

صندوق المرأة  
للتمويل الأصغر

MICROFUND FOR WOMEN



# Company Profile





# Contents

- 2 ♡ Who We Are
- 3 × What Is Microfinance?
- 5 ☞ Our Mission and Vision
- 7 ♡ Our History
- 8 × Our Journey
- 9 ☞ Board of Directors
- 10 ♡ Awards and Recognitions
- 11 × Our Partners
- 12 ☞ Financial Services
- 18 ♡ Non-Credit Financial Services
- 22 × Non-Financial Services
- 26 ☞ Building Beneficiary Capabilities
- 33 ♡ Our Beneficiaries







## Who We Are

Microfund for Women (MFW) is a private not-for-profit shareholding company that does not distribute profits. The company is registered with the Jordan Ministry of Industry and Trade, operates under the supervision and control of the Central Bank of Jordan, and it is part of the Tanmeyah - Jordan Microfinance Network.







## What Is Microfinance?

It is a small loan provided to people who are less served by financial institutions; and to groups with limited access to financial services. The goal is to enhance self-sufficiency and expand financial inclusion as per international standards and accepted practices.

### Microfund for Women Loan



Contributes to starting or expanding a project



Results in an increase in family income



Creates a positive impact on family members



Family achieves self-sufficiency



Community flourishes







## Success Stories



Feryal Ali

Cattle and Sheep Trading

📍 Mafrq



I have excelled by carefully selecting and caring for high-quality cattle. I always strive to improve their health and productivity by providing them with proper care, consistent nutrition, and appropriate vaccinations from specialized entities.





## Our Mission

To provide sustainable financial and non-financial services for under-served women entrepreneurs, in order to improve their livelihood and empower them socially and economically.

## Our Vision

At MFW, we envision a more equal and just society where women are empowered to break the cycle of poverty, achieve prosperity, and live integrated lives.







## Success Stories



**Muna Al-Rashid**

Traditional Products

As-Salt

I provide hospitality services and complimentary visits for tourists in As-Salt city, and became well-known among the people there for my passion for spreading cultural heritage.





## Our History

We started our journey in 1994, and the company was officially registered in 1996. Our objectives focused on empowering women and developing their capabilities in the local community, and throughout our 27 years, we have made many achievements that contributed to enabling the role of women in society.







# Microfund for Womens Journey



1994

## Beginning of Change

We started with the Ministry of Social Development as a microfinance program, in cooperation with Save the Children Organization and the American Agency for International Development for financing women and achieving financial inclusion for them.

1996

## Early Seeds

The program was registered as a local NGO, the Jordanian Women's Development Society.

1999

## A Name That Changes a Life

MFW was registered as a non-profit limited liability company.

2002

## Sustainability Is the Basis of Success

Achieving financial sustainability.

2016

## 20 Years

MFW celebrated 20 years of excellent achievements.

2015

## Leaders in Family Insurance

We launched "Afiyatuna", an innovative microinsurance program in the region that benefits all family members.

2013

## 100,000 Around Jordan

MFW's services and products reached 100,000 beneficiaries from different governorates.

## The Millionth Remark

MFW has disbursed a million loans through its journey of 21 years.

2017

2018

## Transparency and Commitment

MFW operates under the umbrella of the Central Bank of Jordan.

2019

## With You Wherever You Are

MFW launched its digital services and mobile application.

2021

## 25 Years of Service

25 years of supporting and empowering women in Jordan.

2023

## A Certificate We Take Pride In

MFW received the international ISO 9001:2015 certificate for quality management systems.

2023

## 1.5 Million Loans

MFW reached a milestone of 1,500,000 loans.







# Board of Directors



**Ms. Muna Sukthian**  
Chairperson of the Board of Directors



**Ms. Fida Al Taher**  
Board Member



**Ms. Iciar Vaquero**  
Vice Chairperson of the Board Directors



**Ms. Nedjma Koval**  
Board Member



**Mr. Ghiath Munir Sukhtian**  
Board Member



**Mr. Iyad Zawaideh**  
Board Member



**Ms. Lubna Touqan**  
Board Member



**Ms. Nisreen Haddad**  
Board Member



**Ms. Reem Abu Hassan**  
Board Member

**Mr. Ramzi Abdeljaber**  
Board Member



# Awards and Recognitions

MFW received 36 local, regional, and international awards in recognition of its efforts, including:



**2011**

Grameen – Jameel Financial Sustainability Award in the Arab region.



**2013**

Women's World Bank Excellence Leadership Award.



**2016**

Sanabel: Microfinance Information Exchange of Transparency Award in the Arab region.



**2020**

Mahatma Award for Social Good 2020.



**2012**

"Innovation and Microinsurance Product Development" Award in the Arab region. Mohammed Bin Rashid Al Maktoum Award for Young Business Leaders as the Best Fund to Serve Women in the Arab region.



**2014**

MFW obtained "A" rating in Financial Inclusion, and 4/5 rating in Social Performance from the international Planet Rating company, achieving the highest ranks among 400 international microfinance institutions.



**2018**

Excellence Award in Social Performance Management from Sanabel Network (Translating Social Message into Actual Practices).



**2022**

International ISO 9001:2015 for Quality Management Certificate.



**2024**

Mahatma Award 2024.



# Our Partners

Through an evolving network of partnerships with specialized local and international organizations and companies, MFW aims to provide and develop quality products and services to support our vision and mission of offering diverse financial and non-financial services that contribute to financial inclusion.

## Fund Yourself Partners



## Protect Yourself Partners



## Develop Yourself Partners







## Financial Services

### **Fund and Protect Yourself**

The company offers a range of financial credit services, including various loan categories designed to cater to the beneficiaries' various needs.

MFW provides a variety of financial credit services in accordance with our terms and objectives, which are designed and developed based on the needs of beneficiaries and their families. The aim of these loans and products is to assist women and individuals in improving their living standards, which can be achieved by establishing and financing a new project, expanding and developing an existing project, renovating a house, or covering the educational expenses of children. Additionally, the company offers various other services to cater to the beneficiaries' different needs.







# Credit Financial Services

## Group Lending Products and Services



### Tadamon Loan

Tadamon loan allows multiple beneficiaries (two and more) within the where they act as each other's guarantors and divide. Each beneficiary may have a specific goal for the allocated loan, such as financing or developing a home project or other objectives.

Loan amount: 400 JODs to 1,500 JODs.

Loan term: 12 to 26 months.

Monthly administrative expenses "interest": 1.50%-1.75% according to the beneficiary's cycle.

Yearly administrative expenses "interest": 18%-21% according to the beneficiary's cycle.

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.





# Credit Financial Services

## Group Lending Products and Services



### **Mashrouak Maana Loan**

Mashrouak Maana loan targets owners of small and micro projects with monthly cash flow, whether home-based and/or independent (registered and/or unregistered), with the aim to develop and support these projects.

Loan amount: 1,500 JODs to 25,000 JODs.

Grace period: up to 12 months.

Loan term: 4 to 42 months.

Yearly administrative expenses "interest": 5% reducing.

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to "Tatbiq Tibbi" service.



### **Makaanak Ma'ana Loan**

Due to the beneficiaries' various needs, and to continue supporting them, we designed the Makaanak Ma'ana loan, enabling current or new beneficiaries who have obtained multiple loans to combine them.

Loan amount: 500 JODs to 10,000 JODs.

Loan term: up to 60 months.

Monthly administrative expenses "interest": 1.3%.

Yearly administrative expenses "interest": 15.6%

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.





# Credit Financial Services

## Individual Lending Products and Services



### Omoumi Loan

Omoumi loan is designed for individuals who operate public transportation vehicles (taxis, buses, services, pickups, vans, trucks, and smart-app services), to obtain a loan to license, secure, and maintain their vehicles, allowing them to maintain their source of income.

Loan amount: 800 JODs to 3,000 JODs.

Loan term: 12 to 26 months.

Monthly administrative expenses "interest": 1.5%-1.75%.

Yearly administrative expenses "interest": 18%-21%.

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.



### Ashanak Loan

To cater to the diverse needs of our beneficiaries and ensure we can continue to serve them, we have designed Ashanak loan program. This program allows both existing beneficiaries who have received a loan from MFW, as well as new individuals seeking loans, to access a specific amount of loans for starting or developing an existing project. The loan can be allocated to cover the beneficiaries' needs with the aim of improving their livelihoods.

Loan amount: 400 JODs to 2,000 JODs.

Loan term: 4 to 24 months.

Monthly administrative expenses "interest": 1.5% - 1.75% according to the beneficiary's cycle.

Yearly administrative expenses "interest": 18% - 21% according to the beneficiary's cycle.

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.



# Credit Financial Services

## Individual Lending Products and Services



### Omouma Loan

Omouma loan is designed to help expectant mothers cover the myriad expenses related to pregnancy and childbirth, including doctor visits, medications, nutritional supplements, and newborn supplies. This is available to all beneficiaries as a parallel loan.

Loan amount: 300 JODs.

Loan term: 15 months.

Monthly administrative expenses "interest": 1%

Yearly administrative expenses "interest": 12.00%

Other features:

- Benefiting from "Himaya" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.



### Taaleemi Loan

Because MFW believes in the importance of education, Taaleemi is a loan for students at all levels of their academic, vocational, or training journey to cover expenses and tuition fees, whether for schools, diplomas, bachelor's degrees, master's degrees, doctorates, professional, or training courses. The loan also covers purchasing a computer to help students while studying.

Loan amount: 350 JODs to 10,000 JODs.

Grace period: up to 6 months.

Loan term: 4 to 60 months.

Monthly administrative expenses "interests": 0.8%

Yearly administrative expenses "interests": 9.60%

Other features:

- Benefiting from the "Himaya" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.





# Credit Financial Services

## Individual Lending Products and Services



### Taqati Loan

Because we believe in the importance of sustainable living and its positive impact on the environment and economy, we have designed Taqati loan to provide the opportunity for homeowners and all sectors to purchase and install renewable energy systems (such as photovoltaic cells and solar panels) and energy-efficient appliances like refrigerators, air conditioners, and more. This loan option also positively contributes to improving the beneficiaries' financial status, as it reduces the electricity bill, allowing them to use the saved amount to repay the loan installments, allocate it towards other priorities, or save it for the future.

Loan amount: 250 JODs to 10,000 JODs.

Loan term: 4 to 60 months.

Monthly administrative expenses "interest": 0.8%

Yearly administrative expenses "interest": 9.60%

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.
- Installment of purchases at 0% interest in cooperation with MFW's partners.



### Tahseen Al-Manzel Loan

Providing a safe and healthy environment at home leads to success in work, education, and more. Therefore, we designed the Tahseen Al-Manzel loan to enable beneficiaries to make the necessary changes to their houses, including major and minor maintenance, construction, and renovation. This loan is also available to all beneficiaries who received a loan from MFW by obtaining it as a parallel loan alongside their current loans.

Loan amount: 1,000 JODs to 10,000 JODs.

Loan term: 4 to 60 months.

Monthly administrative expenses "interest": 1.5%-1.75%

Yearly administrative expenses "interest": 18%-21%

Other features:

- Benefiting from the "Afiyatuna" microinsurance program.
- Subscription to the "Tatbiq Tibbi" service.





## Non-Credit Financial Services

### **Protect Yourself**

MFW provides non-credit financial services, including microinsurance programs that include "Afiyatuna" and "Himaya" programs. These programs benefit all current MFW beneficiaries, their families, and children from the age of one month to 21 years old. Microinsurance helps cover emergency expenses related to hospitalization, treatment, and compensation in the event of a death—God forbid—in exchange for small insurance premiums paid regularly within a monthly installment. Additionally, free medical days and cancer screenings are also provided.







It is a microinsurance program offered to MFW's beneficiaries and their families to cover individuals from the age of one month to 21 years old, providing coverage for hospitalization expenses in the following cases: if the beneficiary, their spouse, or unmarried children between the ages of one month and 21 years old are admitted to a licensed hospital under medical supervision for at least one night due to a specific illness or accident.

**Program Features - Hospitalization Coverage:**

- Insurance coverage of 15 JODs for each night spent in the hospital, provided that the hospital is under the Ministry of Health or Jordan Royal Medical Services.
- Insurance is available to all beneficiaries under the age of 65, with a loan amount not exceeding 5,000 JODs, without any medical requirements. For loan amounts above 5,000 JODs, a request for insurance approval is sent to the Jordan Insurance Company through the system.
- Coverage can be up to 24 nights of continuous hospitalization.
- There are no exceptions for chronic diseases or conditions.
- Coverage can be up to 36 nights per insurance year. The maximum coverage is calculated for loans exceeding 12 months by adding three nights for each month of the loan term, and for each individual with insurance, including dependents. The maximum benefit can be claimed for individuals with insurance at any time during the insurance coverage period.

In the event of the beneficiary's death, the insurance company will settle the remaining debt of the deceased beneficiary, in addition to the administrative expenses for MFW on the date of death. Additionally, a check of 1,600 JODs will be issued to the beneficiary on the beneficiaries' form.

In the case of the death of the beneficiary's spouse (provided that the age of the spouse does not exceed 65 years), an amount of 750 JODs will be disbursed to the beneficiary.

Monthly installment refers to the value of the premium in the "Afiyatuna" program, which is paid monthly with each payment during the loan term.

The beneficiary with dependents: monthly installment = 2.85 JODs (with unmarried children in the age group from one month to 21 years old registered in the family book).

The beneficiary without dependents: monthly installment = 1.75 JODs (no dependent children in the age group from one month to 21 years old, beneficiary is unmarried, widowed without children, divorced without children).



## Himaya Program

One of the microinsurance programs offered to current MFW beneficiaries, through which the remaining loan amount owed to the company, along with administrative expenses, commissions, and any remaining fines, can be paid in the event of the beneficiary's death (God forbid) if the beneficiary is over 65 years old.

- Loans covered by "Himaya" program include Omouma, Mawsemi, and Taaleemi loans.
- The payments are made only to the company, including interest and fines.
- The value of the monthly installment is thirty cents.



## Tibbi Program

### Tatbiq Tibbi Program

Through the medical application program "Tatbiq Tibbi", MFW provides a digital medical platform that helps beneficiaries get immediate medical consultations from a wide range of specialized doctors. The service is exclusively available to MFW's beneficiaries at a special price of (5.8 JODs yearly instead of 50 JODs).

"Tatbiq Tibbi" is a smartphone application that allows users to access over 1.6 million medical content and benefit from the "Find a Doctor" service, which enables users to contact doctors to seek medical advice after describing their medical condition through text messages or phone calls.

The aim of this application is to improve the users' well-being by providing 24/7 access to a network of doctors. This application helps over 2,500 patients every day by working to reduce the cost of unnecessary personal doctor visits. It can be used in case of illness of any individual in the family, not just the user.





## Success Stories



**Eyad Derbashi**

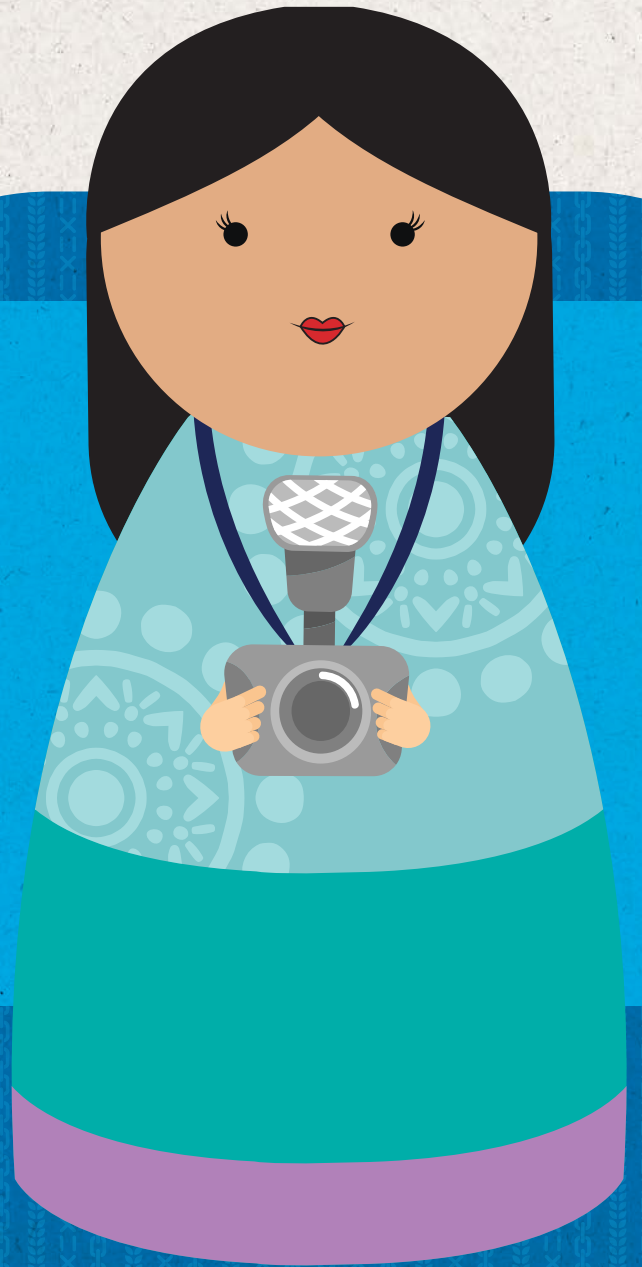
Coffee Shop

Deir Alla



My project stands out for the taste and the way it is prepared, and our availability 24/7, which made it well-known to many customers.





## Non-Financial Services

### Develop Yourself

To cover all aspects of life as much as possible, we have developed a range of non-financial services that focus on social aspects, skill development, education, and more. These services aim to help beneficiaries and their families in the best way possible to achieve sustainability in their projects and progress economically and socially.

Non-financial programs and services are a supportive arm for beneficiaries to develop their skills and provide new opportunities to support their projects and maintain their sustainability. These programs and services are offered through the following main pillars:

### Market Linkages & Partnerships

The Learning Academy has established a number of extremely fruitful partnership and market linkages that provide MFW beneficiaries with opportunities to market and sell their products through both traditional and non-traditional channels. This includes opportunities to participate in bazaars, exhibitions, and online retail, as well as the chance to market their goods through the Souk Baladna Instagram account, all of which contribute to making beneficiaries' businesses more sustainable and their socioeconomic conditions more stable:







## سوق بلدنا Souk Baladna

Souk Baladna is one of MFW's flagship initiatives, aiming to improve and upgrade beneficiaries' practical knowledge and managerial skills so that they can market their products through innovative methods and modern technological tools. Located in Sweifieh Village, in the capital of Amman, Souk Baladna provides a dedicated storefront for beneficiaries to market and sell their products:



## Partners Gifts

MFW gifts partners from local products handcrafted by the creative beneficiaries to support them in marketing their products, increasing their networking opportunities, and showing the success stories of the pilot women's projects.





## Bazaars and Exhibitions

Through this service, MFW provides free opportunities for beneficiaries to participate in various bazaars, fairs, and exhibitions throughout the year, especially during the holiday season, to enter new markets, which positively affects increasing production capacity sales and networking opportunities.







### Beneficiary Capacity Building Initiatives

Based on studying our beneficiaries' needs and locating the gaps that require enhancing, the academy has developed several training programs that cover the various topics that the beneficiaries need to develop their skills and abilities.

MFW aims to provide the needed knowledge and skills for its beneficiaries and their families, through the following services:







## Training

Through needs-based training programs, we assess the needs and capabilities of our beneficiaries and provide tailor-made training programs on a variety of important topics, such as the fundamentals of running a business, pricing strategy, marketing, basic accounting, and competition assessment



## Information & Awareness Session

Empowering women begins with education. At MFW, we provide beneficiaries and women in underserved communities with a wide range of awareness activities, addressing topics that range from women's rights and gender-based violence to breast cancer and basic first aid.



## Product & Brand Development Programs

To help ensure that beneficiaries' products can compete in the modern market, MFW offers specialized guidance and training in the field of product and brand development.





## Family Support Programs

MFW supports the beneficiaries' families, offering various services to help them build and enhance their skills and abilities, which positively affect their lives. These services are offered through:

- **Children's Education Program:** MFW's Children's Educational Program seeks to make positive change a multigenerational investment. Through the program, MFW works to underscore the importance of educating tomorrow's leaders and entrepreneurs, raising awareness for the critical role of education in spearheading change and providing opportunities for the children of beneficiaries to further develop their knowledge, skills, and capacities.
- **MFW University Scholarship Program:** Through MFW's dedicated University Scholarship Program, the organization awards full university scholarships to the children of beneficiaries, in order to further contribute to positive change in the lives of beneficiaries, their families, and their communities. These scholarships cover the full cost of study, along with personal expenses, throughout the duration of their studies. The criteria for these scholarships are announced through the company's branches and social media platforms.



## Community Programs & Services

Our team at MFW carries out a number of ongoing projects and initiatives that work to build upon our support for our beneficiaries and the communities in which they live. To date, more than 94,000 people across the Kingdom have benefitted from MFW's community outreach programs and services:

- **Care Package Program:** On special occasions, holidays, and at various times throughout the year, we deliver care packages and gifts to local children in underserved communities and neighborhoods. In addition to providing these children with much-needed necessities (such as clothing and school supplies), MFW's care packages aim to bring joy to young people everywhere.
- **Free Medical Days:** Carried out on a regular basis, our Free Medical Day service provides community members in underserved areas with free medical examinations, consultations, and medication. These events are held at MFW branches across the Kingdom, providing vital health information and care to beneficiaries, their families, their communities, and those most in need.





## Develop Yourself

### **MFW Academy for Development**

Studies conducted by MFW have shown that many beneficiaries of microfinance in Jordan lack the necessary skills to succeed in the labor market. Therefore, comprehensive training services and capacity building for beneficiaries are provided to support and empower local communities to participate in Jordan's national growth and sustainable development on social and economic levels. This is achieved through supporting micro-projects to grow into small and medium-sized companies, and small and medium-sized companies to become larger companies.







## E-MFW

To further support our efforts to improve the financial inclusion of women and underserved communities, Microfund for Women offers its beneficiaries a number of digital financial services through dedicated online and mobile applications. These user-friendly apps and websites make it easier than ever for beneficiaries to get the services and information they need.

### MFW's Electronic Services:



#### E-Learning

MFW provides online training programs through the Learning Academy, as well as through partnerships with a variety of educational and academic institutions. Once we've identified our beneficiaries' training and development needs, we are able to develop and offer online courses that are designed to elevate their skills and expand their knowledge.

Our E-learning programs are provided through a combination of interactive distance learning and in-person instruction, designed to reach our beneficiaries wherever they are and to ensure continuity of learning



#### Online Lending

It is a website that enables MFW beneficiaries to apply for a loan online without needing to visit one of our branches. It is designed to simplify the loan application process, making our loans accessible to everyone, and especially to applicants living in remote areas.

Learn more about our Online Lending here:

<https://www.money-phone.com/apply>



#### Online Loans

A specialized platform where interested individuals can complete the entire loan application process online without the need to visit any of MFW's branches. The procedures and steps are made easy and user-friendly.



#### E-Wallet

E-Wallet enables beneficiaries to receive their loan and microinsurance claim payments digitally, replacing the need for traditional cheques. This allows them to better manage their finances, more easily conduct transactions and purchases, and cash in and out with greater ease.

Loan repayments and other bill payments can also be made using eFAWATEERcom, which is embedded within E-Wallet to allow beneficiaries to make online payments at anytime, from anywhere.

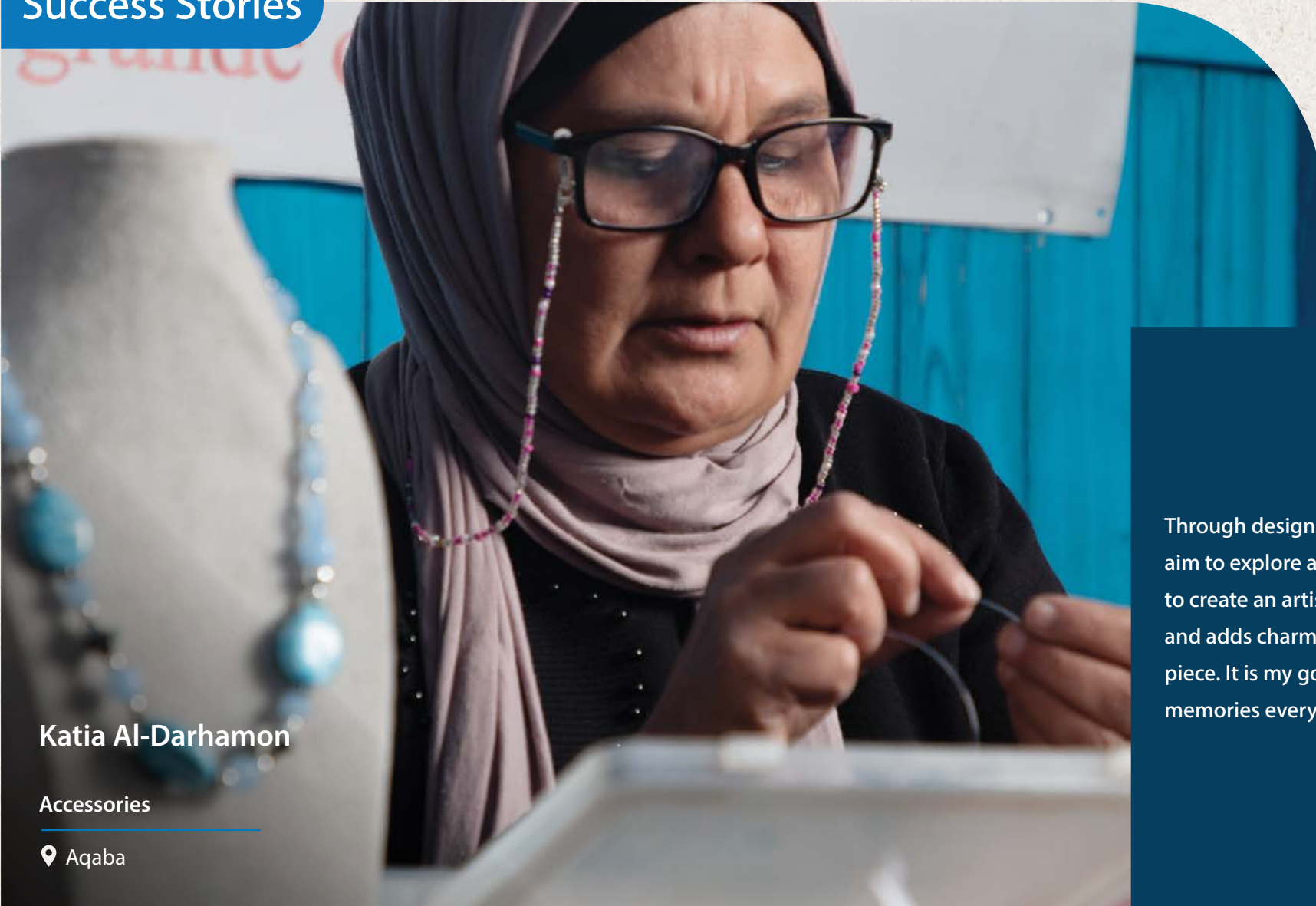
E-Wallet allows users to take advantage of a variety of financial services from the convenience of their mobile device, including:

- FREE wallet registration
- Cash deposits and withdrawals from any certified agent
- Free transfers from one mobile wallet to another
- Ability to pay your monthly MFW repayment or utility bills (through eFAWATEERcom)
- Ability to pay for goods at all shops accepting Mahfazti (U-Wallet)
- 24/7 cash withdrawals from ATMs





## Success Stories



**Katia Al-Darhamon**

Accessories

📍 Aqaba



Through designing unique accessories, I aim to explore a world of vibrant colors to create an artistic piece that enhances and adds charm to each customer's piece. It is my goal to create distinctive memories every time they wear it.





Our Beneficiaries







### Our Impact and the Success Stories

Dreams have turned into success stories written by ambitious women who started their projects with confidence and never gave in to the challenges of life. These women developed themselves to secure their livelihoods and support their families with the help of MFW, which stood by each woman from the beginning of her journey until this moment.



### Client Protection

The instructions for consumer financial protection aim to preserve the rights of consumers of financial services through a legislative framework that defines the relationship between service providers and consumers of financial services. This is to ensure that consumers of these services obtain their rights in terms of justice, transparency, and their right to complain.

In addition, it raises awareness among beneficiaries and encourages them to improve the knowledge and skills necessary for managing their finances, empowering them to make informed financial decisions.

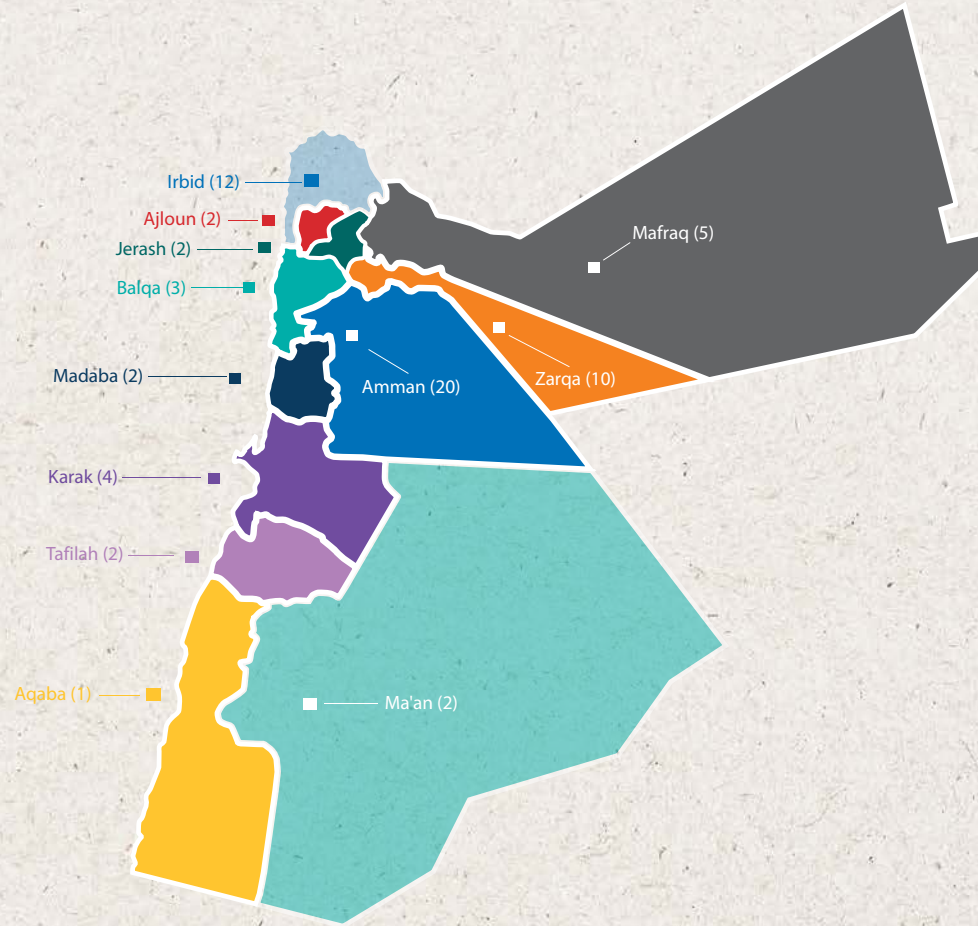
Financial consumer protection is a key element in achieving financial inclusion. The presence of a comprehensive framework for consumer financial protection leads to increased confidence and competitiveness in the financial system, thereby improving the quality of financial services provided to beneficiaries. It also contributes to encouraging individuals and increasing their inclination to use financial services.





### Our Branches

Our branch network extends and is distributed in all 12 governorates of the Kingdom from north to south. This expansion is aimed at reaching all women entrepreneurs and owners of small and micro-projects in cities, villages, and rural areas. We do this because we are part of the community and it is important for us to facilitate people's access to us. Our branch network covers 63 locations served by 808 employees.







## Contact Us


At MFW, we always welcome your opinions, suggestions, and complaints as they help us improve and serve you better. Therefore, we kindly request you to submit these suggestions or complaints either at one of our company branches through the approved complaint boxes, or through our website. Additionally, you can directly contact our customer service center at **0778481113**. Your feedback will be treated with the utmost care and confidentiality.

### Support Services Center

 Tel: +962 65666100

 Fax: +962 65664000

 P.O. Box: 962854 Amman 11196 Jordan

 Working Hours: Sunday - Thursday: 8 AM - 4 PM.

 Inquiries: [inquiries@microfund.org.jo](mailto:inquiries@microfund.org.jo)

 Email: [info@microfund.org.jo](mailto:info@microfund.org.jo)