

“Poverty is about relationships that don’t work, that isolate, that abandon or devalue.”

Bryant Myers



ASSOCIATION

in Brasov
Romania

Founded in 2003

The Integra Venture is a non-profit initiative venture engaged in community economic development in the countries of Central and Eastern Europe. Integra offers practical and professional help for entrepreneurs to start and grow their business. Integra provides finance to help the poor climb out of poverty. Integra also promotes practical marketplace ethics, thus helping to strengthen civil society, democracy and the free market economy in these countries.

The post-communist nations of Central and Eastern Europe are struggling with persistent corruption, stubborn joblessness, a handful of the extremely rich contrasted with the multitudes of ordinary people struggling to survive, and domestic, political and racial tensions amplified by socio-economic pressure.

The triple threat of poverty, unemployment and corruption decreases the quality of life for millions of people across Central and Eastern Europe. But when people pour their life savings and their energies into their own companies, they are making an investment in the future of their families, their neighborhood and their nation.

- The mission of The **Integra Venture** is to alleviate poverty, reduce unemployment and help transform communities by supporting the development of hundreds of small businesses in the depressed and developing areas of Central and Eastern Europe. Integra helps them operate with integrity, profitability and as responsible contributors to their communities.



They can become

"Islands of Integrity",

committed to:

- long-term local presence
- growth and profitability
- transparent and ethical business practice
- excellent financial and social value to their stakeholders
- investment in community transformation

We Provide Tools For Change **Integra Strategy**

INTEGRA ... assists entrepreneurs in starting and sustaining successful businesses by providing:

- **BUSINESS PLAN DEVELOPMENT** ... We help clients determine the markets, resources and skills needed to go into business on their own.
- **TRAINING** ... We help clients gain the financial and management skills they need to succeed.
- **MONITORING** ... We visit clients on-site to provide business skills and troubleshooting.
- **DISCIPLING** ... We help our clients to integrate their faith and ethics into their life in the marketplace.
- **SUPPORT GROUPS** ... We host regular meetings at which our clients can discuss business issues with other entrepreneurs.
- **MENTORING PROGRAMS** ... We link clients with experienced business people from abroad who have industry-specific expertise.
- **FINANCING** ... We arrange loans for business owners who cannot otherwise obtain credit from the formal financial sector.

MIKRO-FOND INTEGRA Program

In the transition economies of Central and Eastern Europe, middle-aged women have typically been the first to be laid off when a company is under the pressure.

As well, returning to a radically changed work force after several years of maternity leave has trapped many motivated and ambitious women in underpaid and unchallenging jobs.

The program of Integra is designed to help these and other disadvantaged women escape from unemployment and poverty, develop their abilities and dreams, and make a better life for their families.

INTEGRA IN ROMANIA



1997 – **INTEGRA** and **Transylvanian Business Forum** form Partnership in Tg. Mures

2000 – **Help INTEGRA Romania** founded in Oradea

2002 – **INTEGRA Micro Business Romania** founded in Brasov

2003 – **INTEGRA ROMANIA ASSOCIATION** Registered

INTEGRA ROMANIA'S OFFER

- Training: financial, business and management skills
- Mentoring programs: contacts and links to local consultants, professionals and from abroad, too
- Financing: we disburse loans for business owners up to 2500 USD
- Monitoring: frequent follow-ups;
- Other seminars: having different topics, as ethics, law, etc...
- Information channel: being a real help giving the right data
- Business Club: for our existing and future clients

"COMING SOON" OFFER

- Financing: "Micro +" program, loans up to 6 000 USD
- Market Access: **assisting our clients to address market channels**
- Fair Trade: **implementing the concept in our Store**
- Networking: other organizations support, information
- Troffee: for the three best managed business, best administered loan, and most promising business plan

The Mission of Integra Romania

- *To **create** opportunities for underprivileged people to help them integrate into the society*
- *To **develop** the entrepreneurial spirit by encouraging the private initiative and supporting small and medium size enterprises and*
- *To **contribute** to the civil society development*

We believe, these steps are necessary to help
transform communities.

The key factors are:

Integrity, Efficiency, Responsibility.

OUR SPONSORS

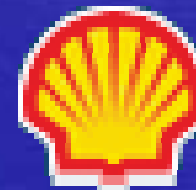
- **INTEGRA Foundation,
Bratislava**
(www.integra.sk)



- **CITIGROUP Foundation,
New York**
(www.citibank.com/romania)



- **SHELL Foundation, London**
(www.shell.com)



You Are the Missing Ingredient

- THE SUCCESS OF INTEGRA VENTURES DEPENDS ON PEOPLE LIKE YOU WHO ARE WILLING TO SHARE THEIR KNOWLEDGE, EXPERTISE, OR FINANCIAL RESOURCES.

- IF YOU ARE INTERESTED IN HELPING, YOU COULD...

- **Take a vision trip** Meet the entrepreneurs we serve. Learn about their challenges, culture and country.

- **Help fund training** Your gift will enable us to provide one-on-one training, mentoring and consulting for eligible businessmen and women.

- **Contribute to general operations** Help provide the foundation for our service.

- **Contribute to the revolving loan fund** Provide much-needed capital for starting and growing small businesses.

- **Invest in a small business** Take a "hands-on" approach by loaning funds directly to a business owner, or by investing in an equity position.

- **Join or start a business development group** Join an existing group or start a new one with others who desire to participate actively in the lives and businesses of Integra partners.



**INTEGRA
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Association**

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COME TO
INTEGRA România!

We do believe, ... because ...

"Never doubt that a small group of thoughtful committed people can change the world: indeed it's the only thing that ever has!"

Margaret Mead, anthropologist

"We don't change the world by moving mountains, but by setting stones rolling.

Ralf Dahrendorf, sociologist

"If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the Sea.

Antoine de Saint-Exupéry, pilot and writer