



FOR IMMEDIATE RELEASE

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## **Local Nonprofit Making Strides to Support Women Entrepreneurs in Guatemala for Women's Entrepreneurship Day**

**Lakewood, Colo. • Nov. 19, 2021** — [Women's Entrepreneurship Day](#), a day [recognized by the United Nations](#), is November 19. The movement was established to bring awareness to the 250 million girls living in poverty globally. Today its mission is to economically empower women and alleviate poverty worldwide.

Colorado-based nonprofit, [Friendship Bridge](#), has been using an innovative and high-impact approach to poverty alleviation since 1998 by combining the tools of microfinance, education, and preventive health services for women living in poor, rural areas of Guatemala. As a result of participating, its clients experience a combination of increased resilience, improved empowerment, and accelerated business development. In 2020 alone, Friendship Bridge disbursed more than \$14 million in new loans to nearly 30,000 Guatemalan women.

In [a recent study](#) by the Global Entrepreneurship Research Association, Guatemala landed 4th in the top 50 countries with the most number of women entrepreneurs. In it, the study states that in emerging economies, the entrepreneurial spirit is noticeable mostly in women.

To address this entrepreneurial spirit, this year Friendship Bridge launched [Bridge to Success](#), a unique and comprehensive program backed by a \$1 million grant from the [Target Foundation](#). The program will empower more than 1,000 additional women entrepreneurs in rural Guatemala by 2025 and provide them with intensive business development training, individual loans and other seed funding, technical assistance, connections to peer networks, and access to new markets. Additionally, some market insertion services are offered, such as brand generation, formalization services, business networks, fairs, and awards recognition.

By supporting its clients to build a better future for themselves, their families, and their communities, Friendship Bridge is addressing the root causes of the ongoing migration crisis by creating jobs that will help strengthen the Guatemalan economy. On this special celebration of Women's Entrepreneurship Day, we remember the value and importance of having programs that help to improve the living conditions of communities and families in developing countries like Guatemala, providing tools and opportunities to the most vulnerable sectors.

**About Friendship Bridge:** Friendship Bridge is a nonprofit social enterprise based in Lakewood, Colorado creating opportunities that empower women in Guatemala to build a better life. We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this *Microcredit Plus*. As a result of participating in our programs, our clients experience a combination of increased resilience, improved empowerment, and accelerated business development. Friendship Bridge holds a 4-star rating from [Charity Navigator](#), which means we're accountable, transparent, and financially healthy. This exceptional designation sets us apart from our peers.

**Radical Generosity:** Friendship Bridge is celebrating #GivingTuesday this year with a goal of raising \$30 thousand by Tuesday, Nov. 30. For the next two weeks, all gifts will be matched dollar-for-dollar (up to \$30 thousand) by a generous group of donors. Now, that's radical! Learn more at [www.friendshipbridge.org/donate](http://www.friendshipbridge.org/donate)

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