



Kiva: Empowering people through small loans



All around the world, entrepreneurs struggle to launch the small businesses that will help lift their families out of poverty. Kiva's goal is simple: make it easy for people everywhere to lend the seed money these businesspeople need. In March 2005, the fledgling website helped seven entrepreneurs land small loans totaling \$3,500. Six months later, every loan had been repaid – and a global revolution in giving had begun.

Today, Kiva is making a difference all over the world, and in all walks of life. For example, a new partnership in New Orleans spurred business development in the hurricane-ravaged city. Another new lending program helps fund college tuition for people in developing countries. And Kiva recently landed a \$500,000 corporate donation to provide loans to women in the U.S. and abroad. With successes like these, it's no wonder that Kiva earned a 2009 INDEX Award, and was named one of Oprah's Ultimate Favorite Things 2010.

FAST FACTS

With PayPal, Kiva has:

- Processed \$280 million in loans
- Received more than \$100 million in deposits
- Collected funds from users in 217 countries
- Accepted \$17.7 million in additional donations to defray Kiva's expenses

PHILANTHROPY POWERED BY PAYPAL

From day one, Kiva's lending platform has used PayPal as its exclusive processor of online payments. "By making it easy to fund loans, we've enabled nearly 700,000 donors to do a good turn that totally changes the life of someone they've never even met," says Matt Flannery, co-founder and CEO. "We simply wouldn't have had this kind of reach without PayPal."

MAKING GOODWILL EASY

Kiva users who have a PayPal account can [fund their first Kiva loan](#) with just a few clicks. Once they receive repayment, more than 90 percent recycle the funds to make another loan. "Our average Kiva user has made about eight loans," says Flannery. "People are finding out how good it feels to give, and they're getting hooked."

PayPal can help your nonprofit change the world too! Learn more:

Web: www.paypal.com/nonprofit · Twitter: [@paypalnonprofit](https://twitter.com/paypalnonprofit) · Email: nonprofit@paypal.com · Phone: 1-866-365-6319

“People will do good if you give them the opportunity. PayPal makes that opportunity easy, convenient, and secure for Kiva users.”

– Matt Flannery,
Co-Founder and CEO,
Kiva

REACHING THE GLOBAL COMMUNITY

Because Kiva’s entrepreneurs and donors around the globe work in a wide range of currencies, Kiva set up its PayPal account to convert all funds to U.S. dollars. “We don’t need to worry about currency conversion because PayPal automatically takes care of it,”* Flannery explains. “This helps us focus our time and resources on engaging more donors around the globe.”

FOCUSING ON WORLDWIDE GROWTH

As Kiva works towards its goal of \$1 billion in total loan funding, it seeks to build rewarding relationships with more entrepreneurs – and more lenders. “For Kiva, it’s not just about transforming the lives of small businesspeople in impoverished areas – it’s about transforming the life of someone who just lent \$25 to a total stranger,” Flannery says. “People will do good if you give them the opportunity. PayPal makes that opportunity easy, convenient, and secure for Kiva users.”

LEARN MORE

PayPal enables nonprofits to tap into donors at the moment they are most motivated to act by accepting donations online, from mobile phones and social media sites. With more than 100 million active accounts in 190 markets and 24 currencies around the globe, PayPal helped more than 200,000 nonprofit organizations raise over \$3 billion in 2011. Learn more about PayPal for nonprofits at: www.paypal.com/nonprofit.

*Fee applies

PayPal can help your nonprofit change the world too! Learn more:

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