella Trust Bank, based in the mystical Bolivian capital La Paz, is comprised of eight women whose varied business activities include running a small general store, salchipapas (a local snack) sales and mattress making.

The Chair of the group, Maria (pictured top left) earns her income through blanket weaving. Maria was taught to weave by her friends but did not have any means of purchasing the materials needed to get her business off the ground. However, with her WildHearts loan she was able to buy wool and equipment at a local fair and now makes and sells blankets on an order basis. The income this generates enables her to help with the family expenses and support her husband and three children. Maria is delighted that she's even been able to save some of her profits.

Miraflores de Casacota Trust Bank – Casacota village, Peru

Eduardo and Maribel are both members of the Miraflores de Casacota Trust Bank in Casacota village, high in the Peruvian mountains.



Eduardo is 23 years old and married with a young daughter. He struggled to earn a living in Lima, far from home, to support his family and pay for his sick mother's medical expenses but returned home dejected and in poverty. Eduardo is now determined to earn a living from the land as a farmer. He began by growing potatoes but wanted to diversify his business. So, he joined the Miraflores de Casacota Trust Bank and took a WildHearts loan to purchase several herds of sheep to rear and sell at market. With the profits he is now making he is able to support his family and is growing his savings to achieve his dream of buying his own farmland.

After her husband left her and her two children, Maribel started growing potatoes and corn in her village to support her family. In order to improve her harvest Maribel took a WildHearts loan to buy natural fertiliser. She now travels to the capital city where she can negotiate good prices for the sale of her crops. She also used part of her loan to stock a small food store to supplement her income. She feels very happy to be an entrepreneur and is proud of her fellow Trust Bank member's successes.



Olga Maria Mairena Garcia – Leon, Nicaragua

Olga Maria is 29 years old and runs a food kiosk in a public school in Leon, in the volcanic lowlands of Nicaragua. Taking a WildHearts loan enabled Olga to buy the ingredients she needed to supply the soup, bread, juice and local plantain chips her customers demanded. Olga can now provide a wide range of products and with the income she is earning she is able to take care of her 4 year old son. She wants to build a better future for them both and is now able to save some of her profits to further her university studies.



Benita de Los Angeles – El Salvador



El Salvador is the smallest and most densely populated country in Central America. After the civil war between 1980 and 1992 it became even harder for poor people to make a living. Thanks to the micro-finance movement and WildHearts, women such as Benita now have the chance to work their own way out of poverty.

Benita took a WildHearts loan to purchase green bananas in bulk and the raw materials (such as oil and the yucca plant) to make a local snack called yucca fritters. She now runs a stall selling bananas and yucca fritters. She is increasing production, winning more customers and earning more profits. She has lots of plans to further improve her products.

Entrada A Chunazaca (Cuenca) Trust Bank – Habón, Ecuador



This WildHearts Trust Bank is comprised of 9 women and 1 man. The members have traditional values and strive to keep up their parents culture.

The Trust Bank members undertake activities such as selling products, farming and raising animals. One of the members, Blanca, 23, lives in the city of Cuenca with her husband and 3 year old son. Blanca used her WildHearts loan to purchase stock and now sells cosmetics and creams in her local area, working hard seven days a week. Her goal is to grow her business to have her own store. She and her fellow Trust Bank members pride themselves on being 'fighters' who work every day in order to get ahead and improve their families lives.