



WCFJC Profile 3: Sarah Magimbi, Water Retailer

At the Women's Center for Job Creation (WCFJC) we provide technical support and in-kind loans to participating micro women entrepreneurs in peri-urban and rural areas, with the aim of growing their businesses. Through our quarterly **Women in Business Workshops** and **tailored coaching**, we offer training in various aspects of business management and oversee the implementation of the acquired skills and knowledge.

Sarah Magimbi, is a water retailer who has received four in kind loans worth US\$537 from WCFJC since 2014. Two of the loans were in the form of construction materials to construct a 15,000 litre water harvesting tank. Prior to joining WCFJC, Sarah sold water that she collected from the local town council's supply. Her third WCFJC loan was in the form of plastic chairs to go with the rental tent she purchased from her savings. Her fourth loan was in the form of a fence for her banana plantation.



Sarah with fencing materials - one of her WCFJC in-kind loan.

The Change: The water collected in Sarah's new water tank provides an additional source of water for sale. With her increased income from the sale of water, she purchased a tent that she rents out for special events. Sarah's annual earnings more than tripled from **US\$ 400** in 2014 to **US\$ 1,476** in 2017.

“Since 2014, I have attended business training workshops with WCFJC and I have learned how to run my business. I keep my business records and I am able to save monthly. This has helped me grow my business. I appreciate WCFJC for teaching me financial literacy.”