

HURU



EDUCATION TEXT 2023

Breaking boundaries to empower member's for quality life

Quality & Highly efficient Services to Members Since 1970

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BOARD OF DIRECTORS



Isaac Kiprop National Chairman





Dominic MokayaOnesmus NzukiNational Hon. SecretaryNational Vice Chairman



Samuel Wachiuri National Treasurer



Martin Obara Director



William Ndiritu Director



Boaz Chimasia Director



Jemimah Munuve Director



Clemence Wawuda Director



William Pudha Chief Executive Officer

SUPERVISORY COMMITEE



Kevin Maina Chairman



Thomas Ondara Secretary



Isaac Mwangi Member



NATIONAL CHAIRMAN'S MESSAGE

BREAKING BOUNDARIES TO EMPOWER MEMBERS FOR QUALITY LIFE

It is my honour and privilege to welcome you to this year's members' education. We acknowledge with gratitude the overwhelming support we have received from each and every member in the past year, which has given the Sacco the much-needed impetus to continue offering quality services to our members over time.

The Sacco continues to grow in all aspects as has been attested by the financial and other statistics available and the services continue to improve as we endeavor to soar even higher. We have continued to tap into available opportunities and continue to explore more in our endeavor to accomplish our vision - to be a world leading Sacco in empowering members for quality life.

The financial performance for the year ended 2022 was quite solid even as both the local and global economy continued to absorb and recover from the shocks of increasing financial and geopolitical risks. A number of adjustments were done to re-engineer some of the products to increase affordability and suitability. In addition, physical forums for conducting education to members resumed during the year with moderate turnout experienced across all regions

The year 2022 also marked the closure of the ambitious 2018–2022 five-year Strategic Plan. During the tenure of this plan, membership grew from 5,946 to 8,115, a growth of 36%. Total assets grew from 3.4 billion to 6.1 million, a growth of 76%. Turnover grew from 367 million to 717 million, a growth of 95%. Members deposits grew from 2.7 billion to 4.6 million, a growth of 68%. The loan book grew from 2,6 billion to 4.2 billion, a growth of 60%.

During the tenure of this strategic plan, the Society was granted a deposit taking license by the Sacco Society's Regulatory Authority- (SASRA). This ushered in a new dawn for us as it posed the long evaded challenge of statutory prudential and governance compliance. As a result, structuring had to be done in our modus operandi, some of which came with painful decisions. Compliance with financial ratios for example meant that returns on members' investments had to reduce significantly in the years 2018, 2019 and 2020. This has now fully recovered and in the just ended year, when the Sacco paid out Dividends to members at 15% and interest on Deposits at 10.2 %. The future looks very bright. The other challenges included the restructuring of the former branches which we now have as regions and the complete delinking of the Ushuru Investment Co-operative (UIC) from the Sacco. A new Strategic Plan covering the year 2023–2027 was launched this year to further guide our planning in the next five years. Under this plan, we target to increase membership by 1000 per year to 13, 000 in the next 5 years, Review products and services annually to address member needs and engage in aggressive Marketing and awareness under the customer pillar. We also target to increase total assets by an average of Kshs. 734 million to 10 billion and Increase total annual revenue from the current 718 million to 1.3 billion in the next five years under the financial pillar.

The Sacco further targets to improve internal organizational capacity for efficient and effective service delivery for exemplary customer experience and Enhance Overall employee and Board productivity under processes and people pillars respectively.

In order to achieve all that we have targeted in the new Strategic Plan, the society will have to go an extra mile and break new boundaries, and thus the theme of this year's members' education as will be highlighted later on in the sessions.

I take this opportunity to wish you interactive and fruitful sessions. We anticipate positive feedback which will be key in propelling our Sacco to the next level.

God bless you all.

Isaac Kiprop National chairman.



NATIONAL VICE CHAIRMAN'S MESSAGE

This year's member education theme focuses on how to pull efforts together to secure an ideal stake for all members to overcome unprecedented challenges that may come with growth

The dynamic nature of Co-operatives calls for constant revision of strategic approaches towards breaking boundaries and overcoming global social-economic challenges. Ushuru Sacco's promise is to look beyond the prevailing challenges to focus on the Sacco growth and ultimately empower its members for quality life. The Sacco continues to educate members on its available products and services that members can patronize to improve their lives.

This year's member education theme focuses on how to pull efforts together to secure an ideal stake for all members to overcome unprecedented challenges that may come with growth. Saccos are social welfare vehicles meant to meet members' needs. Ushuru Sacco mission is to provide quality, efficient and affordable products and services while exploiting new technological frontiers. This is towards improving the economic lives of our members through provision of quality products and services.

In this regard, therefore, this year's theme of "breaking boundaries to empower members for quality life" becomes the motto that will propel the SACCO towards a desired future that is beneficial to both the society and its members.

Further, and in line with the above theme, the Society's focus will be on the following amongst other strategic considerations to deliver the Ushuru Sacco promise of empowering member's for quality life:

- 1) FOSA products uptake & salary processing
- 2) New products -Retirees/pensioner's, Diaspora member product& Voluntary last expense
- 3) Partnerships for Salary Advance On Check-off
- 4) Infrastructure Upgrade-Website Review, core banking, Mobile banking
- 5) Collateral based lending
- 6) Strategic Plan 2023-2027

1. FOSA Products Uptake & Salary Processing

The Sacco commenced Deposit Taking(DT) business in the year 2020 with the goal of increasing products and services range to members and in the long run increasing Society's revenue which would translate to high returns on member's investments. In the last two years, FOSA products uptake has slowly but steadily increased with an income of Kshs 72 Million realized in 2022 compared to Kshs 40.9 Million realized in 2021. Members are urged to start patronizing FOSA products so as to spur the Sacco growth in revenue and ultimately grow members return on investments.

With the harsh economic conditions, commercial bank interest rates have risen and with the high inflation being experienced globally, members can take advantage of the competitive alternative to the expensive bank products & services and embrace FOSA products and services that are available in the Sacco for self-development and project completion. The following are some of the FOSA products: –

i. Salary Processing

Salary processing patronage stands at 282 accounts against an active membership of 8200 as at the end of February 2023. This trend can be bucked if 40% of members decide to channel their salaries through FOSA.

ii. FOSA Pride Loan

Members stand to benefit immensely if they channel their salaries through the FOSA. They can access FOSA pride loan whose chargeable interest rate is significantly low (@11% p.a at a reducing balance). Through this, the Society will grow the Deposit Taking business and realize competitive profitable margins.

Members therefore should consider **changing their pay points from the commercial banks to FOSA** so as to propel the growth of the DT business since the salary processing charges are ploughed back to the Sacco and are subsequently available for distribution to members as interest on deposits at the end of the year.

The SACCO is also open to feedback from members on areas that need improvement and other proposals that can be explored to turnaround the trend.

2. New Products:

i. Retirees product

The last member survey indicated that the Sacco high savers are mostly senior members aged between 45 years and 55 years. This category of members has a high likelihood of withdrawing their share deposits upon attaining the age 60 years and upon retirement from active service. The Sacco's strategy is to look beyond retirement in the provision of financial services for sustainable quality life of members. The sacco is sensitive and cares for its members even after retirement from active service. Owing to that vision, the Sacco is in the final stages of developing a retirees' product whose features will encourage retired members to continue saving with the Sacco and borrow with ease where necessary.

ii. Diaspora product

Due to demand from members who have moved to foreign countries, the Sacco is working on a special product for Diaspora members. Bench marking with other Tier 1 Sacco's indicated that there is an opportunity for the Sacco to explore that will increase Sacco deposits and membership growth. Currently the Sacco has a number of diaspora members who are either members who have migrated abroad but retained their membership with the Sacco or have joined through a referral from existing Sacco members. Members are encouraged to refer their friends and family members living abroad to join the Society for better return on investments and affordable financial products.

iii. Asset Financing

As a result of growing demand from the membership, the Society is working to develop and introduce an asset financing product that will attract member businesses to open accounts with FOSA.

Appropriate communication will be made soon after the three products are completed and upon approval by the regulator.

iv Voluntary Last Expense Product

Upon requests by members to have a last expense cover for parents and parents in laws, the Society sought proposals from four competent insurance providers (i.e. Jubilee, Absa, Madison & Liberty Insurance), upon comparative analysis of features provided, the Sacco settled on ABSA insurance cover which ranked better than the others followed by Liberty, Madison and lastly Jubilee insurance and had the following features for consideration:

Scope of Cover: Absa has an all-inclusive cover for both Principal member, spouse, children, parents and parent's in-law whereas Liberty levies an extra cost for each parent covered.

Exit Age: Absa has no cover expiry age for principal member, spouse and parents/in-laws whereas Liberty's exit age for principal members is 65years.

Maximum entry age for parents & Parents in-law: Absa allows Principal members to join for up to a maximum age of 69 years & and allows entry of Parents in-law up to 84 years of age with no cease date. Whereas Liberty admits principal members at a maximum age of 64 years ceasing at 65 years and for Parents & Parents in-law up to the age of 75 years with no cease date.

Affordability: Absa's premium package for the different last-respect options is comparatively more affordable compared to the rest. Followed by Liberty, Madison and lastly Jubilee Insurance. From the comparative analysis above, Absa ranks better than other providers based on the evaluation criteria adopted.

Insurance Arrangement	Option 1	Option 2		
Absa	Ksh. 50,000 @ Ksh. 2,000 p.a . per family (Inclusive of parents & in-laws)	Ksh. 100,000 @Ksh. 3,500 p.a. per family(Inclusive of parents & in-laws)		
	Premium	Premium		
For 8,000 members	Kshs. 16,000,000	Kshs. 28,000,000		

Further evaluation of Absa's premium options comparatively implies as tabulated below:

The Sacco recommends **Absa's Option 2** that will afford members additional benefits as follows. Members will have to subscribe for the same voluntarily by paying upfront the extra premiums implied either from interest on deposit or cash deposit in full:

- i) Principal member: Extra 100,000/= cover besides the 100,000/= (currently paid) covered under the loan guard i.e. total will be Kshs. 200,000.
- ii) **Spouse:** 100,000/= up from 20,000/= benefit
- iii) Children: 100,000/= up from 20,000/= benefit
- iv) Parents: 100,000/= each previously not covered
- v) Parents in-laws: 100,000/=each previously not covered

3. Partnership for Salary Advance Checkoff

The Sacco is determined to address the ever-changing financial needs of members. In this regard, the Society has been engaging different stakeholders to enter into partnership in order to deliver members expectations. As such, In June 2022, Ushuru Sacco in collaboration with KRA rolled out a Salary Advance on Checkoff (loan) for all KRA staff both members and non-members on KRA payroll. Since inception, the product has grown steadily to a total of Kshs 24Million issued as loans to 290 members out of which 68 employees were non-members advanced a total of Kshs 5.4Million. The facility attracted seven non-members to join the Sacco as members.

Engagements have commenced with other employers to seek partnerships to roll out the product to their employees with the same features.

Product Features	Terms & Conditions			
Eligibility	 Up to two times (2X) their Basic Salary. For staff on contract 60% of their Consolidated pay will be considered. 1/3rd rule shall apply. 			
Max. Loan Amount	Kshs. 1M			
Interest	14 % p.a. on reducing balance			
Repayment period	12 Months			
Mode of Application	Duly filled forms & Certified pay-slips will be required. Loan form is available on the Sacco website or one can opt to apply via the online portal.			
Open To	All willing & interested staff			
Recovery	Prioritized deductions on Check-off not exceeding 12 months			

This product comes with the following features:

4. Infrastructure Upgrade

i. Website Review

The Society in effort to ensure members enjoy the online experience, has launched a new user friendly website with all the information that members frequently ask for as well as updated products and services offered by the Sacco. The website's interface has been improved to ease navigation and enhance the surfing experience. It hosts the online portal that was updated last year with new features including the loan hub for online loan application and guarantorship.

ii. Member Portal

The newly upgraded member portal provides a simplified option for logging in using either one-time password (OTP) sent via phone or password login. The portal provides the following features:

- Loan application
- Guarantor and witness acceptance
- Check off variation
- Standing order
- Placing of fixed deposit
- Membership application

iii. Core-banking System upgrade

In September 2022, the Society upgraded to a robust and seamless core banking system to support it's banking activities by ensuring system uptime is maintained and the ability to support multiple workloads and reporting.

The new system Microsoft Dynamics 365 central allows for integration with other solutions such as Customer Relationship Management (CRM) software and a Call-Centre Solution that once implemented will improve on the management of member queries and fast-track issue resolution.

iv. Mobile Banking

The Society upgraded its mobile banking system to a more user-friendly and robust system. The new mobile banking USSD code is *688# and the Mobile Application **M-Ushuru** is found on the play store. Members onboarding on the platform via USSD must register by providing the following details; Name, Middle name, Other name, Identification number (ID Number) and Membership number (5 Digit).

The platform provides two options for making payments using the make payment option or pay bill number 892800 followed by short code for the product.

The new application has the following enhanced features:

- Guarantor and witness acceptance
- Make payment feature
- Bill payment
- Loan application found on the mobile application

To serve members better and faster, all PIN reset requests should be directed via official email to info@ushurusacco.com

The new mobile platform is not shared but dedicated, which then reduces the risk of exposure that was experienced with a shared platform.

5. Collateral-based Lending

A collateral is a property/asset that a borrower offers to a lender/financier as a security to a loan in place of guarantors or in addition to guarantors. The Society allows members to use their property as collateral as follows:

- i) The vehicle taken as collateral should at most be 10 years old from the year of manufacture.
- ii) Land title deed in municipalities can be utilized for up to 80% of value

The collateral option however involves legal fees and valuation fees that the member bears, the process takes one to three months to complete before loan disbursement. The property is then charged and upon completion of loan repayment another process is done to release the collateral. In case of loan default i.e. failure of borrower to pay the loan, the collateral can be liquidated to recover the outstanding loan balance. A few members, have embraced the use of collateral and were happy with the process.

6. Strategic plan 2023-2027

The Society's strategic plan 2018-2022 came to end and a new strategic plan to cover the next five years from 2023-2027 was launched on the 11th March, 2023 during the Annual delegates meeting.

The new Strategic Plan 2023 -2027, and will focus on 4 Key strategic pillars, namely Financial, Processes, People (Staff) and Service delivery to Customers (Members) in order to increase membership growth, increase revenue, asset base growth and compliance with statutory regulations amongst other strategic areas.

The Society also plan to maintain loan turnaround time (TAT) at 2 days and ensure that the loan delinquency remains at less than 1%. This plan projects to enhance the already existing infrastructure for online loan application and loan guarantee, the platform for use of debit cards on the Automated Teller Machines (ATM's) and Point of Sale Service (POS) through partnership with other financial institutions including our main banker- the Cooperative bank of Kenya.

Staff professional skills and competencies will be enhanced through training and development as well as recruitment of new staff to fill the gap in staff establishment to enhance productivity and professionalism.

Our products and services will also be aligned to customer needs and preferences, collateral-based lending is being actualized and proper marketing strategies will be implemented in a bid to attain optimal patronage of products and services. Further, customer feedback mechanisms to enhance service delivery and increase personalized customer experiences through Customer Relationship Management (CRM), a call center solution as well as Electronic Data Management system (EDMS) for records management are included in the plan.

An Implementation Plan is complete and Information Technology infrastructure is in place (we are now on Microsoft dynamics 365 upgraded ERP) which is capable of efficiently handling the processes of the Society.

This Strategic Plan calls for a collective strategic efforts and laser sharp focus by all of us towards achieving the goals set out therein.



CEO'S MESSAGE

The ease of access to Sacco platforms will enable members to plan and grow their savings as well as take suitable loan facilities for self-development goals and to attain financial freedom.

Our abiding commitment as a Sacco has been to maximize the shareholder's value and wealth. We have strived to continuously improve the quality of our member's experience by constantly reengineering our products and reviewing our operational models in order to deliver our promise of empowering member's for quality life. Over the years, the Sacco has forged partnerships with different services sector so as to realize member's financial goals as well as steer the Society to grow in membership and in revenue. To deliver the SACCOs promise, a number of strategies and activities that include upgraded infrastructure and member engagements that has aligned to enable fast delivery of services and the ability to have members access all the products and services as and when needed. The ease of access to Sacco platforms will enable members to plan and grow their savings as well as take suitable loan facilities for self-development goals and to attain financial freedom.

The Sacco remains keen on promoting its brand and partnering with members & stakeholders in diverse ways in order to empower members for quality life through the following areas of operations:

Improved Member-stakeholder relationship

The Sacco's focus is on enhancing member relationship in delivery of quality and efficient products and services in partnership with other stakeholders to attain member's financial freedom.

The Sacco is working on segmenting its members into clusters within high savers in order to partner with them and customize specific products that meet their expectations. The inaugural High Savers forum was held on 27th January, 2023 for all members in good standing that had attained share deposits of **Kshs. 2 Million** and above. The introduction of the Millionaires Club concept aims at increasing the wallet share of high savers and reducing the possibility of attrition. The special group of members will enjoy an exclusive Sacco experience with a personal touch as well as special products customized to their specific needs. A total of 337 members were in the millionaire category as at end of February 2023 with a total contribution of Kshs 1.2B.

In addition, in a bid to improve relations for better business outcomes, the Society has introduced a staff-member relationship where all staff members have been assigned a group of members to manage so as to improve product patronization by members. Besides relationship enhancement, the move will help the Sacco activate dormant memberships and increase the market base as members will be more informed on products and services.

The SACCO endeavors to foster mutual relations with different stakeholders in the spirit of value addition to its membership going in to the future. Different approaches will be used to ensure other products and services such as negotiated car insurance with renowned insurance companies, provision of products like water tanks among others will be sought.

Return on Investments

The Society membership grew from 7,571 in 2021 to 8,115 in 2022 with share deposits growing from 4.1B to 4.6B, loan advances growing from 3.7B to 4.2B creating institutional stability and Sacco liquidity. The desired outcome of any business venture is profits or return on investments. The Society during the year 2022 further diversified its investments and increased its membership so as to mobilize more savings and advance more loans from both BOSA and FOSA operations. This led to members earning better interest on deposits and dividend payout. The Society will maximize return on member investments through increased member savings and loan advances and therefore encourage all members to embrace FOSA products like the salary accounts, kwenzi accounts (children saving a/c), fixed deposits etc. with the goal to develop members and grow the Sacco as well.

Alternative transaction channels

To enhance member experience, the Sacco in the year 2020 introduced alternative modes of transacting under FOSA like the VISA branded debit cards that can be used at any VISA branded Automated Teller Machines (ATM) and at point of Sale systems (POS) like in Supermarkets, petrol station etc., online banking with our dedicated USSD (*688#) and mobile APP (M-Ushuru) that transact to M-Pesa directly. All these channels are available with the SASA(FOSA) account as the source of funds and members are encouraged to embrace using the SASA account as their bank account.

Those who have since applied for debit cards are reminded to collect them from our offices within the regions.

Loan Turnaround time

The Sacco loan turnaround remains less than 48hours for loans that are processed and paid at

FOSA-SASA account and 48hours to all payments channeled to member's commercial banks. Members are encouraged to embrace the SASA account for all their payments to further improve the turn-around time where funds are accessed online via mobile platform.

Online Loan Application, Guarantorship & Membership Application

Since last year, over 90% of members have embraced online loan application and guarantorship a mode that is efficient and convenient. The migration to online loan application has increased the activities of members on the web portal. Members are now accessing their statements online and checking activities in their accounts including next of kin records and loan balances for planning and informed decision-making. Members are urged to adopt using the online platforms for quick access of records and account status.

The Sacco has an annual target to increase members by atleast one thousand members and the joining process is now automated to allow membership registration online so as to speed up admission and by extension check- off deductions. Members are encouraged to support the Society by introducing family members to join the Sacco and grow together.

Communication Channels

The Sacco communication channels remains, our main telephone line being **0207608700** and our email address to info@ushurusacco.com. In addition, social media accounts and Web chats can be used. Communication from the Sacco to members is done through registered member email addresses and mobile phones through text messages. Members are urged to update their phone numbers and emails with the Society so as to ensure they don't miss out on critical information and communication.

Members are advised to use appropriate channels when conveying their issues to the Society; i.e member complaints, compliments, and suggestions can be relayed through the Society's suggestion box or register their issues on email and or call.

The SACCO is in the process of deploying a call center and Customer Relationship Management system (CRM) so as to serve members better.

Next of Kin Forms and Family Records

Section 39 of The Cooperative Societies Act Cap 490A Laws of Kenya requires members of financial institutions to stipulate and nominate next of kin. The Next of Kin form is a critical guide to claims made upon the demise of a principal member. The Society has noted with concerns issues regarding members' records with regards to next of kin details. It is important that all Sacco members constantly check and review these details. The Society has provided three options of confirming next of Kin information namely the member Portal, Mobile Application (M-Ushuru) and on the USSD *688#. The next of Kin forms are downloadable from the website to allow members to allocate nominated persons a specific fraction as entitlements to funds left behind upon a member's demise. Members are also required to keep an up-to-date family record. This record outlines the nuclear family of the principal member.

Check Off Deductions

The SACCO has continued to enjoy a mutual working relationship with most payroll centers. So far a majority of payroll units are executing deduction instructions on time and are promptly remitting their data for synchronization. Our cut-off dates for members on check off remains the 5th of every month. Any intended check-off adjustments or payments should be made not later than the 5th day of every month. Instructions/payments delayed beyond the 5th will be rolled over to be effected in the subsequent month.

Resolutions year 2023

The 37th Annual Delegates meeting discussed and passed the following resolutions for implementation:

- 1. That Interest on Members' Deposits for the period ending 31st December 2022 be paid to members at a rate of 10.2% on weighted average basis (less withholding tax) immediately.
- 2. That Interest on members' investments for the period ending 31st December 2022 be paid to members at a rate of 7% on weighted average basis (less withholding tax) immediately.
- 3. That Dividend on Share Capital for the period ending 31st December 2022 be paid to members at a rate of 15% (less withholding tax) immediately.
- 4. That Honoraria at prescribed rates be paid to the Board of Directors, Supervisory Committee and Regional Team leaders. Members of staff also be paid bonus as prescribed.
- 5. That the Society's borrowing power be maintained at Kshs. Fifty (50) Million for the purpose of furthering the Society's objectives.
- 6. That Regional team leaders be in charge of marketing the Society in their respective regions and they be facilitated accordingly.
- 7. That the following additional 16 delegates positions be created for purposes of member representation and furthering the Society's operations in the following stations:
 - i. Lodwar
 - ii. Mbita/Homabay
 - iii. Diani TSO/Airport/Kwale
 - iv. Voi/Wundayi
 - v. Kilifi,
 - vi. Kitengela/EPZ/Athi River
 - vii. Sameer
 - viii. Mandera
 - ix. Nanyuki/Isiolo,
 - x. Public works & Roads
 - xi. Kenya Airports Authority (KAA)
 - xii. Kenya Literature Bureau (KLB)
 - xiii. Naivasha,
 - xiv. Wilson Airport
 - xv. Times Tower. (2 slots)

This will take effect in the year 2024.

8. That Board members explore the viability of opening fully fledged branches.

Financial Performance

The society has continued to record good performance as highlighted in the table below:

Year	Mem- ber- ship	Share/ Deposits (Kshs)	Loans to Members (Kshs)	Total Assets (Kshs)	Interest on Deposits (Kshs)	Inter- est (%)
2012	4000	1,446,103,014	1,526,762,808	1,725,887,621	133,675,388	10.0
2013	4298	1,659,169,217	1,632,784,028	1,993,559,728	157,242074	10.2
2014	4405	1,832,003,951	1,738,645,750	2,267,908,473	168,030,330	10.4
2015	4817	2,096,594,617	2,153,121,256	2,697,617,348	201,033,800	10.5
2016	5390	2,501,944,562	2,435,313,623	3,064,675,481	238,471,822	10.5
2017	5946	2,746,532,142	2,680,471,466	3,461,176,885	255,133,581	10.5
2018	6392	3,102,359,666	2,900,963,937	3,849,501,344	242,560,890	9.0
2019	6766	3,422,840,210	3,040,625,964	4,249,541,279	257,469,717	8.0
2020	7152	3,788,517,156	3,275,732,047	4,848,102,663	318,238,304	9.0
2021	7571	4,171,346,151	3,734,819,701	5,436,211,329	387,996,826	10.0
2022	8115	4,619,712,658	4,287,333,839	6,122,334,170	441,509,259	10.2



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