



# CASE STUDY

## Scaling-up of the Self-Financed Communities (ACAF, Fundefir)

Spain  
2010

### The challenge

ACAF (Spain) and Fundefir (Venezuela) are co-owner of an innovative methodology for poverty reduction: a financial and social integration system under which, as owners and customers of their organization, low income people access to small credits while building stronger communities. In 2010, this scheme already was benefiting cerca 15.000 people in Latin America, Europe and Africa.

ACAF had been working with Stone Soup before, on their [Sustainability and Growth Plan](#), and therefore was invited to support the elaboration process of their scaling-up strategy.

### The process

Both directors of ACAF and Fundefir are Ashoka Fellows. As such, they participated to the international Globalizer contest, which retains the best 20 scaling-up ideas throughout Ashoka world network (2000 members), for exclusive support to their scaling-up process.

The first action was, therefore, to win the contest so as to be able to integrate this elite group.

Over the next few months, Stone Soup Consulting worked on the scaling-up proposal together with Salomón (Fundefir) and Jean-Claude (ACAF).

Once the basic elements of the strategy had been set, we held regular skype meeting with all country leaders (Portugal, Senegal, Chile, Columbia, Spain and Venezuela) and teams, in order to harmonize strategies and coordinate all countries. In sum, to support the change process required for the globalisation to be a reality.



### The results

ACAF and Fundefir won the Ashoka contest and are now participating in the Globalizer program.

Furthermore, the globalization process has now started, with the institutionalization of international coordination meetings (up to 2010, still facilitated by Stone Soup) and the planned creation of an international office in the United-States.

***“We benefited from our relationship with Stone Soup as we could establish a clear globalization strategy for our product”  
(Fundefir)***

### The future

The strategy is to agree on a common basic methodology, and invest heavily on marketing and communication, in order for the methodology to spread all over the world.

The ambitious goal is to reach more than 1 million beneficiaries by 2015.

More information available at: [www.stone.-soup.net](http://www.stone.-soup.net)