



Newsletter Q2, 2025

BRAC Rwanda Microfinance Company PLC



A word from the CEO

Dear Team,

As we reach the halfway point of 2025, I want to extend my sincere thanks for your unwavering dedication and collaborative spirit. Your collective efforts are powerfully driving BRAC's growth, making us a more efficient, impactful, and profitable organization.

Appreciation for your quality delivery of digital and financial literacy training, and your support for young women transitioning into microfinance. We are immensely proud to see them boldly stepping into financial independence, in our microfinance groups.

While we celebrate these significant achievements, we also recognize that our journey presents areas for continued improvement and collective ingenuity. Our annual goals remain within reach, but reaching them requires sustained focus on every aspect of our operations.

As you delve into this newsletter, take a moment to celebrate our remarkable collective efforts. Let us keep this momentum going together, we will continue to deliver on our mission of empowering people and alleviating poverty.

Upoma Antara Husain
Chief Executive Officer

Highlights

Staff assembly 2025

Staff story

Transition to MF

Digital and Financial Literacy training

Performance & outreach

Staff spotlight challenge

Regional Staff Assemblies Kick Off with Energy and Optimism in Kigali



In June, BRMCP kicked off its regional staff assemblies, starting with the Kigali Region. Over 110 staff came together in a lively event filled with celebration, reflection, and renewed energy.

These gatherings offer a key platform to share AIM and Microfinance updates, strengthen teamwork, and look ahead to the future of the company.



Gikondo branch was recognized as Kigali's top-performing branch, lauded for its significant impact across several key areas. These included a high rate of younger clients (aged 18-35), extensive outreach to women living in poverty, superior client retention, and an impressive attendance rate in the AIM digital and financial literacy training.

Leading with Patience, Purpose, and Passion

My name is Ruth Nezerwa, a 32 years old mother. I proudly serve as Area Manager (Huye) at BRAC Rwanda Microfinance, overseeing branches in Huye, Nyamagabe, and Gisagara.

I first heard about BRAC in 2020, about its mission to uplift women living in poverty, especially in rural areas. Having grown up surrounded by poverty, I felt called to be part of something that could make a real difference. I joined as a Branch Manager in Musanze and was later transferred to Huye. In 2023, I was promoted to Area Manager, a journey built on teamwork, growth, and resilience.

One of the moments I am most proud of is when our Huye team was tasked with helping over 430 AIM participants transition into microfinance clients. At first, even I had doubts, most of these young women had limited experience with income-generating activities. But I took the lead, encouraged my team, and engaged the women directly. Today, over 56 of them are active savers and borrowers. Our goal is to have at least more 260 of these young women become our clients by the end of 2025.

Every day, I focus on inspiring my team to reach new clients, drive responsible lending, and build lasting relationships. Microfinance work is not easy, it demands discipline, consistency, and emotional strength. I have learned to remain calm, even in tense situations, like the day an angry client stormed into one of our branches, complaining and threatening violence. Through patience and respectful dialogue, I helped her understand the process and resolve her issue peacefully.

At BRAC, I have learned to stay focused on the mission, embrace challenges as opportunities, and lead with both heart and discipline. My goal is always the same: “to grow and to help others grow with me.”

Ruth Nezerwa
Area Manager, Huye



The Journey: Transitioning AIM Participants into Microfinance

AN AIM PARTICIPANT'S JOURNEY

1 She meets our frontline colleague who invites her to join the AIM club



2 Community members are organised to champion her rights through Youth Development Committees



3 She joins the AIM club, learns life skills with a trained mentor, and builds a support system with peers



4 She starts saving for the first time by choosing to join the Village Savings and Loan Association in her club



5 She finishes her club curriculum, and gets training and input to build the livelihood of her choice



6 She is linked to different market actors and service providers



7 She feels hopeful and confident about her future, with support from peer groups and access to affordable credit to grow her livelihood



What is AIM?

AIM, or The Mastercard Foundation Accelerating Impact for Young Women, is a BRAC programme designed to equip adolescent girls and young women with the tools they need to lead independent and empowered lives. The programme includes life skills, financial literacy, and hands-on entrepreneurship training. After selecting a livelihood track, participants receive a livelihood package, which may include equipment, start-up materials, or stock, tailored to help them launch a small business. AIM builds foundational skills that prepare young women for long-term economic resilience.

How do AIM and BRAC Microfinance work together?

AIM is the starting point of the journey, it helps young women build confidence, learn how to manage money, and begin earning through a small enterprise. Once a participant has successfully completed the AIM programme and used the livelihood package to establish her business, she becomes eligible to transition into BRAC Microfinance. Microfinance then offers the next level of support: larger loans, savings accounts (offered by BRAC institutions in Rwanda, Uganda, Ghana) financial and digital literacy training, and group-based peer support to help her grow and sustain her business over time. The two programmes are aligned to ensure a smooth, step-by-step progression from start-up to scale-up.

At BRAC Rwanda we are proud of the 291 who have already transitioned to microfinance and excited to welcome 1,400 more by September 2025. This journey is not just about finance it is about empowering Rwanda's next generation of entrepreneurs.

Unlocking Financial Stability: Digital & Financial Literacy (DFL) Powers Clients' Success



Since June 2023, BRAC Rwanda's Digital and Financial Literacy (DFL) training, sponsored by Mastercard Foundation's AIM program, has helped thousands of microfinance clients build financial and business skills.

So far, over 37,800 clients have joined, with strong completion rates in 2025. The program focuses on financial and digital skills, business growth, health and well-being.



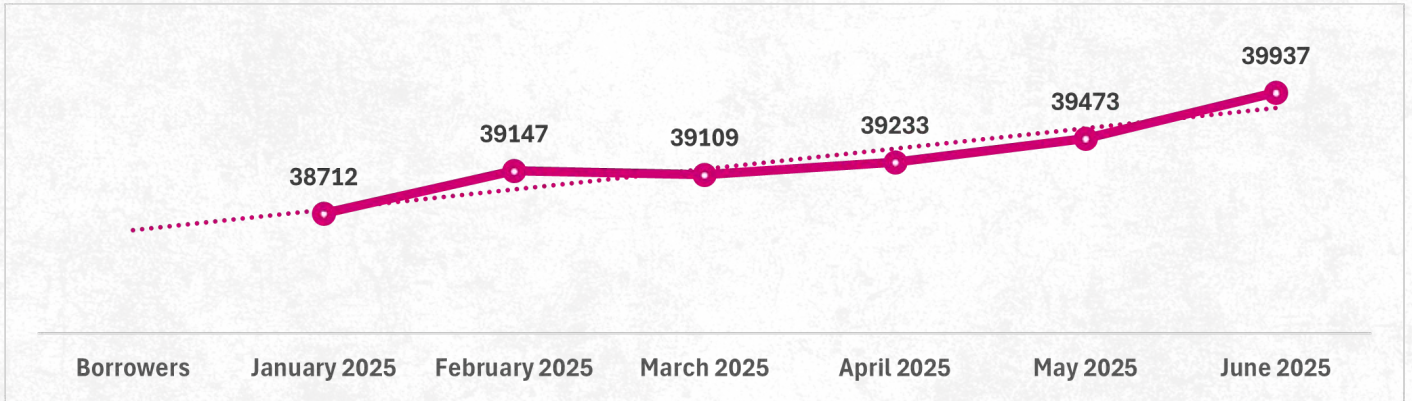
Beatrice, a farmer from Rwamagana, joined in 2025. She now uses mobile tools to run her Agri business, one of the 1,100 smallholder farmers gaining real-world skills.

"The training opened our minds to so many possibilities. We learned how to source quality inputs like fertilizers and selected seeds from major agro-dealers in Rwamagana. I even used my WhatsApp account to advertise my cassava harvest on our village group, something I'd never thought of before."

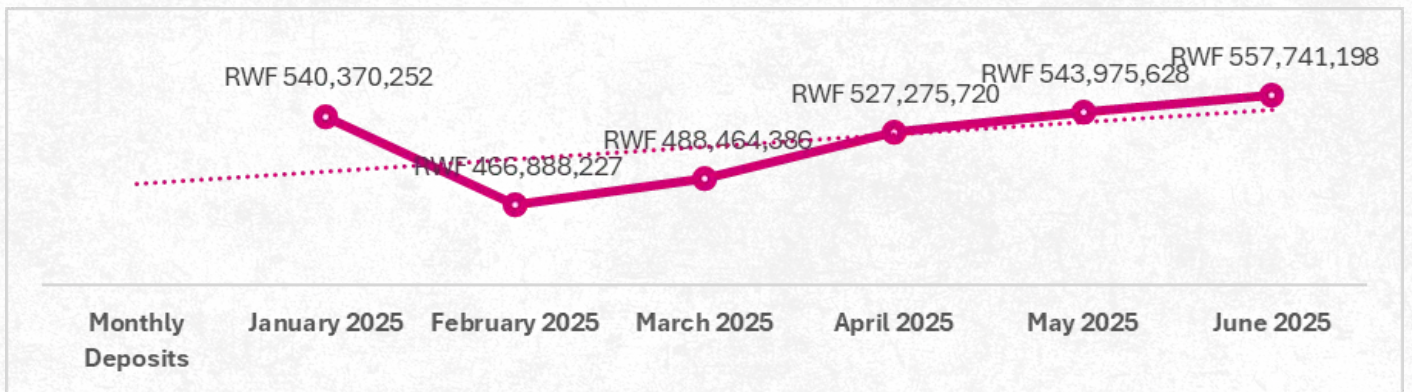
Beatrice Uwimana
Agri-finance client and participant in the Digital and Financial Literacy Training
Rwamagana District

Progress Update - First Half of the Year

Growth in numbers of borrowers



Monthly savings deposits



By end of June, our borrower numbers reached 39,937, up from 38,678 in December 2024, a 3.26% increase. While slightly below our mid-year projection, this reflects steady growth toward the annual target of 52,051 borrowers.

Loan disbursements totaled 11,078,660,000 Rwandan francs in the first half of the year, showing solid progress toward the annual goal of 24,842,000,000 Rwandan francs and laying a strong foundation for the months ahead.



34 branches



39,937 borrowers



102,323 savers



99% of the clients are women



74% outreach to people living in poverty



RWF 11,078,660,000 disbursed in loans

Staff Spotlight Challenge: Snap Your DFL Superpower

Dear Colleagues,

You are at the heart of our clients' financial and digital literacy journey, and it is your creativity that truly brings each session to life. Every day, you turn complex ideas into simple, engaging learning experiences.

Your Challenge:



Use your mobile phone to snap a photo showcasing an innovative visual aid, engaging activity, or unique teaching method you have used during a DFL session. Show us how you make learning fun, clear, and impactful!

Along with your photo, tell us (in 100 words or less):

- a) What DFL concept does your photo represent?
- b) How did this method boost client understanding or participation?

Your creativity could inspire the entire team! The most compelling entries will receive a special award and be featured in our upcoming newsletters celebrating your impact in style.



Team Effort, Team Reward!

This challenge is all about collaboration, so we encourage you to participate as a branch team.

The most creative entries will be rewarded as a team, with recognition going to the entire branch for your collective effort and innovation.

Let's show what great teamwork looks like in DFL!