

Building resilience in the most vulnerable communities has never been more important. While the COVID-19 pandemic has affected everyone in the world, it does not affect us all equally. The poorest and most vulnerable – the very people we serve – are the most at risk.

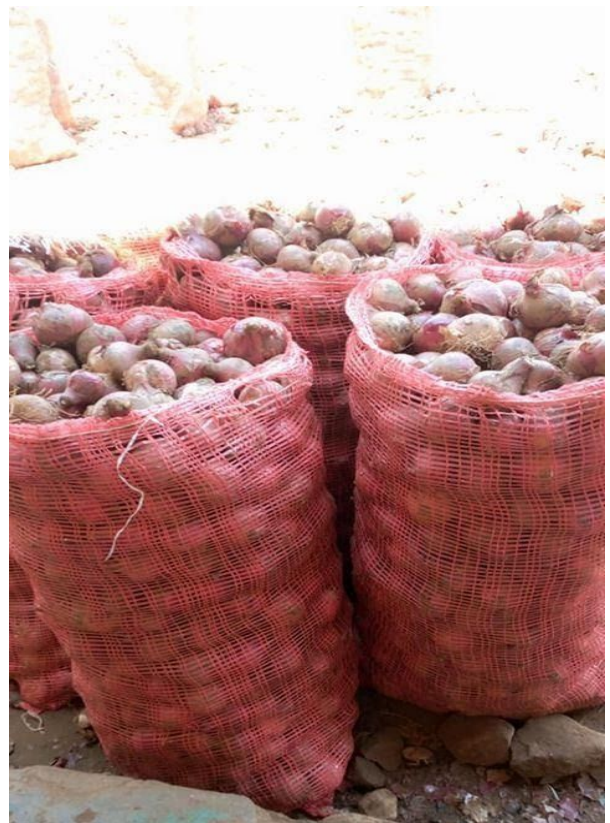
Over the past four months, CGA took swift action to support our women entrepreneurs and their families during this crisis. We are providing training to over 300 women to understand their challenges and provide remote mentoring and vital health information, we distributed masks, sanitizers, gloves and washing buckets.

At times using cell phones, CGA staff continued to mentor and provide information to our women entrepreneurs and their families to ensure their health, safety and financial resilience during this crisis. In some areas we were not able to conduct in-person group trainings; we put plans in place to do digital loan disbursements and ongoing mentoring.

While our women entrepreneurs and their families face many challenges because of the market closures and government restrictions, they are also innovating and adapting to the crisis. Retail and essential service businesses have moved from major markets back to villages. Some women are making new products to address urgent needs in their communities. Tailoring businesses are now making facemasks while some women are making soap.



**Tailoring**



**Onions ready for marketing**



**Ox ploughing by women**



**Chicken rearing**

The health and safety of our staff continues to be a top priority, so all precautionary measures are in place.

With this in mind, we are working on an adaptive response plan for the longer-term effects of the crisis in our communities that we will share with you as soon as it is finalized.

We face unprecedented challenges, but we are nevertheless as committed as ever to our mission of ending extreme poverty in Kenya through community efforts, entrepreneurship and innovation.

In order to continue to serve the most vulnerable, CGA needs continued support to

- Provide continuity to serve the very poor by retaining critical staff.
- Help us explore and test technologies for delivering training and support in lieu of meeting in person
- Help us provide targeted mentoring and additional support for women entrepreneurs and their families who must pivot to new types of businesses.





**Compost making**



**Bed Preparation**

You can help us innovate and adapt our poverty graduation work to sustain the livelihoods of the vulnerable populations we serve. Visit our [Join Us](#) page to learn more.

Thank you for your continued support!

Joshua Machinga