

A photograph of a woman wearing a brown hijab and a light purple long-sleeved shirt, smiling warmly at a young child. The child is wearing a blue and orange striped shirt and blue jeans. They are standing outdoors in front of a textured, light-colored wall. The woman's shirt has a decorative pattern of small gold dots on the lower right side. The child's shirt has the word 'SPORT' and 'A UIN' visible on the sleeve.

# kiva

## 2020 Annual Report





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**Our mission**  
is expanding  
financial access  
to help  
underserved  
communities  
thrive.

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YVETTE, KENYA





**Our vision**  
is a financially  
inclusive world  
where all people  
hold the power  
to improve  
their lives.

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FADI, LEBANON



# Dear Kiva Community



**Chris Tsakalakis**  
Chief Executive Officer

I recently joined Kiva as CEO and am incredibly grateful for the opportunity to lead this organization and continue our mission to expand financial access to help underserved communities thrive. I know first-hand the impact that access to capital can have. My father emigrated to the United States from Greece without a high school diploma or knowledge of English. His qualification as an electrician in Greece carried no weight in the US so he had to start over, beginning as a laborer before moving on to apprentice and then journeyman. After seven years, he managed to start his own electrical contracting firm with the help of a local bank. That firm and subsequent loans helped my father build successful businesses that ultimately paid for my brothers and me to finish college largely debt free.

My college education and the work ethic I learned from my father allowed me to build a career working with global organizations and leading technology companies and

online marketplaces. I’m thrilled to connect this professional experience with a mission that is so personally resonant and to join an organization providing opportunity for individuals and families around the world.

## Kiva in 2020

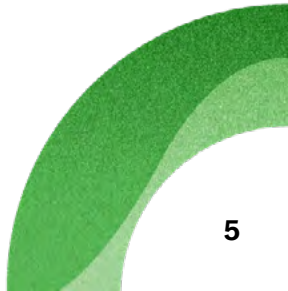
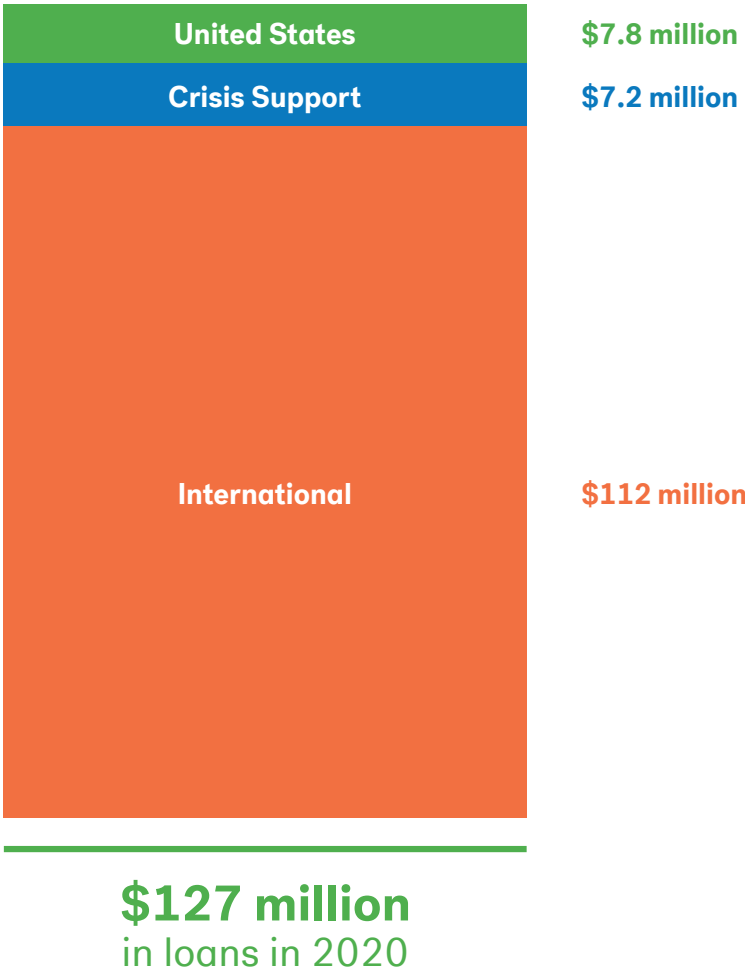
Over the course of Kiva’s fifteen years, from 2005 to the end of 2020, we have proudly funded \$1.5 billion in loans to 3.8 million borrowers in 77 countries. I am grateful to everyone who has supported Kiva during this fifteen year history. In particular, I give my thanks to my predecessor, Neville Crawley, who led Kiva through the unprecedented year that was 2020. Under Neville’s leadership, Kiva launched two new impact lines, Kiva Capital and Kiva Protocol, in 2019. Those two initiatives combined with investment in our core technology positioned Kiva to not only weather 2020 but to thrive in meeting the needs of those hardest hit by the COVID-19 pandemic.

We addressed the challenges of 2020 head on: **Our lenders and strategic partners funded over \$127 million in loans to nearly 300,000 borrowers in 2020.**

This wasn’t without adversity. Kiva staff were pulled out of the field and restricted from travel, forcing us to adapt and find new ways to listen, learn and connect with our global lending partners. We learned from partners that the impact of the pandemic was nearly universal—necessary precautions and government lockdowns halted economic activity in most countries and our lending partners were unable to operate “business as usual” and provide essential capital.

We responded with \$7.2 million in innovative Crisis Support Loans to stabilize microfinance institutions and social enterprises and \$112 million in funding to international borrowers.

In addition, this past year we saw a dramatic increase in our direct lending to small business owners and entrepreneurs in the United States. Nearly \$8 million in loans went to over 1,000 borrowers across 47 states and 3 territories, representing a 70% increase from 2019 and the largest single year in U.S. loan volume since the inception of our Kiva U.S. program in 2012.



## Growth Across Impact Lines

In 2020 we launched [Kiva.global](#), a new website elevating Kiva's four complementary strategies for expanding global financial access. We hope this site provides a view into the innovation and investment we are undertaking to deepen our impact and mission. Each strategy or impact line made significant strides in 2020:

**Kiva Capital**, our asset management subsidiary launched in 2019, was successful in raising money for our first investment funds. In 2020 we saw initial development of a gender equity fund, the launch of the California Rebuilding Fund (CRF), and continued fundraising for the [Kiva Refugee Investment Fund](#).

**Kiva Protocol** partnered in 2020 with countries and international aid organizations to design and test secure, open-source, inclusive ID verification. This is a critical component for refugees, informal economy workers, and the unbanked to verify their identity and show creditworthiness. With a country-wide pilot launch in Sierra Leone in February 2020 and memoranda of understanding signed with Honduras and the UN High Commissioner for Refugees (UNHCR), we ended the year ready to reach more vulnerable and excluded populations in 2021.

**Kiva.org**, our flagship online marketplace connecting lenders and borrowers, marked 15 years since the launch of our pioneering crowdlending site in 2005. In March 2020 we marked another milestone with the launch of the Kiva

mobile app, expanding the reach of Kiva.org across new audiences and devices. We are grateful for our community of 90,000 lenders and strategic partners who provided the money to fund Kiva borrowers in 2020.

**Kiva Labs** enables us to work with innovative lending partners and invest directly in social enterprises. Our [Social Enterprise](#) and [Lending Partner Labs](#) programs invest in high impact small and growing businesses like Jibu, a Kiva partner that received a Crisis Support Loan in 2020 and is creating affordable access to drinking water in Africa. Through Labs, we provided nearly \$6.5 million in funding to 55 high impact international organizations in 2020.

## Our Strategic Partners

Our success is due to our individual, corporate, foundation, government and other strategic partners and supporters who invested in Kiva and our model for scaling financial access. By matching loans on Kiva.org, partners funded nearly 9% of our total loan volume in 2020. In addition, partners donated nearly \$14 million, enabling Kiva to reach more borrowers, invest in new technology, and support financial innovation.

## The Future

As I end my first few weeks at Kiva, I am struck by the generosity of our lenders and strategic partners and the intelligence, enthusiasm and creativity of our employees. They are connected by one thing, our mission to expand

financial access to help underserved communities thrive. We live this mission every day by getting badly needed funds to refugees, farmers and entrepreneurs like my father. And these funds create a positive impact on the lives of our borrowers, their families and their communities. It is the desire for this positive impact that drives everything we do at Kiva and my interest in joining this amazing organization.

As we look at 2021 and beyond, my main goal is to increase our impact by greatly increasing the number of loans we fund and the number of people we help. I know that one necessary ingredient for us to do that is the continued help and support of our employees, lenders and partners. I thank you in advance for that.

With Gratitude,



# Achieving our mission and vision

Systemic barriers prevent more than 1.7 billion people around the world\* from accessing the financial services they need. Through technology and global partnerships, Kiva is building bridges to an inclusive future.

We do this by unlocking capital through crowdfunded loans and by investing in innovative technology and solutions for financial access around the world.



## Kiva.org

Kiva’s crowd-funded digital marketplace where individuals can lend as little as \$25 to entrepreneurs in the US and around the globe who have limited access to capital.



## Kiva Labs

Microcredit loan products tested in partnership with international social enterprises and organizations to expand the frontiers of the informal financial sector.



## Kiva Capital

Our asset management subsidiary bridging Kiva’s local investment partner ecosystem with impact-first investment through thematic funds.



## Kiva Protocol

Ultra-low-cost, secure, open source inclusive ID verification enabling countries to advance financial inclusion goals by digitizing the last mile of finance.

### In 2020...

Kiva.org deployed over **\$127,000,000** from **90,000 lenders** to serve over **295,000 borrowers**.

Kiva deployed **\$6,500,000** in loans to **55 organizations** elevating innovations in international underserved markets.

Kiva Capital was named **administrator of the California Rebuilding Fund**, a public-private partnership created with the California Small Enterprise Task Force and the State of California to support small businesses in historically marginalized communities impacted by COVID-19.

Kiva Protocol launched the **Electronic Know Your Customer (eKYC)** pilot in Sierra Leone, signed MOUs with Honduras and UNHCR for future implementations, and was a **World Bank 2020 Mission Billion Challenge Global Prize winner**.

\* source: [Global Findex database](#)





## IMPACT

# Kiva is a global movement for equitable financial access.

Kiva works to expand access for those who have been shut out of the modern, globalized financial system. These individuals can't access funding from traditional banks because they are historically excluded, marginalized, live in poverty, rural areas or other geographies with weak financial systems.

### Loans to women

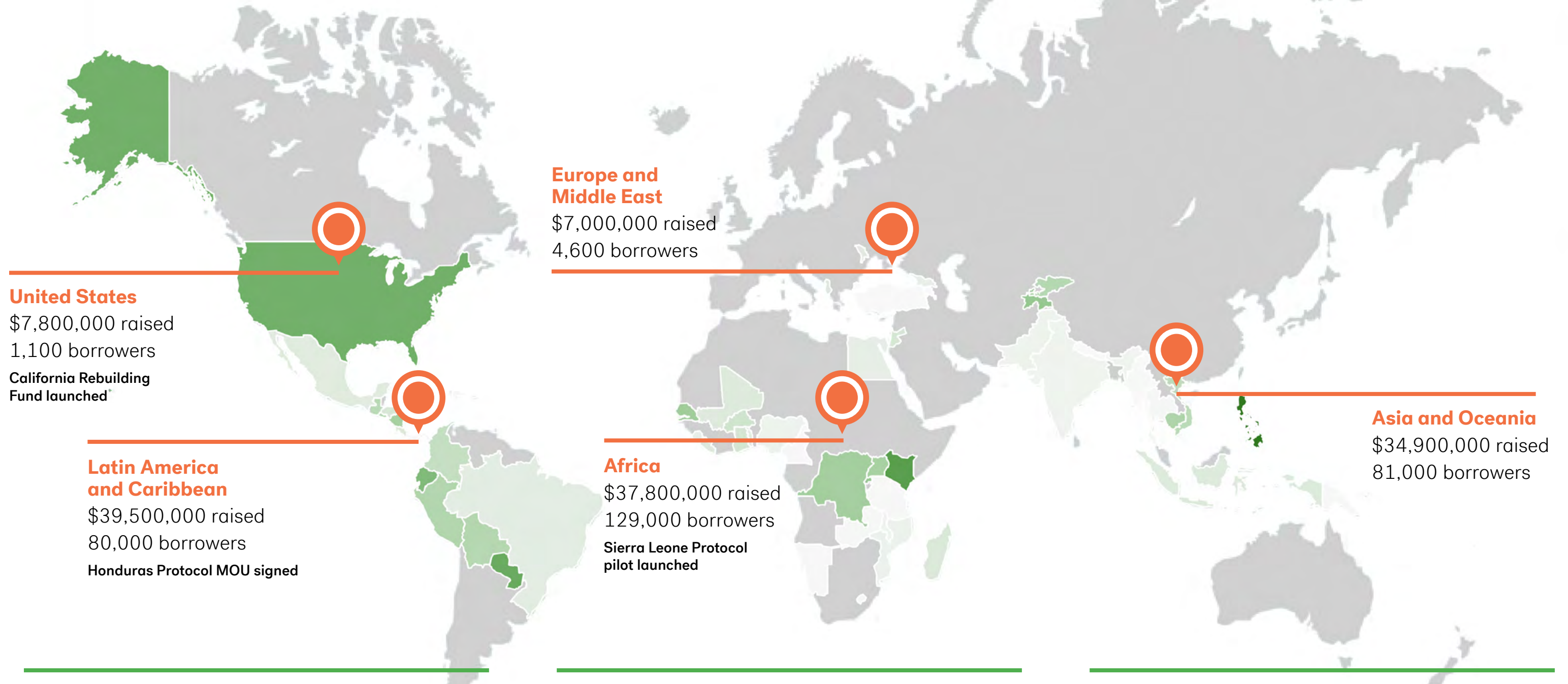
Women around the world have much less access to fair and affordable credit. In 2020, 82% of Kiva loans, or more than \$100,000,000, went to over 240,000 women.

### Rural reach

69% of Kiva's borrowers lived in rural areas in 2020, totaling more than \$71,200,000 raised for over 200,000 rural borrowers.



# Our Reach



Working with an extensive network of Lending Partners and Hubs, in 2020 Kiva made loans to borrowers in **65 countries**.

Over **\$127,000,000** of loans were raised in 2020

That's an average of **\$348,219 each day** or **\$14,509 every hour** or **\$242 per minute**.



IMPACT

# International Resilience

In 2020 the pandemic exposed and exacerbated financial and systemic inequities globally. Kiva's model for funding the economic needs of borrowers is built on relationships with over 200 lending partners in more than 70 countries. With support from funders in 2020, we were able to focus on listening to the needs of these lending partners who were responding to an array of precautions and government lockdowns halting economic activity in most countries.

This support enabled us to collaborate with lending partners and focus on flexibility and innovation to provide financial relief and access to borrowers throughout this pivotal year. We swiftly moved to negotiate debt forbearance with partners in collaboration with groups of other social investors; organized revised payment plans; and waived financial covenants. Alongside this, we designed and offered a new financial product for our international partners, the **Crisis Support Loan**, to directly help lending partners whose liquidity had been negatively impacted by the slowdown in repayments and in investment from other funders.



2020 international in numbers

**\$112,000,0000**  
raised

**\$7,200,000** in Crisis Support Loans  
to 36 MFIs and social enterprises

Addressing the United Nations Sustainable Development Goals

**1**   
No Poverty

**2**   
Zero  
Hunger

**3**   
Good  
Health and  
Well-Being

**8**   
Decent Work  
& Economic  
Growth



## International Resilience



## STRATEGIC PARTNERSHIP

### Kiva and eBay

The eBay Foundation has propelled Kiva's mission forward by activating eBay employees through employee engagement campaigns and notably in 2020 by gifting Kiva with a \$2M grant for COVID-19 relief efforts. Thanks to their contribution, we were able to assist borrowers and lending partners globally during these unprecedented times.

We are grateful for the generosity of the eBay Foundation, and most importantly, the alignment on shared commitments to support entrepreneurs and build economically vibrant communities.



## PARTNER STORY

### Jibu

Jibu is one of 36 Kiva partners that received a Crisis Support Loan (CSL) in 2020. Jibu was declared an essential service and continued to operate during the lockdown in order to provide safe drinking water to their customers in the Democratic Republic of Congo, Kenya, Rwanda and Uganda.

Thanks to the CSL, they increased water delivery services when customers could no longer come to their shops, and purchased PPE to protect their employees.



## BORROWER STORY

### Nimo

**Nimo**, a refugee of Somali descent, is an experienced entrepreneur who runs a boutique selling clothing and cosmetics at the Kakuma Refugee Camp in Kenya. Her business has been providing a stable source of livelihood for her family of 18 children over the past few years.

The COVID-19 pandemic created a slowdown in business for Nimo, with customers staying home, supply chain problems, and her children staying home from school. Nimo's Kiva loan provided her with the capital to run and grow her business even during the pandemic. She greatly appreciates the support and confidence from the Kiva community.



# United States Racial Equity and Access

Small businesses are the primary employers in the United States, putting nearly 60 million Americans to work. Yet we estimate that 1.5 million American entrepreneurs\* struggle to access small business capital. With no minimum credit score and an inclusive approach to underwriting, Kiva U.S. extends access to capital to small businesses and entrepreneurs across the country who are typically excluded from formal financing products.

The challenges of 2020 for our US lending partners included: a global pandemic, lockdowns, recession, and a national reckoning with persistent systemic racism and inequities. Due to unprecedented borrower demand and the stinging reality that many American small businesses were struggling to survive in the midst of

COVID-19, Kiva doubled down on its U.S. mission in 2020. We learned that our work in the US is more critical than ever since few organizations can make scalable, small dollar loans at zero interest, zero fee.

## 2020 COVID-19 adaptations to help U.S. small businesses survive:

- **Larger loans.** The maximum loan on the Kiva platform increased from \$10,000 to \$15,000 with a handful of \$25,000 loans for repeat borrowers and American farmers.
- **Grace period.** Borrowers could access a grace period of up to 6 months for greater financial flexibility.
- **Flexibility.** Deferments of defaults and a 'pay what you can' approach with borrowers that fell behind in repayment.



SHAWN, USA

## 2020 U.S. in numbers

**1,100**  
borrowers

**\$7,800,000**  
raised

**64%**  
are people of color

**67%**  
are women

**37%**  
are Black

**17%**  
are immigrants  
or refugees

## Addressing the United Nations Sustainable Development Goals

**8**   
Decent Work  
& Economic  
Growth

**10**   
Reduced  
Inequality

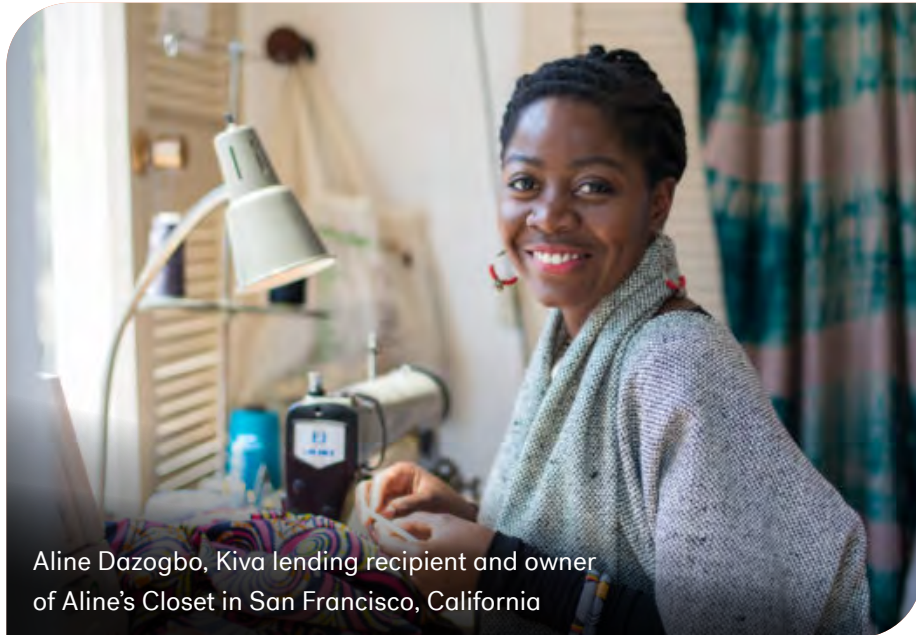
**16**   
Peace, Justice,  
and Strong  
Institutions

\* source U.S. Small Business Administration



## IMPACT

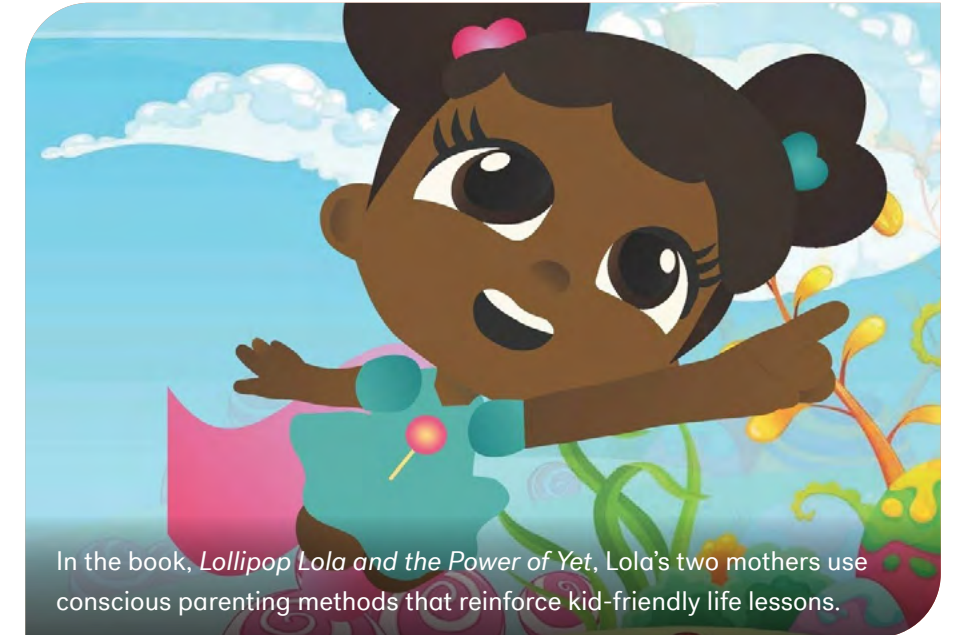
# United States Racial Equity and Access



Aline Dazogbo, Kiva lending recipient and owner of Aline's Closet in San Francisco, California



A loan of \$15,000 helped veteran Kelvin Haynes's barbecue business survive the COVID crisis.



In the book, *Lollipop Lola and the Power of Yet*, Lola's two mothers use conscious parenting methods that reinforce kid-friendly life lessons.

## STRATEGIC PARTNERSHIP

# Kiva and Bank of America

In light of renewed national concerns on racial, social and equity injustice in 2020, Bank of America announced a \$1 billion commitment to aid communities of color, affected by the pandemic.

In partnership with Kiva, Bank of America set up the [Bank of America Loan Fund For Women Entrepreneurs](#), committing over \$1 million to support BIPOC women business owners across the United States. Through the fund along with previous loan matching, Bank of America has funded nearly \$2 million to 25,000 women.



## PARTNER STORY

# Startup Junkie

Walton Family Foundation and [Startup Junkie](#) partnered with Kiva to provide loans of up to \$15,000 to small businesses in Northwest Arkansas during the COVID-19 crisis. When the COVID-19 crisis struck in early 2020, Walton Family Foundation created a \$400,000 fund to match contributions from lenders dollar for dollar to accelerate fundraising for these borrowers. Together, with funding from the crowd and Walton's matching support, Startup Junkie has facilitated 30 Kiva loans in Northwest Arkansas, including local food businesses, photographers and media contractors, and an independently-owned direct-care medical practice among others. Over 70% of these loans were to women-owned businesses and 50% were to BIPOC-owned businesses.

## BORROWER STORY

# Kiki Bryant

[Kiki Bryant](#), owner of Aanu Design, is a full-stack designer, dedicated to designing ethical, humane experiences. Kiki, born and raised on the South Side of Chicago, was hesitant to apply for a small business loan.

"I, like a lot of Black female creators and entrepreneurs, have a little bit of imposter syndrome," said Kiki. "So, when I was approved, I was overjoyed." Kiki created her first children's book, *Lollipop Lola and the Power of Yet*, so her daughter could read about more families that look like her own. Her Kiva loan will help Kiki expand Lola's universe and create an entire merchandise line. This is the kind of entrepreneurial spirit at the heart of Kiva.



# 2020 Highlights



## 2020 HIGHLIGHTS

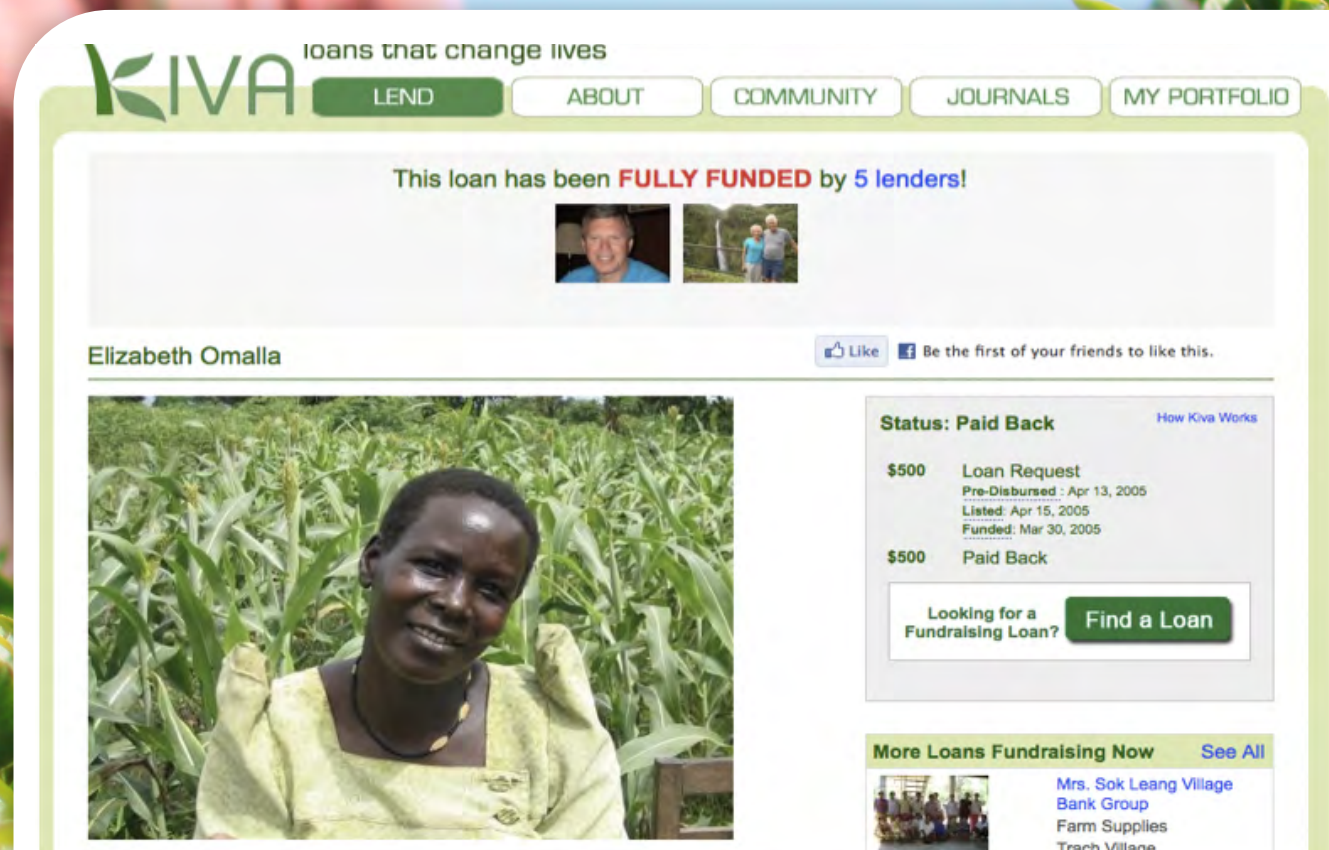
# 15 Years of Kiva

In 2020, we celebrated Kiva's 15th anniversary! Over the past decade and a half, Kiva has expanded from an unlikely, never-before-tested crowdfunding model into a global movement that amplifies financial access for millions of individuals left out of the formal financial sector. 15 years ago, our very first lenders believed in the possibility of lending small amounts of money to help support entrepreneurs half-way across the world.

Kiva's first borrower was Elizabeth, a Ugandan fishmonger and widowed mother of 5. Her Kiva loan generated extra income which enabled her to support her family, and send her children to school. Even though the concept of crowd-funding loans was unheard of at the time, the momentum caught on and a movement began which would impact the lives of millions of borrowers and lenders alike.

Since 2005, Kiva has engaged **2 million lenders** across **200+ countries**, raising **\$1.5 billion in loans** to **3.8 million entrepreneurs, farmers, students, and refugees** with a **96% historical repayment rate**.

Over our fifteen-year history, **\$1 billion in loans have gone to female entrepreneurs**, who make up 80% of Kiva's borrowers.







## 2020 HIGHLIGHTS

# The California Rebuilding Fund

In response to the COVID-19 pandemic, the California Small Enterprise (CASE) Task Force worked with the State of California to build the California Rebuilding Fund, a public-private partnership to support small businesses in historically marginalized communities. Kiva was named the Fund's Public Benefit LLC owner and Kiva Capital was named the Fund's Administrator, overseeing the Fund's operations and serving as liaison amongst the banks, foundations, community lenders, and public sector risk capital providers. Kiva Capital will additionally compile impact and financial reports for lenders and funders, supervise the transfer of loans and provide due diligence and compliance support. We are thrilled about this collaboration and look forward to sharing the impact of the fund in 2021.

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### How will the impact of the fund be measured?

- Loans to women and minority owned business
- Loans to low and moderate income communities
- Retention rate of employees
- Total borrowers served





# Financial Health

<b>Assets</b>	<b>\$38,469,820</b>
Current Assets	\$20,381,862
Other Assets	\$18,087,958
<b>Liabilities &amp; Net Assets</b>	<b>\$38,469,820</b>
Current Liabilities	\$5,660,171
Long-Term Liabilities	\$62,607
Net Assets	\$32,747,042
<b>Total Revenue &amp; Support</b>	<b>\$43,308,571</b>
<b>Total Expenses</b>	<b>\$35,609,155</b>

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The information shown above represents 2020 audited consolidated financial information for Kiva Microfunds and certain subsidiaries.



# Thank you to our supporters

We would like to express our deepest gratitude to all of our strategic partners, past and present. Innovative partnerships with corporations, foundations, institutions and individuals enable Kiva to reach more underserved communities across the globe.

A heartfelt thank you to all of our partners who have helped amplify Kiva's impact.

Our work together achieved the following in 2020:

**\$11,000,000**

Loans disbursed collectively through strategic partnership activations

**65,000**

Lenders activated by redeeming strategic partner promo funds

**\$13,900,000**

Donated from foundations, corporations, lenders and individuals

**232**

Corporations, foundations, institutions, and individual strategic partners



AYOE, THAILAND





# Our values.



## Impact first.

This is why we exist.  
This is the drumbeat we march to. Every day.



## Extreme ownership.

Own it; you, your relationships, your impact. Insist that others support you and hold you accountable.



## Inclusion. Equity. Diversity.

Without reservation and without caveat. In our hiring, in our workplace and in our impact on the world.



## Be curious and bold.

Never stop learning.  
Question assumptions.  
Take risks and dream big.



## Honor and integrity.

Do the most right thing  
in the most right way.



## Love and kindness always.

Say what you mean. Mean what you say. And don't say it mean.  
Clarity. Courage. Kindness.