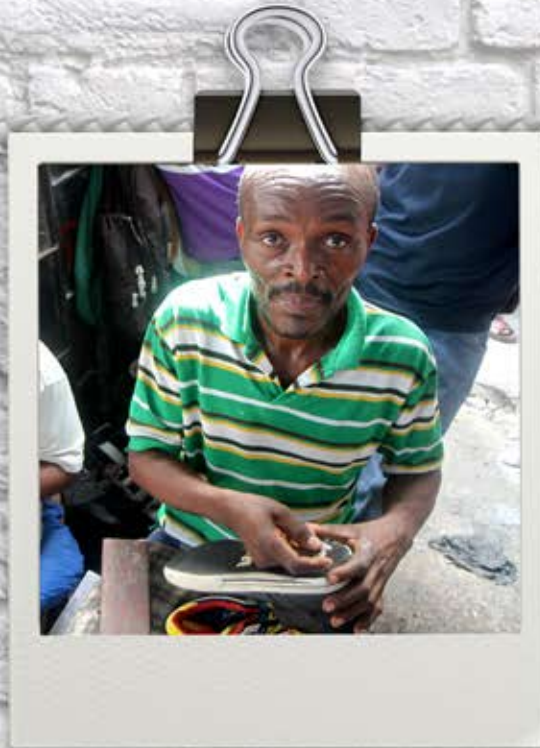


What is Micro-Enterprise?



By definition, micro-enterprises are small businesses with minimal employees and capital. In developing countries due to economic necessity micro-entrepreneurs represent the vast majority of small businesses. Due to a lack of formal training and jobs available to the poor, micro-enterprises add value to the economy by creating work opportunities, enhancing income, and lowering the overall cost of business.

Micro-enterprises in developing countries allow impoverished people to start and maintain their own businesses. These efforts might mean selling re-purposed shoes and clothing from a carpet on the sidewalk to a small retail shop.

The micro-enterprise industry represents one of the most effective ways to lift many families out of the extreme poverty in devastated economies. The shoes you donate help these micro-entrepreneurs live a better life, while helping charities, schools, churches, and civic groups in the US make a difference in their communities.