



Together, we can give women the chance to lift themselves out of poverty, building brighter futures and lasting opportunities for their children

micr**loan**
foundation

MicroLoan Foundation is a charity that provides women living in poverty the training, loans and support they need to start successful, sustainable businesses.

We work with women in rural communities who are excluded from traditional institutions. In this way we boost local economies and promote social inclusion.

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



Coachathon 2025

3-7 November 2025

Coachathon is your gateway to world-class coaching that empowers your team while championing an incredible cause.

From 3 to 7 November, your company can book 45-minute coaching sessions with top-tier coaches from around the world for just £50 per session. All proceeds will go to MicroLoan Foundation.

This is a unique chance to supercharge your employees' growth and unlock their potential, all at a fraction of the usual cost. You will also make a real difference to the lives of women living in poverty in sub-Saharan Africa. Don't miss out on this opportunity to elevate your team and create lasting impact.





What is coaching?

Coaching is a structured, goal-oriented process in which a coach works with an individual (the coachee) to achieve specific, measurable improvements in their personal or professional life.

Key aspects of coaching:

- Focus on growth: Coaching is about empowering individuals to find their own solutions and build confidence
- Interactive process: Coaches use active listening, insightful questioning and constructive feedback to support coachees in setting and reaching their goals
- Personalised approach: Each session is tailored to the individual's goals, making coaching highly effective in fostering meaningful, lasting change

Benefits of Coaching

Improves employee engagement and retention	Coaching supports personal and professional development, helping employees feel valued and empowered in their roles. When employees know their employer is investing in their growth, they are more likely to be engaged and committed to the company.
Enhances performance and productivity	Coaching can help employees set and achieve professional goals, improve their skills, and tackle challenges effectively. By overcoming barriers to performance, employees can reach higher levels of productivity and contribute more meaningfully to the company's success.

Develops stronger leaders

Coaching is a powerful tool for developing leadership skills, as it allows leaders to gain self-awareness, improve decision-making, and communicate more effectively. Effective leaders inspire and motivate their teams, fostering a positive and productive workplace.

Encourages innovation and problem-solving

Coaching fosters a growth mindset, encouraging employees to think creatively and embrace challenges. This can lead to greater innovation, as employees feel empowered to share their ideas and take ownership of their contributions.

Supports mental well-being

While not a substitute for therapy, coaching can support employee well-being by offering tools for managing stress, improving resilience, and setting healthy boundaries. Employees who feel balanced and supported are less likely to experience burnout and more likely to maintain high performance.



**To bulk buy (10+) coaching sessions, please email:
cassandra.pilossof@mlf.org.uk**



What can one session achieve?

One coaching session can provide valuable insights, goal-setting techniques, and motivation that employees can apply right away. Here's why offering a single coaching session to employees can be beneficial:

- A single coaching session can help employees identify their immediate goals and create a clear path forward.
- By providing access to coaching, companies demonstrate their commitment to supporting employee growth and well-being.
- Offering coaching sessions can normalise the practice of seeking support, making employees feel more comfortable engaging in further development opportunities when they need them.

Our coaches and partners

All our coaches are fully qualified with at least two years of experience, ensuring that every coach you work with brings the expertise and skills necessary to provide a top-tier coaching experience.

We've worked with partners like the UK ICF, Executive Coaching Consultancy and world-renowned coaches who provide us with their expert guidance to ensure the best possible experience.

A few companies who have participated previously include: Asda, Boston Common Asset Management, Cavendish, Deutsche Bank, Fidelity International, Hitachi Energy, Novo-K Procurement and Tata Chemicals.



Coaching streams available

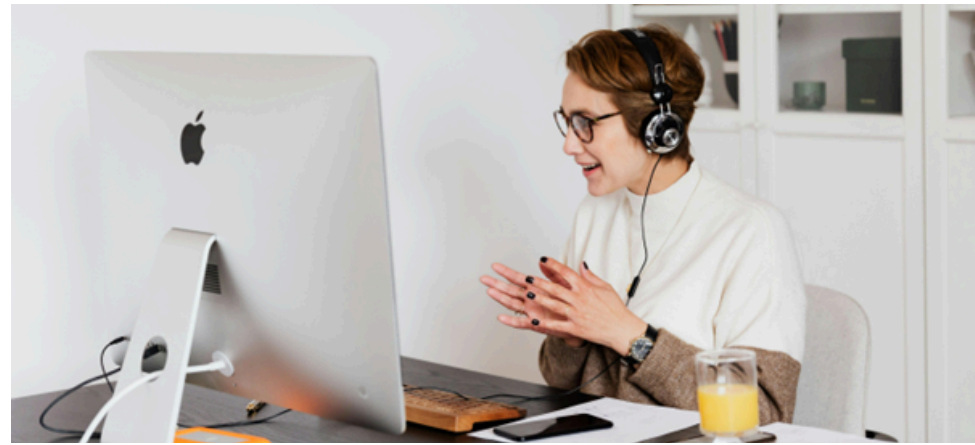


Leadership

Business

Executive

People Leaders



Career

Career confidence

Career development

Career transition

Public speaking



Life

Confidence

Health & Nutrition

Mindfulness

Resilience



One coaching session equals two start-up loans

Because coaches are volunteering their services, 100% of the proceeds raised will go to MicroLoan Foundation.

MicroLoan Foundation is a social microfinance institution providing business loans and training to women facing poverty in rural Malawi, Zambia, Zimbabwe and soon South Africa.

The cost of just one coaching session (£50) is enough to provide a start-up loan to two women.

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Could you
survive on
two pound
a day?

413 million people are
living in extreme poverty
in sub-Saharan Africa

Additional barriers for women

Survival is doubly difficult for women and girls. They bear the brunt of family responsibilities making it hard to access education and seek employment.

Women are disadvantaged by local culture and tradition and these have often been enshrined in law. In many countries when a man dies his wife inherits nothing, so she may lose her house, her possessions and any business that they built together.

980 million women are unbanked in sub-Saharan Africa

Lack of education and low literacy levels mean that many women are financially excluded. Banks will not do business with them and with no collateral they have no access to formal financial services. This leaves them vulnerable to corrupt and expensive money lenders.



MicroLoan Foundation provides small loans, training, mentoring and ongoing support to some of the most vulnerable women in sub-Saharan Africa, allowing them to start small businesses.

From the outset these women can earn a small income and over time they can expand their activities to take advantage of further opportunities. With a regular income they are able to provide the basics for their families - food, shelter, medicine and education.

We teach women to save regularly to provide security against adverse circumstances such as natural disasters, bad harvests or pressure from taking in additional family members and orphans after the death of a relative.



453,502 women have taken the opportunity to build a business

2.3m lives have been reached and positively impacted

377% Women report a 377% average increase in business profits after joining MicroLoan

17% of clients who stay with MicroLoan for more than one year see a change in poverty status

97% of loans are repaid in full



**With your support we can
create change that will echo for
generations**

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