



Innovations in Youth Financial Services Practitioner Learning Program (PLP)

Optional Pre-Conference Workshop
Presented by SEEP Network
Friday, September 9, 2011
8:00 am – 8:45 am

Presenters:

- **Ms Jennifer Denomy**, Director of Youth and Financial Services, Mennonite Economic Development Associates (MEDA) (USA)
- **Ms. Ibania Rivas**, Economist, Catholic Relief Services (CRS) (El Salvador)
- **Ms. Ashleigh Mullinax**, Program Manager, The SEEP Network (USA)

Session Description:

Join representatives from The SEEP Network to learn more about emerging lessons from their Innovations in Youth Financial Services Practitioner Learning Program (PLP) funded by The MasterCard Foundation. Since 2010, SEEP and project partners Catholic Relief Services, Enlace, FINCA-Uganda, Hatton National Bank, and XacBank have been working together to examine best practices and lessons learned in scaling up youth financial services. Through an interactive panel discussion featuring one of SEEP's PLP partners, learn more about practitioner-tested strategies and innovations for scaling up youth financial services specifically around financial education, marketing, institutionalization, and sustainable business models.

Presenters Bios:

Ms. Jennifer Denomy

Ms. Jennifer Denomy is the Director of Youth and Financial Services at Mennonite Economic Development Associates (MEDA), leading programming that prepares young people for successful entrepreneurship and employment. In addition, she is also the lead facilitator for SEEP's Innovations in Youth Financial Services PLP.

Ms. Ibania Rivas

Ibania Rivas is an economist with 14 years of experience in business development in rural and urban areas of El Salvador including agro-enterprise support services, small business development, and formation of savings and loan cooperatives. She is in charge of learning for Catholic Relief Services—El Salvador and is currently managing the CRS/SEEP PLP on Innovations in Youth Financial Services.

Ms. Ashleigh Mullinax

Ashleigh Mullinax is a Program Manager at The SEEP Network and manages the Innovations in Youth Financial Services PLP and the Youth and Financial Services working group. Both initiatives are aimed at facilitating discussions among practitioners working in youth financial services worldwide to generate best practices and lessons learned.