



ELEVATOR PITCH

Self Help Africa is the pro-profit, non-profit – an organization dedicated to increasing the profitability of small and micro-businesses across Africa.

Up to 70% of African adults work in small businesses – most of them small farms. To shift the needle on poverty, these businesses must be made more profitable.

We work with these businesses to increase production and spread their risk by

diversifying production; helping them access banking services and investment by supporting rural savings and credit organizations; opening up new markets for their produce and working with trading systems to reduce middle costs.

At Self Help Africa, we believe that a vibrant and profitable small business sector in Africa is the key to unlocking millions from endemic poverty. It rewards work, not welfare; encourages investment, not charity.



**Self Help
Africa**

selfhelpafrica.org