

Scaling Up Microfinance



Business Model Innovation Webinar April 9, 2013

Presenter Bios

Elaine Edgcomb is a strategic advisor to the Aspen Institute's microenterprise Fund for Innovation, Effectiveness, Learning and Dissemination (FIELD), which she led between 1998 and 2012. She co-authored, with Joyce Klein, *Opening Opportunities, Building Ownership: Fulfilling the Promise of Microenterprise in the U.S.* (2005), an examination of the state of the U.S. microenterprise industry after its first 20 years. She has also authored or co-authored numerous other publications for FIELD, including *Dollars for Dreams: Scaling Microlending in the United States*, *The Informal Economy: Latino Enterprises at the Margins*, *The Informal Economy: Making It In Rural America*, and *Improving Microenterprise Training and Technical Assistance*. Ms. Edgcomb is also the author and editor of works on evaluation practice, institutional development, financial analysis, and on microenterprise strategies implemented both internationally and in the United States. Previously, she served as the founding Executive Director of the Small Enterprise Education and Promotion (SEEP) Network, an association of more than 50 U.S. and Canadian nonprofit organizations that support small business and microenterprise development in the developing world. Ms. Edgcomb's international experience includes work with Catholic Relief Services, where she directed the planning and evaluation of socioeconomic development and relief programs in 13 countries in Central America and the Caribbean. With more than 25 years in international development, she has experience in monitoring and evaluating microenterprise programs, training management staff, and in developing practitioner-oriented materials to support program implementation. She has served on the Board of Directors of the SEEP Network, Pro Mujer International and the Association for Enterprise Opportunity. Ms. Edgcomb holds a Master's Degree in Latin American Studies from Georgetown University and a B.A. in History and Spanish from Seton Hall University.

Ginger McNally is a consultant with the Federation's CU Breakthrough consulting services and the founder of Mission + Money Matters, a consulting firm specializing in community investment strategies domestically and internationally. Ms. McNally helps CDCUs and financial intermediaries to strengthen their ability to meet integrated financial and social impact goals. She works closely with lending institutions to increase their lending to the microenterprise sector, including to healthy foods-related businesses. With a thirty-five year background in microfinance, Ms. McNally has designed, implemented and evaluated microenterprise programs in Latin America, the Caribbean, Africa, and North America. In the Central Coast of California, Ms. McNally managed a successful regional business incubator program serving low-income, Latino entrepreneurs and worked as a business loan officer evaluating loan requests from new and expanding businesses with limited capital resources. Ms. McNally served as Chief Executive Officer of the Santa Cruz Community Credit Union, an \$86 million community development credit union, and its affiliated nonprofit, Santa Cruz Community Ventures. Ms. McNally has a Master of International Public Administration with a specialization in International Economic Development from Monterey Institute of International Studies. Ginger serves on the Board of Trustees of Freedom from Hunger, a nonprofit international development organization dedicated to finding solutions to chronic hunger and poverty. She is also the Chair of the Audit Committee for Firelight Foundation, an international foundation supporting children and communities affected by HIV/AIDS and poverty in sub-Saharan Africa.