

## What you can do to help...

- Adopt a Farmer \$500/farmer
- Buy a Bicycle \$300/bicycle
- Family Canning \$50/family
- Get on the truck \$500/family

For other investment opportunities, contact Russ Myers.



Cheetah Development is focused on founding ethical businesses that are sustainable, serve the poor, and create good jobs— even with benefits. When people have a job, they are no longer just waiting for help, they are helping themselves and join in helping others, too. It takes money to make money.

**It takes people to help people.**

## BE THE CHANGE.

**Donate TODAY at:  
[www.cheetahdevelopment.org](http://www.cheetahdevelopment.org)**

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IT'S NOT GIVING GIFTS;  
IT'S *growing* GIFTS™

# IT'S growing GIFTS™ Building Small Businesses and Changing Lives

With 85% unemployment in Tanzania, a person with a good job often cares for 50 or more people.

1.5% more African economic growth in the '80s would have saved 500,000 children by 1990.

## A 10% increase in income:

- = 6% decrease in infant mortality
- = lower birthrates
- = higher education rates
- = less child oppression
- = more stable families
- = more rights for women.

Economic Growth **saves** more lives than income redistribution— and it is created with small businesses.



## A DISTINCTIVE APPROACH...

The engine of economic development is small business, those having 5-100 employees. They are relatively absent from the developing world. For more than 20 years the key problem is this missing sector of business and it exists due to a lack of capital. It's called the "Missing Middle."

**MICRO VENTURE CAPITAL** is our model to fill the gap. We typically invest \$5,000 to \$500,000 in small entrepreneurs. We don't come with our own ideas.

**WE INVEST IN DREAMS** of others. We ask people what THEY want to do. That's unusual. It's respectful; not patronizing.

**INSTEAD OF HANDOUTS**, We require repayment. It's this discipline that creates profitability. That equals sustainability— results that last. We mentor people to create this success.

**AGRICULTURE IS OUR FOCUS**. The developing world is 70-90% subsistence farmers. Instead of handing out food, we help them succeed with real markets, food processing and value chain development.

## Current Projects:

### Growing Gifts Village Program: Ilambilole Village, Iringa Province



- Establishing a farming cooperative
- Double the income of over 1,000 poor families
- Investment required is \$500,000

### Growing Gifts Village Program: Bomalang'ombe Village, Iringa Province



- Establishing a farming cooperative
- Double income of over 2,000 poor families
- Investment required is \$500,000

### Mkonge Tea Block Cooperative: Provision of Trucks



- Purchase two used 7-ton-trucks
- Double the income of the families
- Investment required is \$75,000

### Hot Water Bath Canning



- Open retail outlets to teach canning
- \$50 per family
- \$5,000 dollars to open a retail outlet
- Investment required is \$50,000 for 10 locations

### Bicycle Factory: Project Punda



- Production of 10,000 cargo bicycles per year
- Double the income of a family
- Investment required is \$650,000