

## **FOR IMMEDIATE RELEASE**

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## **Cannon Financial Institute Supports FINCA's Village Banking Campaign**

Athens, GA – Cannon Financial Institute and its employees made a significant donation to support FINCA International's Village Banking Campaign, a call-to-action designed to harness social momentum and mobilize the people and resources needed to alleviate poverty on a global scale.

Cannon Financial Institute's grant will ensure that hundreds of entrepreneurs, the vast majority of them women, in three of the world's most needy countries – Haiti, Malawi and Tajikistan – receive life-changing, life-improving loans. With their newly found access to credit, these working women will create jobs, build assets and improve the standard of living for themselves and their children and family members. Because FINCA's loans recycle through the system at least three times each year, Cannon Financial Institute's grant will multiply into millions of dollars over the years to come.

Cannon Financial Institute chose FINCA because of their proven success record as microlenders, their ability to measure the impact of their programs, and their presence in global markets. The organization is also well recognized for the financial literacy and business training that goes along with their loans, ensuring that the businesses they fund are successful.

### **Cannon Financial Institute**

Cannon Financial Institute is the premier provider of training and consulting services for the world's top financial organizations, offering open-enrollment sessions, customized programs, blended learning solutions, and distance learning. Cannon focuses exclusively in the areas of personal and institutional Wealth Management, and offers a comprehensive range of programs, including customized Sales and Practice Management and a full menu of technical financial concepts training.

### **FINCA International**

FINCA is a leading international micro-finance organization that provides financial services to the world's lowest-income entrepreneurs, helping them to create jobs, build assets and improve their standard of living. For more than twenty years, FINCA has been committed to breaking the cycle of poverty by providing community-based credit and savings opportunities. Based in Washington, DC, with operations in 21 countries serving 650,000 clients, FINCA's has one of the broadest and most comprehensive of microfinance networks in the world. For more information, visit [www.villagebanking.org](http://www.villagebanking.org).

