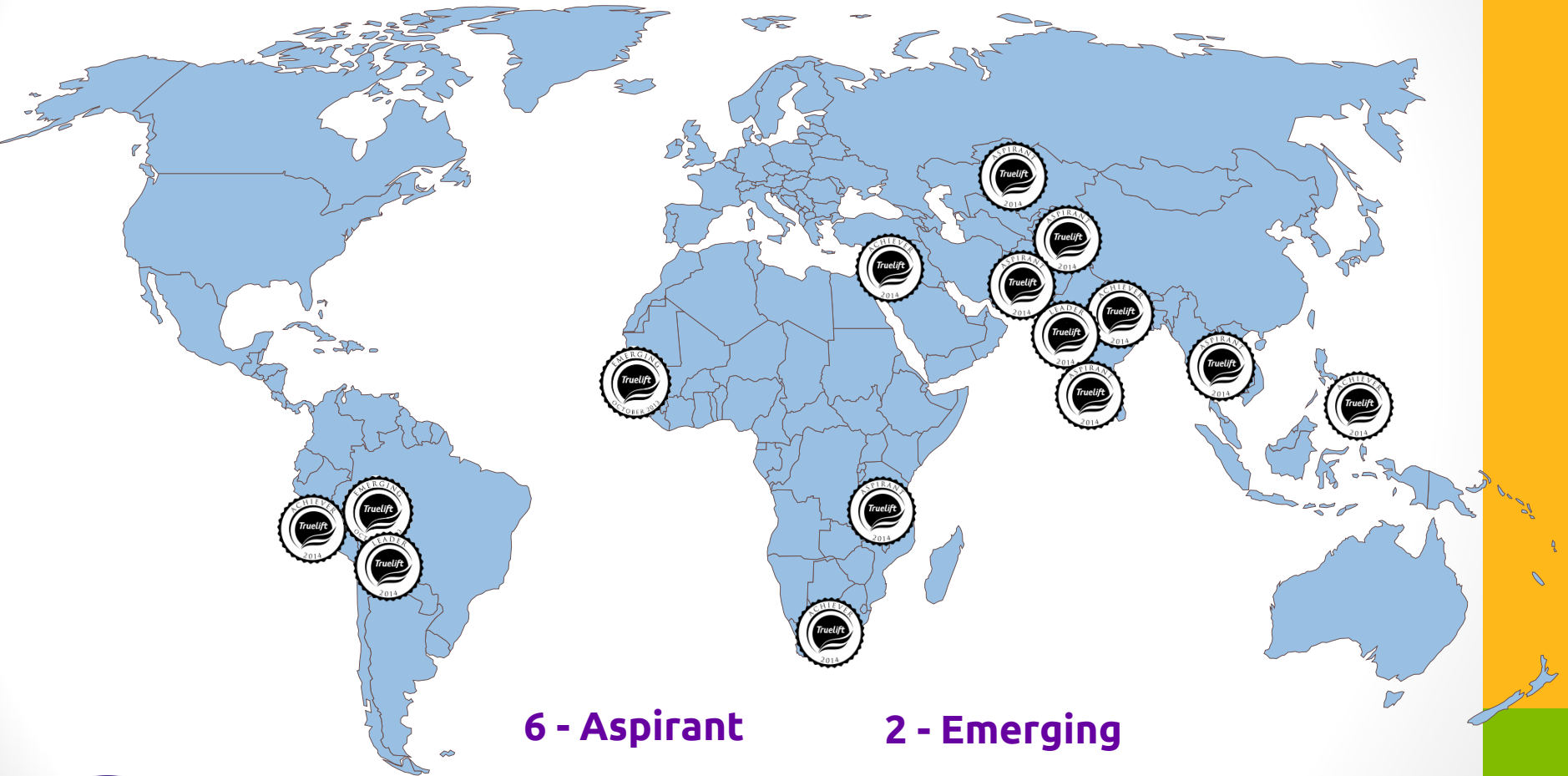




Milestone Institution Recognition Ceremony

Mérida, México 2014

Recognition Across the World



6 - Aspirant

2 - Emerging

5 - Achiever

2 - Leader

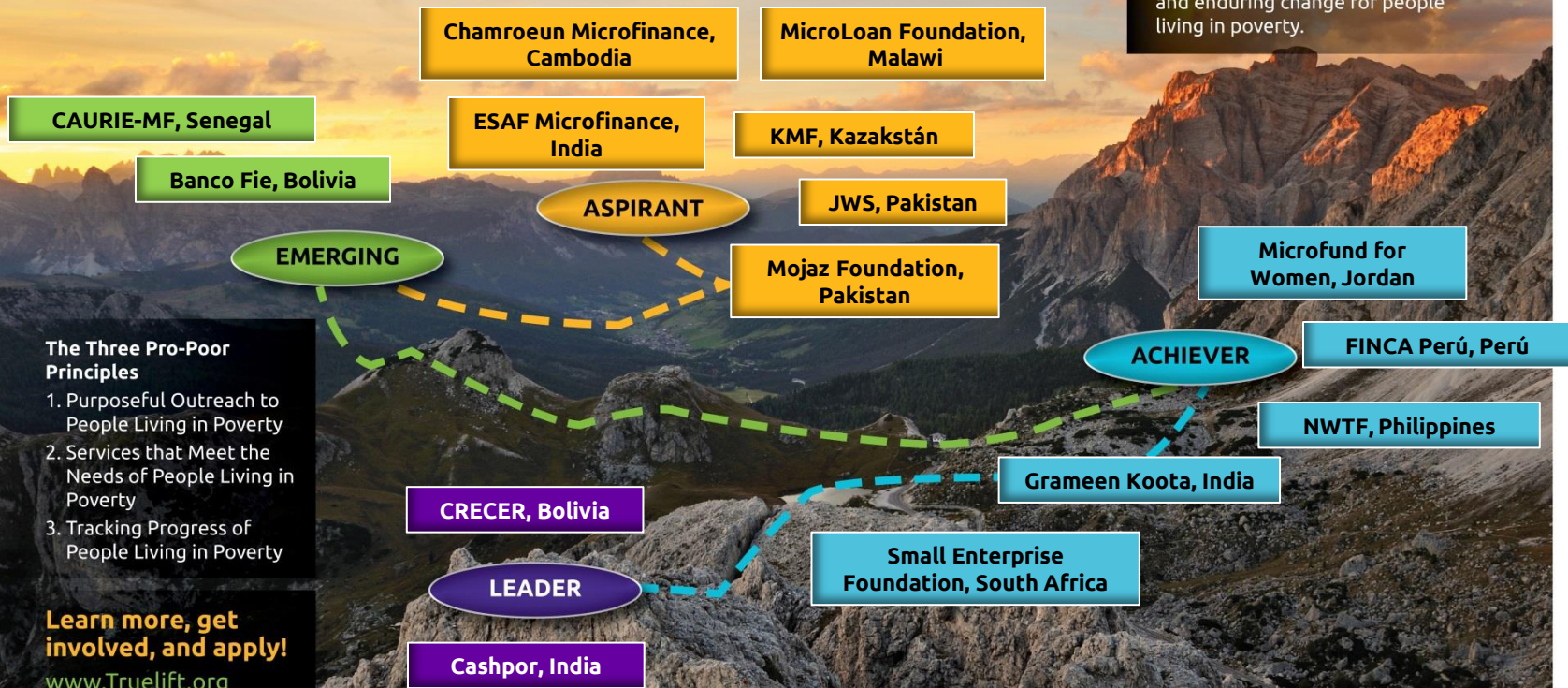




Recognizing Progress on the Journey to Pro-Poor Microfinance

Truelift is a global initiative to renew focus on the pro-poor objective of microfinance.

Truelift is a trust mark – in microfinance and beyond – to signify commitment to positive and enduring change for people living in poverty.



The Three Pro-Poor Principles

1. Purposeful Outreach to People Living in Poverty
2. Services that Meet the Needs of People Living in Poverty
3. Tracking Progress of People Living in Poverty

Learn more, get involved, and apply!

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