



## **ABOUT US**

The Association for Microfinance Institutions (AMFI) is a member-based organization that was established and registered in 1999 under the societies Act, with the aim to build the capacity of the Kenyan Microfinance Industry. In her 20 years of existence, AMFI's membership has increased from the original 5 founder members to the current 52 fully paid up members in 2019. Adoption of the Alternative banking channels (ABC) have made the provision of financial services easier, affordable and time saving. This has promoted the accessibility of the services especially by the low-income people in the rural and marginalized areas. The vision 2030 identified microfinance subsector as key in ensuring every Kenyan is bankable by 2030. This has seen the government intensify the financial inclusion campaign through creating funds for the microfinance sector in the National budget, establishment of funds like women and youth and also developing legislation to promote micro and small enterprises (MSMEs). The Association of Microfinance Institutions-Kenya has made good progress and ambitious strategic decisions and policies since its inception 20 years ago.

## OUR MISSION

*To champion the aspirations of microfinance institutions through advocacy, capacity building, networking and linkages and research.*

## OUR VISION

*To be the network of choice that promotes a conducive environment for microfinance providers in Kenya.*

AMFI operations are guided by the following Pillars

### **1. Policy Advocacy:**

The objective of this pillar is to enhance collective action by its members and other stakeholders for an enabling policy and regulatory environment for the microfinance industry in Kenya. In order to deliver this mandate, this strategy envisages that AMFI's institutional capacity for advocacy and lobbying will be enhanced to effectively support the development of an enabling environment for MFIs to operate and increase their growth and outreach to low-income people.

### **2. Capacity Building:**

The objective of this pillar is to strengthen the capacity of MFIs in delivering appropriate and sustainable microfinance services to low income people, through organization and coordination of workshops and training courses and effective management information systems, with a view to enhance members' capacity to manage and operate MFIs professionally. To achieve this, AMFI will seek to conduct regular assessment of members' capacity building needs and organize demand-driven training workshops and seminars on thematic areas and develop content specifically tailored to respond to members' needs.

### **3. Networking and Linkages**

The objective of this pillar is to provide regular platforms for her members to enhance effective collaboration among themselves and with other development actors and relevant stakeholders. AMFI will seek to harness the wealth of experience and expertise among its membership and relationships with regional and international organization operating in the microfinance space to provide a platform for peer to peer learning and to improve information sharing and dissemination.

### **4. Research and Knowledge Management**

The objective of this pillar is to provide members with timely and quality research and information that help underpin the policy and advocacy agenda, and facilitate industry product design and decision-making processes. This is an area where immediate value can be created by initiating and promoting interest in research on microfinance, to enhance the understanding of the needs of microfinance industry, support informed policy and regulatory reform, product development and replication, and ultimately improve financial access for the low-income population in Kenya. An online resource center will be established to ensure that information on the microfinance industry is systematically generated, stored, analyzed, and disseminated to ensure continuous learning and the development of innovative, high impact financial inclusion policies.

### **5. Sustainability**

The objective of this pillar is to achieve both financial and operational sustainability of the association. To achieve this AMFI members have identified sustainable sources of income which include and not limited to members subscriptions, sale of periodical publications, trainings and other members supported activities.