

Newton Running and Trickle Up team up to empower women living in extreme poverty in Guatemala provides one year update

BOULDER, Colorado —December 5, 2016— Newton Running and Trickle Up shared progress from their unique endeavor #RunwithPurpose today. Together, Newton Running and Trickle Up have been supporting a group of women in Guatemala with the goal of helping the women overcome extreme poverty by creating their own small businesses. Updated stories on the personal progress of these women launched on the Trickle Up website today at trickleup.org/newton.

Having just completed their first year in the Trickle Up program, the members of the Flor de Santa Cruz savings group have begun small businesses, generated more income for their families, learned to save for the future, and become more resilient. They have also become more confident by joining together in support and friendship. In just one year, each member saved an average of \$35 each, with one member saving \$53!

Here's a snapshot of the progress of four of the women in the Flor de Santa Cruz savings group:

- [Hilda and her sister Flora Adelaida](#) started a family business selling clothes to nearby communities. After the first year, they had generated \$1,101 in total earnings. With their profits they have been able to pay for education, afford healthcare and medicine, and buy more nutritious food and fertilizer for their small farm. Flora tells us: "The business is very good. In times when there is no money, the business helps cover household expenses."
- [Mirna](#) has already diversified her income from her clothing business, selling new types of clothes based on customer's requests and raising two chickens, two ducks, and a pig. With her fellow savings group members, she learned key information about sexual and reproductive health and rights. Through this training, Mirna says, "I learned what the risks and responsibilities are if I marry and get pregnant at an early age. Now is not the right age."
- [Elvira's](#) business selling clothes has been extremely successful. From the \$75 seed capital from Trickle Up, she now has \$450 and plans to open a store in the next few months. Elvira feels proud of her accomplishments: "With my productive activity, I can support my brother so he can continue with his studies." In turn, her brother also helps with her business and, a few months ago, bought a motorcycle to drive his sister to other towns to sell her products.
- [Rutilia and her sisters](#) began selling chicken in the community, and bought a freezer to keep their stock fresh for longer. After a relatively successful first few months, they decided to adapt their business plan to sell ice cream, utilizing their freezer in a new way. In one year, Rutilia and her three sisters saved \$145 combined. As part of the program training on women's empowerment, the sisters learned about self-esteem, equality of rights, and that "we have the same rights as men." Rutilia tells us her plans for the future: "I hope I have money to be able to buy a plot of land and have a home."



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Newton Running is asking customers to share what motivates them with the campaign hashtag #RunwithPurpose. Follow the stories at <http://trickleup.org/newton>.

About Newton Running:

Newton Running, based in Boulder, CO, is a leading manufacturer and marketer of performance running shoes for runners of all types, from first-time runners to seasoned marathoners. Newton Running's patented Action/Reaction™ Technology provides dynamic full foot cushioning and lightweight cushioning. Newton Running shoes are available at hundreds of specialty retailers across the country and around the world and at www.NewtonRunning.com. Newton Running launched in 2007 by Jerry Lee and Danny Abshire. The Company was named after Sir Isaac Newton and Newton's third law, which is the technology that has made Newton Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.

About Trickle Up:

Founded in 1979, Trickle Up's (TU) singular focus is unleashing the potential of the poorest, hardest to reach women on earth, people not otherwise served by government or nonprofits. TU has provided hundreds of thousands of women with business training, seed capital to start or expand a business, and guidance on how to set up and manage a savings group. Trickle Up works in Africa, India and Latin America, with regional offices located in Guatemala, Burkina Faso and India, and headquarters in New York City.