

[GIFTS](#) [LOGIN](#) [REGISTER](#) [MY BASKET](#)[Lend](#)[About](#)[Community](#)[Updates](#)[My Portfolio](#)[About Us](#)[How Kiva Works](#)[About Microfinance](#)[Social Performance](#)[Support Us](#)

## Credituyo

### Mexico

[Recommend](#)**September 11, 2011**

As part of an ongoing effort to fully migrate risk ratings to our new and enhanced risk rating system, Kiva has conducted a

**FIELD PARTNER**

### About Us

[Overview](#)[Supporters](#)[Blog](#)[Facts and History](#)[Jobs](#)[Contact Us](#)

### Using Kiva

[How it Works](#)[Field Partners](#)[Risk and Due Diligence](#)[Terms of Use](#)[Privacy Policy](#)[Help](#)

### Do More

[Gifts](#)[Volunteer](#)[Support Us](#)[Fellows Program](#)[Developers](#)

*Lending to the working poor through Kiva involves risk of principal loss. Kiva does not guarantee repayment nor do we offer a financial return on your loan.*

[Loans that change lives](#)

© 2005 - 2011 Kiva. All rights reserved. Kiva is a U.S. 501(c)3 non-profit organization.

## Field Partners

### How to become a Field Partner

### Kiva Fellows

### App Gallery

### Do More

### Risk and Due Diligence

### Press Center

### Help Center

re-assessment of the level of risk posed by this institution.

During this re-assessment, our analysts were able to gather updated operational and financial information about the institution, as well as speak with key members of the staff.

Kiva's new risk rating system, which now includes half stars, has enabled us to display Credituyo's risk rating with a higher level of granularity. As a result, Credituyo's risk rating will now be displayed as 2.5 stars instead of 2 stars.

We have prepared a blog post with more information on Kiva's new and enhanced risk rating system, along with a chart showing the relative magnitude of the overall changes for Kiva's portfolio. To view that, please go here: <http://www.kiva.org/updates/kiva/2011/09/07/kiva-risk-ratings-now-with-half-stars.html>.

Credituyo has been informed of the change in the display of their rating on Kiva's website.

#### Partner Description

Kiva's partnership with Credituyo replaces the partnership with Fundacion para la Vividenda Progresiva (FVP). In early 2010 Credituyo merged with FVP, a microfinance institution that was founded in 2002 to help improve the quality of life of the working poor in the northern border region of Mexico. FVP has been a Kiva partner for over four years and has funded \$1.6M to 2550 entrepreneurs through Kiva. After the merger of FVP and Credituyo, Kiva conducted on-site due diligence on the new merged entity. The risk rating given to the merged entity is 2 stars, compared to a 3 star rating given to FVP when they started working with Kiva



This field partner possesses these important [Social Performance Strengths](#):

[Vulnerable Group Focus](#)

[Family and Community Empowerment](#)

[Innovation](#)

<a href="#">Field Partner:</a>	Credituyo
<a href="#">Field Partner Due Diligence Type:</a>	Full Due Diligence
<a href="#">Field Partner Risk Rating:</a>	
<a href="#">Time on Kiva:</a>	63 months
<a href="#">Kiva Entrepreneurs:</a>	3852
<a href="#">Total Loans:</a>	\$2,282,125
<a href="#">Interest &amp; Fees are Charged</a>	Yes
<a href="#">Portfolio Yield:</a>	85.90%
<a href="#">Profitability (Return on Assets):</a>	-16.99%
<a href="#">Average Loan Size (% of Per Capita Income):</a>	6.05%

in 2006. This is due to an improvement in the current risk model that looks at more criteria, compared to the one used to evaluate FVP in 2006.

With the acquisition of FVP, Credituyo now has seven branches in the cities of Monterrey, Apodaca, Guadalupe, Villa de Juarez, Nuevo Laredo, Piedras Negras and Ciudad Acuña. Credituyo will continue to fund loans for housing in the border region through Kiva, and will utilize Kiva to fund other innovative projects, such as green loans and loans for start-up businesses.

Credituyo is a microfinance institution that provides financial access and education to micro entrepreneurs and local families in Mexico with a social and commercial mission.

Credituyo was created in the city of Monterrey, under Mexican law as Servicios Financieros de Desarrollo Comunitario, S.A. de C.V. SOFOM ENR in 2006. Credituyo's objective is to offer best in class financial services to Mexican families that do not have access to formal banking services.

### Mission

We provide financial services and education to drive social, economic, and environmental development in our communities.

### Vision

We shall be the best financial services institution in the communities where we operate:

As a result of our social awareness and responsibility  
Because we improve the quality of life of our clients  
Because our commitment to our employees well being and

Delinquency Rate: 3.52%

Loans at Risk Rate: 12.50%

Default Rate: 0.92%

Currency Exchange

Loss Rate: 0.00%

[See all loans from this field partner >>](#)

### KIVA FUNDRAISING STATUS

Fundraising Status Active

[See all fundraising loans from this field partner >>](#) 

self-realization.

Because of adequate and sustainable returns for our investors.

Credituyo has adapted and continues to adapt to the needs of an evolving microfinance market by providing loans for micro and small businesses, entrepreneurs, education, and home improvement. In addition, Credituyo offers voluntary micro life-insurance policies and free financial education. The loans are given to individual small business owners and to solidarity groups of 6 to 15 women.

#### OTHER INFORMATION SOURCES

<a href="#">MIX Profile</a>	<a href="#">View MIX Profile</a>
<a href="#">Network Affiliation</a>	None
<a href="#">Social Performance</a>	
<a href="#">Reporting Level</a>	Not reporting
<a href="#">Client Protection</a>	
<a href="#">Principles</a>	Endorsed
<a href="#">Field Partner</a>	
<a href="#">Website</a>	<a href="#">View Website</a>
<a href="#">Email Contact</a>	None

#### CREDITUYO'S MISSION STATEMENT:

To offer financial services and education for the social, economic and environmental development of our communities

#### WHY KIVA WORKS WITH CREDITUYO:

***To create or expand interesting product offerings (?)***

***To create or expand offerings to***

***interesting client segments (?)***

Kiva chose to partner with Credituyo because they are using Kiva to fund particularly challenging loan products. The main loan product is for housing loans in communities on the border between Mexico & Texas. These are communities that can be quite challenging and have problems with violence as well as a transient population, which makes them less attractive to other MFIs. Credituyo is providing housing loans to borrowers in these regions as a way to help families develop stability in this region. Kiva lenders low-cost risk tolerant funds will help Credituyo continue to serve more borrowers with housing loans, and develop additional loan products that reach marginalized populations in the future.

**Repayment Performance on Kiva**

	This Field Partner	All Kiva Partners
<a href="#"><u>Start Date On Kiva</u></a>	Oct 2, 2006	Oct 12, 2005
<a href="#"><u>+ Total Loans</u></a>	\$2,282,125	\$270,119,575
<a href="#"><u>+ Delinquency Rate</u></a>	3.52%	3.65%
<a href="#"><u>+ Default Rate</u></a>	0.92%	1.09%
<a href="#"><u>+ Currency Exchange Loss Rate</u></a>	0.00%	0.00%



 <a href="#">Refund Rate</a>	0.95%	1.28%
---	-------	-------

## Loan Characteristics On Kiva



	This Field Partner	All Kiva Partners
<a href="#">Loans To Women Entrepreneurs</a>	50.76%	75.11%
 <a href="#">Average Loan Size</a>	\$598	\$386
 <a href="#">Average Time To Fund A Loan</a>	3.5 days	3.78 days
<a href="#">Average Loan Term</a>	10.48 months	9.25 months

## Journaling Performance on Kiva



	This Field Partner	All Kiva Partners
<a href="#">Total Journals</a>	246	127,533
<a href="#">Journaling Rate</a>	8.54%	39.59%
<a href="#">Average Number Of Comments Per Journal</a>	0.19	0.17
<a href="#">Average Number Of Recommendations Per Journal</a>	15.57	4.34

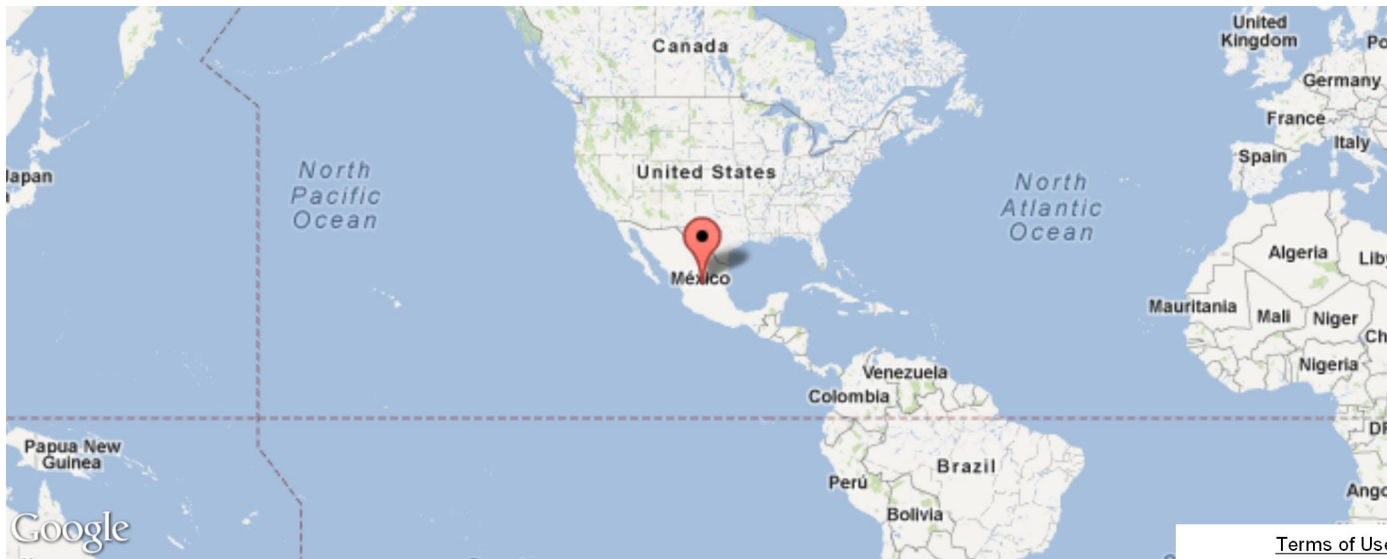
## Borrowing Cost Comparison (based on 2009 data)



	This Field Partner	Median for MFI Peers in Country	All Kiva Partners
<a href="#">Average Interest Rate and Fees Borrowers Pay (Portfolio Yield)</a>	85.90%	73.30%	36.26%
<a href="#">Average Partner Return On Assets (Average Profitability)</a>	-16.99%	2.3%	-1.42%
<a href="#">Average Loan Size (% of Per Capita Income)</a>	6.05%	4.20%	43.57%

## Country Fast Facts





<u>Country:</u>	Mexico
<u>Capital:</u>	Mexico (Distrito Federal)
<u>Official Language:</u>	Spanish, various Mayan, Nahuatl, and other regional indigenous languages
<u>Population:</u>	107,449,525
<u>Avg Annual Income:</u>	\$11,249
<u>Labor Force:</u>	agriculture 18%; industry 24%; services 58%
<u>Population Below Poverty Line:</u>	10%
<u>Literacy Rate:</u>	92.2
<u>Infant Mortality Rate (per 1000):</u>	20.26 deaths
<u>Life Expectancy:</u>	75.41 years

### Field Partner Staff

Dulce Carolina Amador  
Valentino Arredondo  
Israel Cantú  
Alfonso Caro-Silva  
Isabel Cortes  
David Cuevas

Emmelinne De La Rosa  
Fernando Garza  
Alma Gonzalez  
Andres Gonzalez  
[Ricardo Gonzalez](#)  
Myriam Hernández  
[Jorge Herrera](#)  
Raul Ibarra  
Alfredo Lara  
Daniel Omar Leal  
Sandra Lopez  
Mario Madrigal  
Eduardo Martinez  
Edna Martinez Garcia  
Brenda Medina  
Crisol Montero  
Nahiel Moreno  
Xintia Olivares  
Jesus Ortega  
Eric Omar Pantoja Donias  
María Del Refugio Peinado  
Francisco Perales  
ANA BELEN PUENTE RODRIGUEZ  
Manuel Rodriguez  
Amanda Saraí Rodríguez  
Zaira Serrano  
Sully Coral Solis Martinez  
Sandra Ileana Valdes  
Gabriel Vázquez  
Marisol Victoria  
Maria Cruz Zavala Garcia