



Meet Evelyn Palado

Evelyn Palado used her loans to purchase pineapple crowns which she planted to start her own patch of pineapple. She now sells pineapples in the market as a second source of income for her family.

Evelyn's Story

For 46 year old Evelyn, the success of her farm is the foundation of her family's future. For years, she worked as a rice farmer. Without a private irrigation system, her livelihood was entirely dependent on unpredictable rainfall. A prolonged dry season eventually devastated her harvest and left her family reliant on a single income to meet their basic needs.

The support from her loans provided the critical turning point Evelyn needed to break this cycle. While her initial attempt to revive her rice crops taught her the limitations of the land, the second loan empowered her to make a bold and strategic pivot. She transitioned from fragile rice paddies to a hardy pineapple plantation. This shift was a calculated move toward long-term stability because pineapples possess the unique ability to thrive during the droughts that had previously wiped out her income.

Today, the impact of that capital is visible in the over 7,000 pineapple plants now flourishing near her mother's home. Beyond securing her own financial future, the loan has allowed Evelyn to become an anchor for her community. She now employs her siblings and cousins to help maintain the challenging terrain.

As she nears her first harvest, Evelyn is already looking toward expansion. Her goal is to secure further funding for seedlings and fertilizer to develop a second plot of land. By transforming a seasonal loss into a growing enterprise, Evelyn is ensuring her five children have a reliable path forward. Her journey demonstrates how a well-timed loan does more than just buy supplies. It provides the steady ground required to build a lasting family legacy.

