Sales Pitch

We want to enable you to access the financial resources you deserve. This is an opportunity for you to feel safe with your money.

Our solution is a simple savings goal sheet and a financial report outlining a brief plan to start you on that journey. Its aim is to understand your current financial situation, what your savings goals are and what you would like to learn about the banking system and saving money.

1.     Financial security – gives people the opportunity to build savings

Claim: This solution will give you the knowledge you need to build your savings

Fact: we know many people in rural villages do not have access to money for their future

This is because many do not have bank accounts, do not have savings and do not trust current money services.

Benefit: Savings provide security for your money and your future.

Deeper Benefit: with more knowledge about financial resources and building savings, you can look after your future

Let me ask you a question- how do you currently save your money? Without banks that you can access, your money isn’t safe.

Have you ever had to buy something but not had the savings to do it? Would you feel safer now if you knew how to save your money to buy those things?

We can help you to gain knowledge about your money and how to access banks to build your savings. We will support you with financial advice about your money to give you peace of mind to plan for the future.

2. Financial education – help people to access banks

Fact: We know that there is an issue with people unable to access banks and services they provide.

This is because of the complicated and unfamiliar processes involved in working with a bank. We know People can often feel very isolated.

Benefit: People will be more financially aware and able to access more financial support.

Deeper Benefit: This means families will be a lot more secure in the long term and be able to handle issues that can arise.

3. Savings goals – helps manage stress in saving for a big purchase

Fact: Many people in rural communities in Amison do not have enough savings to cover big upfront expenses.

This is because there is little knowledge on how to save and there is limited access to safe financial support services who can provide this money.

Having a plan to start that saving process can set you and your family up and kickstart that process

This will lead to less uncertainty and stress about how you are going to afford a big spend and make you and your family feel more secure.