

# The Hunger Project (THP) – Switzerland Newsletter

December 2021



## The Hunger Project on Swiss Television

The team leader of «SRF mitenand», Mitja Rietbrock, visited The Hunger Project in Benin in September. The 4-minute program entitled «[Benin - A new life thanks to a 400 Swiss francs start-up aid](#)» was broadcasted on Swiss TV on 14th November 2021 (available at any time in your internet browser under «SRF mitenand Benin»).



## Building a future thanks to microcredit

In 2020, 35% more women were able to start their own small businesses and improve their families' livelihoods thanks to our microfinance program. Our microfinance program is managed by women and primarily helps women. It is an education, credit and savings program through which microloans are distributed to groups of women and men and a savings culture is promoted. The program acquires the financial means for economic independence and an official state certification to operate as a village bank. Small loans are primarily needed for farm work and small businesses to successfully increase household income. With the microfinance program, women gain a strong voice in the community. The core elements of the microfinance program are trainings, income-generating workshops, loans and savings.

This is how Guiré was able to run a successful restaurant in Burkina Faso and provide for her five children. Before Guiré began participating in Hunger Project Burkina Faso's microfinance program at the Boulkon Epicenter, her business was just a small shop serving rice, soup and beans in the village market. Since obtaining a loan of 50,000 CFA franc loan (about 80 Swiss francs) and attending workshops, she has been able to grow her business and become a restaurant owner.

Guiré lives in Koussago village, in the Kirsi commune in central Burkina Faso. Her husband works as a farmer while two of her children attend secondary school and three are in primary school.

With the microfinance loan, Guiré was able to purchase and cook more food to sell every day, increasing her client base and her profits. She was also able to purchase a bicycle to save time on her commute, pay for school fees, purchase school supplies and clothing for her children, and purchase medicine, condiments and cereal to improve the health and nutrition of her family. After just one year, Guiré grew her business enough to pay back her original loan and accrued interest.

As for her experience with The Hunger Project, Guiré just wanted to say thank you. She hopes that The Hunger Project continues its work in assisting communities like her own in fighting hunger and poverty.

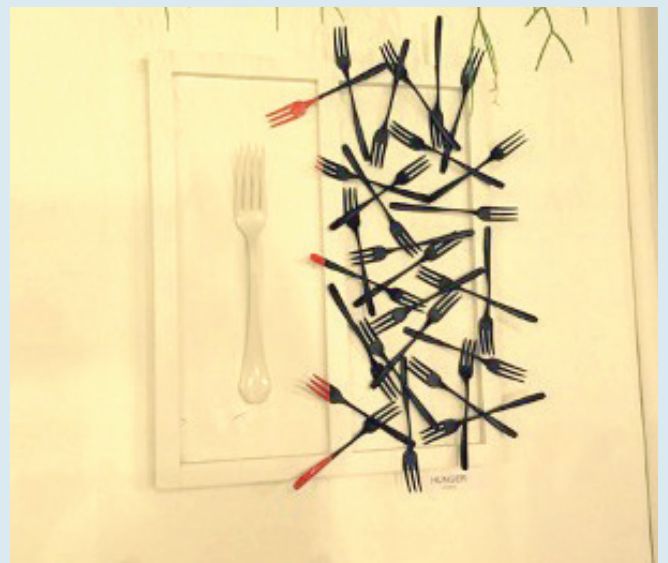


### A wonderful story (from the managing director)

When I was investigating the origin of a donation, I learned the following: The donor fell in love with a painting called «Hunger» in the gourmet restaurant «Die Rose» in Rüschlikon, Zurich, and wanted to buy it. The host informed him that he did not want to sell his own artwork, but would make a duplicate for him. When the donor received the duplicate, he wanted to know the price. The host told him to donate an amount at his discretion to The Hunger Project.

«Die Rose» also donated a gift certificate to the winner of our last Advent Calendar campaign. At the restaurant the lucky winner was able to marvel at the «Hunger» painting, the statement of which can be interpreted, depending on one's imagination, like this:

We live in abundance and are willing to share with those who suffer hunger.



Thanks so much for your solidarity!

Alexandra Koch, Managing Director

A handwritten signature in blue ink, reading "J. Koch".