


Sustainable Livelihoods

The Context



Just like housing and potable water, decent employment is a basic need for every adult. According to a recent census of families who live in the Charlotte/Villa Esperanza Community, only 30% of adults have a steady job. The remaining 70% work in the informal sector, whether selling goods in the market or running small businesses out of their homes.

Employment Facts

- 46% of the Salvadoran population works in the informal sector.
- The monthly minimum salary for the commercial sector is \$207.68.

Community members have expressed and demonstrated that they are interested in working together to learn new skills and generate more income for their families. For



example, Noemí of the Charlotte Model Community has offered a series of classes on piñata-making to unemployed women in the community. Furthermore, Julio Carlos of the Villa Esperanza-Thrivent Community recently began teaching community members how to make furniture. In fact, the board of directors used funds that they had raised through diverse activities to purchase a lathe that is now being used in these carpentry workshops.

Habitat for Humanity El Salvador is committed to helping these families develop and expand these income-generating initiatives to ensure that they have sustainable livelihoods.

The Program

Habitat El Salvador seeks to design and develop a “Sustainable Livelihoods Program” that will provide all 135 Charlotte/Villa Esperanza families with opportunities to learn new skills, produce marketable goods or services and ultimately generate sufficient income for their families to break the cycle of poverty.

To do so, we are partnering with local organizations that specialize in income-generating projects. Possible elements of the program include vocational training, business administration education, microfinance and the creation of cooperatives.

Community leadership and participation are at the heart of the program. In this way, we take into account community members’ ideas and ensure that the program reflects their needs and interests. Furthermore, community members will invest their own time and resources into the program from its inception and will thus feel a sense of ownership.



Thrivent Builds Worldwide Villa Esperanza Community
Sustainable Livelihoods Program

Program Benefits



The Sustainable Livelihoods Program will have family and community benefits. By securing a steady income each month, families will increase their capacity to pay off their home mortgage and to invest in education and other life-changing opportunities for their children. At the macro level, the program will promote community solidarity, educate leaders about project management and empower them to plan other community improvement projects.

How to Contribute

In order to make this dream possible, we will need considerable financial support. Habitat El Salvador encourages amigos of the Charlotte/Villa Esperanza Community to support the Sustainable Livelihoods Program by making a tax-deductible donation. Funds will cover all program, construction, administrative and staffing costs. Help us reach our fundraising goal of \$155,000! Please read below for various ways to contribute (**PBF Project Code SV08001**).

Funds Raised

\$45,000

Funds to Raise

\$110,000

- **Telephone**

Call 1-800-Habitat and explain that you would like to donate to El Salvador, specifically to PBF Project Code **SV08001**.

- **Mail**

Please make your check payable to Habitat for Humanity International and write PBF Project Code **SV08001** in the check memo. You can send it to:

*Habitat for Humanity International
121 Habitat Street
Americus, GA 31709-3498*

- **Online**

Unfortunately, it is not possible at this time to donate to this project online. We apologize for the inconvenience.



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