

Achievements of 2025



Dear Friendship Bridge family,

My year in Guatemala came to a close in August 2025, and I returned home deeply changed by the experience. Working side by side with so many members of our Guatemalan team was a true gift. It gave me a much deeper understanding of the realities at the regional level—and, most importantly, allowed me to witness firsthand the power and reach of our *Microcredit Plus* programs in action.

Because of that experience, sharing our 2025 Achievements feels especially meaningful. I saw the dedication, creativity and perseverance of our staff up close. These results are a direct reflection of their commitment and of what is possible when we work together towards a shared mission.

As you read through this report, I hope you feel the same pride and sense of purpose that I do. Together, we positively impacted the lives of over 37,000 women in 2025—each one representing not just a loan or a program, but renewed opportunity for her family and hope for future generations. Thank you for being such an essential part of this work and walking alongside us during this journey.

Looking ahead to 2026, we are focused on laying strong foundations for the next chapter of Friendship Bridge. Our 2026–2030 Strategic Plan has been built from the ground up, shaped by input from our staff, clients, and Board members, and positions us well to build on the momentum we have created together.

With gratitude and excitement for what's ahead,

Tracie Cordeiro
President & CEO

2025 ACHIEVEMENTS

Highlights

37,000+
women entrepreneurs served

$33.7m
disbursed in loans, expanding access to capital across Guatemala

$1.6m
raised through donations, fundraising events, and grants

21,000+
products created by Handmade by Friendship Bridge® artisan clients

27%
reduction in client poverty rates achieved from 2021–2025

$2m
surpassed in the *Bridge to Success* portfolio (representing **over 10% of our total portfolio**)

Increased our **private placement by $500,000**, reaching **$2.9 million** total

Ranked a **Top 20% performer for female reach** among peer institutions according to 60 Decibels

A **Best Workplace for Women™** in the Caribbean and Central America for our **fourth consecutive year**



ACHIEVEMENTS OF 2025

Success for Our Clients



SUCCESS FOR OUR CLIENTS

Non-Formal Education

Non-Formal Education, provided monthly during our clients' Trust Bank loan repayment meetings, offers our clients skills and knowledge to create sustainable change for themselves, their children, and their communities.

25,000
women reached through Non-Formal Education

68% attendance rate maintained—a meaningful post-pandemic recovery—while continuing to test innovative strategies to strengthen participation

73%
retention rate of Non-Formal Education topics throughout the year

62%
application rate of concepts learned throughout the year

translating learning into real-world action across topics such as nutrition, mental health, women's rights, and cybersecurity

378 clients successfully reached their goals through our annual Savings Challenge and were recognized for their financial discipline and commitment.

SUCCESS FOR OUR CLIENTS

Advanced Business Training & Education

FRIENDSHIP BRIDGE

Friendship Bridge's *Advanced Training & Education* programs equip women entrepreneurs with practical, market-driven skills to strengthen and diversify their livelihoods. Through hands-on technical training and targeted business development, clients gain the tools to improve existing enterprises or launch new income-generating activities.

794 clients

strengthened their income-generating capacity through advanced technical and productive skills training across agriculture, culinary, artisan, and digital sectors.

For six months, Friendship Bridge and Alterna joined forces to develop a **virtual business-strengthening program** for Friendship Bridge clients. Through this initiative,

190 Trust Bank clients enrolled	**108** graduated	**39** progressed to *Bridge to Success*	accessing **$138,000** in new individual loans

Friendship Bridge clients achieved the **highest completion rates** for this virtual process among all participating organizations. This project was carried out as part of Alterna's initiative, supported by ADA Microfinances and REDCAMIF, under the "Decent Employment Program" (*Programa Empleo Digno*) of the European Union and the Ministry of Economy of Guatemala.

A new initiative—Promotional Advanced Training—paid off, with **980 non-client participants**, some of whom later formed **18 new Trust Banks**.



SUCCESS FOR OUR CLIENTS

Health for Life

FRIENDSHIP BRIDGE

The *Health for Life* program provides culturally-sensitive health education, preventive screenings to Friendship Bridge clients in partnership with Wuqu' Kawoq (Maya Health Alliance). Female medical staff fluent in the indigenous languages our clients speak provide health services via mobile clinics that travel to our clients' villages.

25,000+
women served with preventive health services since the program's inception in 2015

7,800+
clients served during the year through mobile health clinics

650+
at-risk cases identified related to glucose levels, blood pressure, and women's health issues



Mental health support strengthened emotional resilience

122 clients in both Trust Banks and *Bridge to Success* benefited from up to five **teletherapy sessions,** supporting individual wellbeing and family stability.

SUCCESS FOR OUR CLIENTS

Women's Agriculture Credit & Training

FRIENDSHIP BRIDGE

The *Women's Agriculture Credit & Training* program provides smallholder women farmers with financial support, technical assistance, and entrepreneurial training to help them overcome challenges such as poor soil conditions, degraded lands, limited plot sizes, and restricted access to credit and agricultural inputs. Through this program, women farmers receive microloans along with capacity-building training to enhance their production, business skills, and resilience to climate change and technical assistance to increase their crop yield and income.

758 clients
participated in the program

$893,000+
in the *Women's Agriculture Credit & Training* loan portfolio

35%
increase in crop yields for clients

48%
increase in profits for clients

1,000+
women entrepreneurs learned climate-smart, sustainable production techniques through six demonstration plots via hands-on field schools, made possible through partnerships with the **Harvey Family Foundation** and **Agropecuaria Popoyan, S.A.**



- **79% of agricultural clients received technical assistance three times throughout the year,** helping them to improve their production—a 4% increase from 2024.
- **625 clients participated in agricultural Non-Formal Education, gaining immediately-applicable skills** in drip irrigation, cost management, negotiation skills, soil conservation, and crop rotation.
- **260 clients participated in animal husbandry capacity building**, gaining practical skills in enclosure management, vaccination, and livestock care techniques.

SUCCESS FOR OUR CLIENTS

Bridge to Success

FRIENDSHIP BRIDGE

The *Bridge to Success* program addresses the "missing middle" in women's financial inclusion: entrepreneurs who have outgrown group lending but remain underserved by traditional financial institutions. The program combines appropriately sized individual loans with advanced business training, coaching, and recognition opportunities, enabling women entrepreneurs to scale sustainably and build resilient enterprises.



560 clients
received individual loans, nearly doubling participation from 2024.

$2m+
in the program portfolio at year end, now representing **over 10% of Friendship Bridge's total loan portfolio.**

Outstanding women entrepreneurs were recognized and awarded catalytic, non-repayable seed capital, with **$23,000** provided to **25 clients and prospective clients** through the Women's Entrepreneur Awards and Boost Your Business Fund, funded by the Genesee Friendship Circle and Peter and Ellen Durst, respectively.

***Mujer Avanza*, a gender-responsive loan pilot, was launched** to provide unsecured individual credit that lowers access barriers for women entrepreneurs. Since its August launch, **127 clients** have joined the program, expanding women's participation in *Bridge to Success* and building a portfolio of **over $213,000**.

***Bridge to Success* clients demonstrated strong business growth:** Among clients with more than one year in the program,

61%
increased their sales—doubling sales on average.

52%
increased their profits, with average profits growing by 150%

SUCCESS FOR OUR CLIENTS

Handmade by Friendship Bridge®

Handmade by Friendship Bridge® is an artisan program verified by the Fair Trade Federation that provides women entrepreneurs with market access, business training, and income-generation opportunities beyond credit. By connecting artisans to U.S. and international markets, the program helps women stabilize income, build skills, and grow sustainable businesses while preserving cultural traditions.

$175,300

earned in total sales and donations through **nearly 1,200 orders**

This surpassed our annual revenue goal and was **the highest ever since the implementation of the program**.



21,000+

items produced throughout the year,

including 17,000 items created for the Mother's Day gift project, benefiting Friendship Bridge clients.

Launched new Handmade Talks episodes,

bringing the total to 7 episodes in this mini-podcast series featuring individuals who have played an important role in the growth and impact of Handmade by Friendship Bridge®.

36

artisan clients supported

in growing and strengthening their businesses.

352

hours of direct support provided

to artisan clients via training, mentoring, and design assistance.

142

new products developed

including collaborations which benefited multiple artists.

SUCCESS FOR OUR CLIENTS

Client Advisory Committee

Friendship Bridge's Client Advisory Committee elevates client voices by creating a structured forum for women entrepreneurs to share feedback, insights, and priorities directly with the organization. The committee informs program design, service delivery, and strategic decisions—ensuring that client perspectives shape improvements across credit, education, health, and operational initiatives.



- The Client Advisory Committee, consisting of **85 clients representing 12 branches**, provided ongoing input throughout the year on Poverty Stoplight implementation, new product research, and drivers of client retention and exit.
- **Savings education translated into action, with 72% of Client Advisory Committee members** completing a savings course and challenge and applying new skills to achieve tangible goals, including home construction and remodeling, debt repayment, supporting their children independently, and starting new income-generating businesses.
- **Client leadership informed governance**, as **13 Client Advisory Committee presidents** from Trust Banks and the *Bridge to Success* program met directly with Friendship Bridge's Board of Directors to share experiences, surface challenges, and present client-driven priorities and recommendations.



Call Center

The Call Center serves as a centralized hub for client communication, program monitoring, and campaign outreach, ensuring client feedback and needs are consistently captured and acted upon across the organization.

- The call center enabled **efficient monitoring** of *Health for Life*, Non-Formal Education, *Advanced Training & Education,* Agricultural programs, and *Bridge to Success,* while supporting targeted campaigns that strengthened client loyalty and improved credit risk management.
- **More than 18,000 client voices** were heard and elevated through **30 research projects**, consolidating direct client feedback and ensuring client perspectives remained central to organizational decision-making.



SUCCESS FOR OUR CLIENTS

FRIENDSHIP BRIDGE

Social Performance

60 __ dB

Friendship Bridge demonstrated leadership in female inclusion, ranking among the **top 20% of peer institutions globally for Female Reach 2023–2025**, according to the Microfinance Index by 60 Decibels.

Client trust and satisfaction translated into advocacy, reflected in a **Net Promoter Score of 88**, indicating that the vast majority of clients actively recommend Friendship Bridge to other women in their communities, according to 60 Decibels' microfinance index.

Charity Navigator
FOUR-STAR

Earned a **4-star rating**, the highest rating possible, on Charity Navigator for our **sixth consecutive year**.

Platinum Transparency 2025
Candid.

Earned Candid's (formerly Guidestar's) **Platinum Transparency 2025** award.

24%

of Board of Directors members are Guatemala-based, including two women and one indigenous Maya leader.



SUCCESS FOR OUR CLIENTS

Social Performance

poverty stoplight

2025 marked Friendship Bridge's fourth year implementing Poverty Stoplight, a poverty elimination methodology developed by Fundación Paraguaya to help clients holistically assess their living conditions and quality of life in order for them to identify concrete actions for improvement.

Using the Poverty Stoplight methodology over the past four years, we saw a **27% poverty reduction rate** among our clients from 2021–2025. This was measured based on indicators that reflect progress in areas including income, savings, and economic stability.

From 2021–2025, **clients improved their living conditions by an average of nearly 9% annually.**



ACHIEVEMENTS OF 2025

Support for Staff

SUPPORT FOR STAFF

Highlights

Chosen as one of the **Best Workplaces for Women™ in the Caribbean and Central America** by Great Place to Work® for the fourth time.

Additionally, we were **Great Place to Work-Certified™** for our seventh consecutive year.

68%
of new hires were from Indigenous Maya populations.

65%
of promotions were granted to women.

92%
of employees say Friendship Bridge is an excellent place to work.



SUPPORT FOR STAFF

Highlights

FRIENDSHIP BRIDGE

19,000+
hours of staff training were delivered.

Through training and development processes, we strengthened the capabilities of internal talent, ensuring their professional growth and the development of key skills to take on new responsibilities.

140
hours of mental health care were provided to employees

on the topics of mood and depression, interpersonal and family relationships, cognitive and concentration difficulties, as well as anxiety and worries.

Developed and implemented the Trusted Leaders program

to strengthen staff leadership capabilities aligned with three core competencies: **ethical**, **empathetic**, and **fair**.



190
non-staff individuals participated in Empodera-T, a Friendship University program that offers training, guidance, and hands-on experience to help Guatemalans launch successful first-time careers with Friendship Bridge, resulting in 11 individuals hired for the operational area.

27
individuals completed internships as a result of the Empodera-T program. These interns gained first-time experience in administration, the core banking system, and field projects while strengthening their readiness for the labor market.



ACHIEVEMENTS OF 2025

Institutional Achievements



INSTITUTIONAL ACHIEVEMENTS

Operations

37,000+
women served during the year

$20m
reached in the loan portfolio, representing a 14% growth rate over 2024.

$34.2m
in loans disbursed throughout the year, a 10% increase over 2024.

Nearly 28,000
clients in the portfolio at year end, achieving net growth of 6% compared to 2024

41,000
loans granted during the year

INSTITUTIONAL ACHIEVEMENTS

Funding

$3m+
completed in incremental investor funding.

$2.9m
in private placement debt successfully refinanced and increased by 23%.

$1.6m
raised in donations, fundraising events, and grants from over 770 supporters.

$2.8m
raised in funding with our long-time partner, Kiva

Since 2007, Kiva has helped members of Friendship Bridge Trust Banks raise money for specific business needs, allowing supporters to make a significant social impact through crowdfunding campaigns.

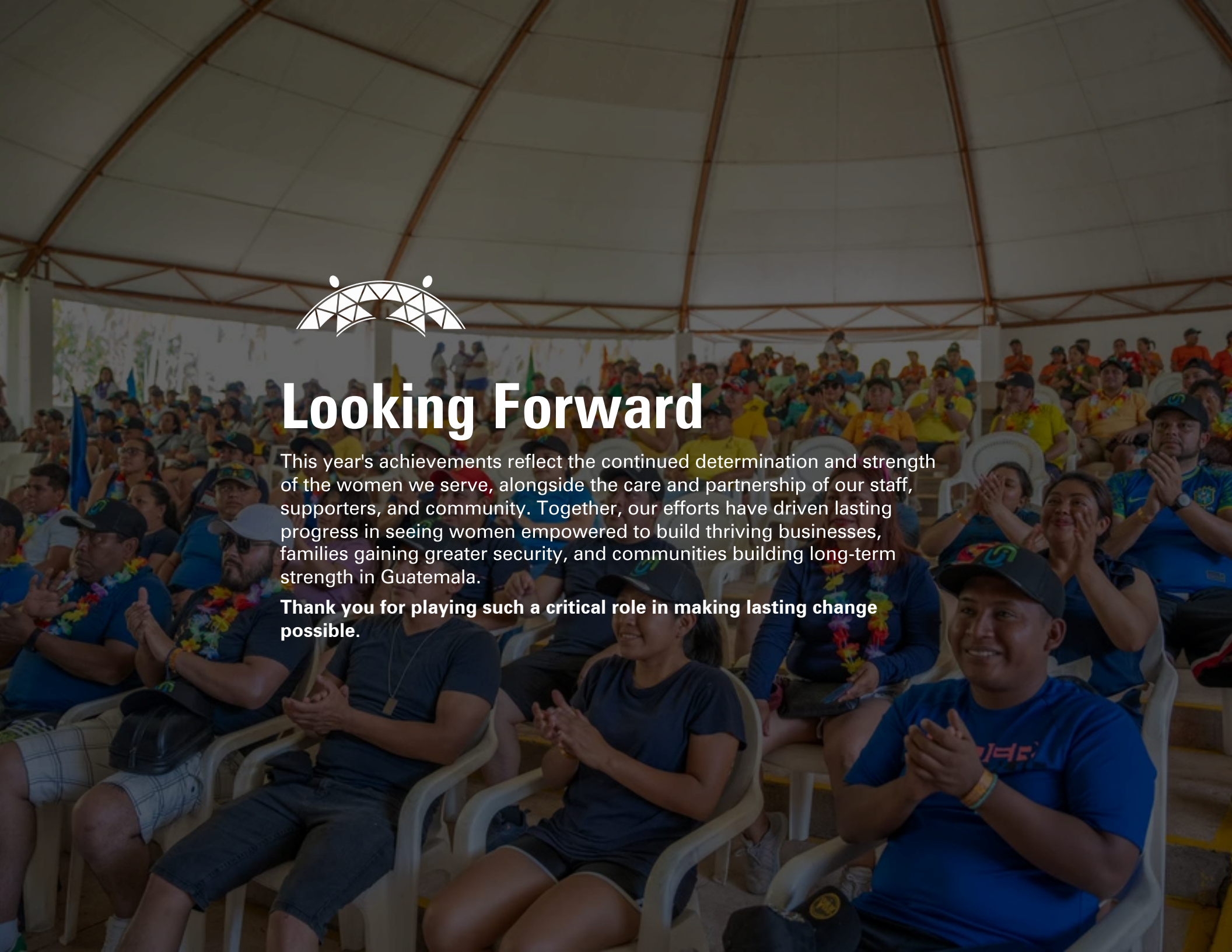


Nearly $400,000
raised by 18 active and former Friendship Circles.

Nearly $200,000
raised through Guatemalan public relations and institutional partnerships.

$95,000
raised during the 2025 Stay-at-Home Building Bridges Gala event, reaching nearly 350 supporters.

$27,000+
raised through the *Cada Mes* monthly giving program.



Looking Forward

This year's achievements reflect the continued determination and strength of the women we serve, alongside the care and partnership of our staff, supporters, and community. Together, our efforts have driven lasting progress in seeing women empowered to build thriving businesses, families gaining greater security, and communities building long-term strength in Guatemala.

Thank you for playing such a critical role in making lasting change possible.

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