



You are invited to the launch of a joint call for Financial Education Proposals

Financial literacy is critical to the informed use of financial services and for fighting poverty. Lack of knowledge, information, misperceptions and entrenched behaviour can undermine the ability of lower-income groups to make informed decisions about financial services. This contributes to the financial insecurity of poor households and limits their ability to support their livelihood and enterprise development goals.

Kenya's Financial Education Partnership (FEP) and the Financial Education Fund (FEF) are providing funding for innovative financial education projects by either non-profit or private sector organizations. The grants will be awarded on a competitive basis. There will be at least two funding rounds.

Funding for Kenya will be supported by both the FEF and the FEP. The FEP is a Kenyan private/public stakeholder initiative. The FEP's objective is to establish the foundation for a comprehensive programme of financial education in Kenya. The FEF's geographical focus is broader covering Sub-Saharan Africa.

The launch will take the form of an information workshop targeting organisations active in this area and requiring support for their activities. We will introduce the objective and targets of this funding, explain the criteria for funding, the bidding and selection process, and how selected initiatives will be implemented. There will be ample time for questions and to explore ideas from potential bidders.

Date: 19th November 2008

Time: 8.30am

Venue: FAIRVIEW HOTEL, Upper Hill, Nairobi

Breakfast will be served. Parking is available

RSVP to shireenm@genesis-analytics.com or call 27 11 994 7074;

please note that the number of participants will be limited.

For further information please contact:

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