



# CLIENT TARGETING

for Marginalized Women & Farmers in the Philippines



MCPI Operations Summit

April 07-08, 2026

## The Face of Our Mission



### Nanay Edna

- Mother
- Vegetable Vendor
- No access to formal credit
- Dreams of a better future



### Tatay Lando

- Father
- Jeepney Conductor with Experience on Farming
- No access to formal credit
- Dreams of a better future

*'They are not just a clients– they are our mission'*



## The Reality We Face



**Farmers remain among the poorest sectors**



**Women face financial exclusion**



**Communities lack access to services**

*'The people who feed the nation are often the ones left behind'*



## **Our Purpose**

**Reach the underserved**

**Empower women**

**Uplift farmers**

*'Our work is not transactional—it is transformational'*



## Why Them?

Women reinvest in families



Farmers sustain food systems

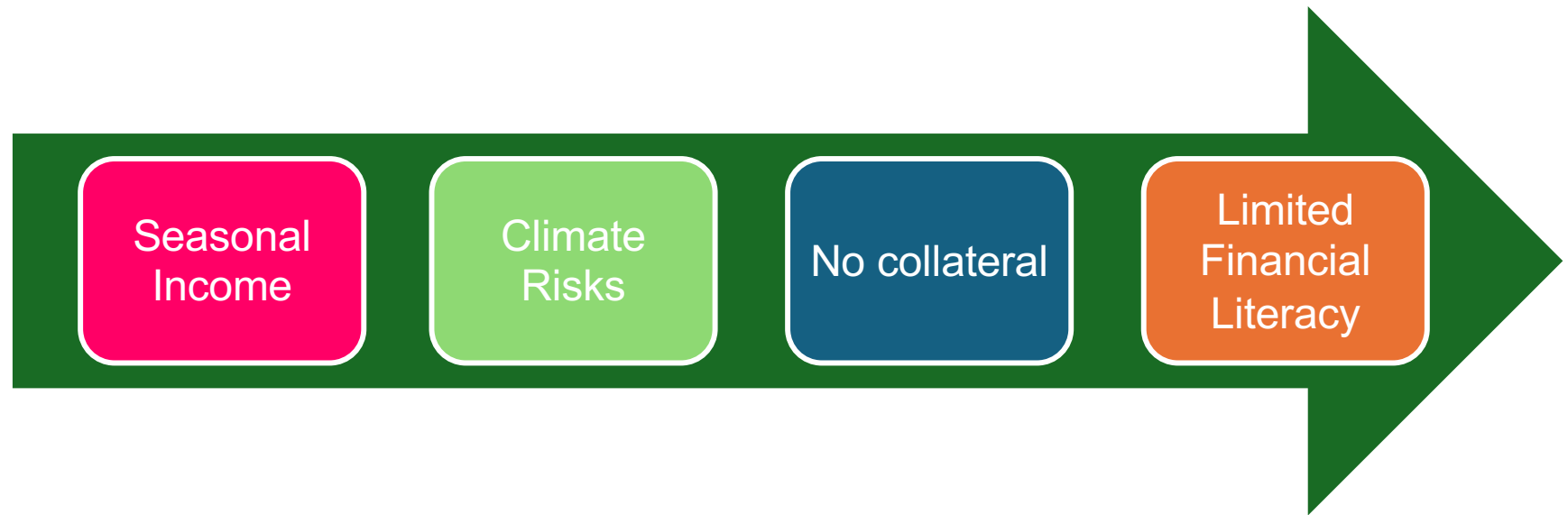


Both are underserved but high-potential

*'When we invest in them, the impact multiplies'*



## Their Challenges



*'Understanding their reality helps us serve them better'*



A. CLIENT TARGETING

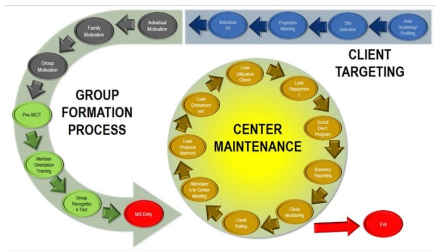


Figure 1. ASH Operational Process

# Our Targeting Approach



Community Immersion



Barangay Partnerships



Household validation



Trust-building



*'Trust is our strongest currency'*

## Beyond Poverty



We don't ask:  
"How poor they are?"



We ask:  
"Are you willing to go up to  
your dreams?"

*'This mindset shifts everything—from exclusion to empowerment'*



## Women as Catalysts



- ✓ Strong financial discipline
- ✓ Family-centered decisions
- ✓ Community Leadership

*'Women don't just improve their lives—they transform others'*



## Farmers as Nation Builders



- ✓ Ensure food security
- ✓ Drive rural economies
- ✓ Protect our natural resources

*'Supporting farmers is investing in national resilience'*



## Responsible Targeting



- ✓ Prevent over-indebtedness
- ✓ Align loans with crop cycles
- ✓ Provide financial education

*'True empowerment includes protection'*



# Impact



Higher Income



Children in school



Stronger businesses



Confident farmers and women

*'These are not statistics—these are life changes'*



## Future Vision



Expand outreach



Climate-resilient financing



Women-led enterprise support

*'The future is inclusive—and we are building it'*



## Call to Action

Be intentional

Be compassionate

Stay mission-driven

*'Each of us plays a role in transforming lives'*



Name: Edna Lizardo

Accomplishments:

- She was able to send her 3 children to school who completed degrees in HRM, Business Management and Civil Engineering
- Own 4 stall in Antipolo Market
- Build her dream house



She has strength



He has resilience

Name: Rolando Pega

Accomplishments

- 2019 Citi Microentrepreneurship Special Awardee for Agri Micro-Business
- 2024 Bronze Awardee by the Jollibee Foods Corporation (JFC)
- Regular supplier of different local and institutional market in CALABARZON

ASHI gives them opportunity

**We plant seeds of hope—and harvest dignity**

*'This is more than work. This is purpose.'*





*Thank  
you!*