

June 6, 2007

Dear Friends,

On May 10, 2007, EcoLogic Finance changed its name to **Root Capital**. We are excited about our new name because it better reflects our work of providing affordable credit and financial education to environmentally sustainable, grassroots enterprises that transform the lives of rural communities in developing countries.

Our work is “rooted” in grassroots businesses, rural communities, and vulnerable environments.

Root reflects both the human and environmental sides of these interconnected elements.

Capital refers to the four types of capital that are central to our work: human capital, social capital, natural capital and financial capital. It reflects our continuing role in providing access to capital in the form of loans, financial management training and market linkages to support village-based businesses that are too small and too risky for local banks to finance, yet too remote to be touched by traditional micro credit.

While our mission remains the same, our new name says it better.

From our humble beginnings in 1999 as a small loan fund in Latin America, incubated by another organization from which we borrowed our name, [we continue to grow and increase our impact](#). In our first few years, we have invested more than \$60 million in capital through more than 300 loans to more than 150 grassroots enterprises representing over 250,000 rural producer families, with a 99.5% repayment rate. Today, we operate in 22 countries on four continents, have expanded our services to include financial education, and have just helped launch FAST, the first-ever Finance Alliance for Sustainable Trade. Much more is to come.

We are grateful for your interest and support. You have helped us enable small farmers, artisans and other rural entrepreneurs to break their reliance on informal, usurious sources of credit and strengthen their position in the global marketplace. As our new name takes root, we will continue to test, refine and improve our model with the goal that one day, financing for hardworking people and their socially responsible enterprises will be an idea embraced around the world.

With gratitude,



William F. Foote

P.S. Thank you for updating your records and spreading our news. For more on our name change, click [here](#). We appreciate your patience as we revise our Web site (www.rootcapital.org) and other materials in the months ahead.