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Subject: Expanding Our Reach

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"Nothing" Can Go A Long Way
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the Guarantors Digest

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June 2010

President's Message

We at MicroCredit Enterprises have our sights set on reaching 100 Guarantors. With a new [recruitment campaign](#), which features several components, we believe we are well equipped to accomplish this goal. I am very proud of the progress each component of the new campaign is making, and I am excited to report them to you in this issue.

We have launched a series of content-rich [videos](#) that 'put a face' to MCE. You'll hear from Guarantors on both coasts, MCE leadership, and a number of women in Cambodia who have used loans from a microfinance institution funded by MCE to provide food security to their families. We hope you'll use the (seven minute) video to explain MCE to potential [Guarantors](#). Shorter video clips are the centerpiece of the second state of our new website. They do a great job showing the power of the [Guarantee](#).

Equally important, a second eight-page MCE insert will run on June 25th in the *Financial Times FT Wealth Magazine*. With the first insert running in [March](#) and a second one this month, we will have raised our profile significantly with an important, targeted audience, and buttressed our efforts to increase our Guarantor base. We are grateful to Hunter Douglas for underwriting the insert, and to DMD Insight and many Guarantors and supporters for making it happen.

Finally, I would like to take this opportunity to welcome Kyle Salyer back to MCE. Kyle has tremendous industry knowledge plus financial and management expertise. He will serve as the Executive Vice President of