

2025-05 | Housing Microfinance product bundled with Flood and Malaria-linked Hospital Cash Insurance, Kenya

Financial Sector Partners (FSPs):	Britam Microinsurance VisionFund Kenya (VFK)	SCBF Contribution:	CHF 143'802. (39%)
Grantee:	Habitat for Humanity	Matching Contribution:	CHF 85'439 (23%) – Grantee CHF 65'088 (18%) – FSP (Britam) CHF 75'749 (20%) – FSP (VFK)
Country:	Kenya	Duration:	Oct 2025 – Oct 2027
Potential Outreach:	13,800	Products:	Credit & Insurance (Housing Loan + Flood Insurance, Housing Loan + Health Insurance)
Thereof Women:	70%	Target Group:	Low-income households

CONTEXT

Kenya's Vision 2030 positions financial inclusion as a key driver of poverty reduction and economic growth. While 90% of Kenyans now have access to financial services, access to housing finance remains limited – only 29% of informal sector workers can access such products, compared to 56% in the formal sector, and just 11% of Kenyans can afford mortgages. A recent study recommended strategies such as capacity building, credit guarantees, and stronger data systems to help reduce these barriers.

To bridge this gap, Habitat's Terwilliger Center for Innovation in Shelter, Britam, and VisionFund Kenya are co-developing innovative housing microfinance products that integrate index-based flood insurance, malaria-linked hospital cash, and mobile early warning systems. This initiative aims to strengthen financial inclusion, climate resilience, and health protection for low-income communities around Lake Victoria. Financial institutions such as Britam and VisionFund Kenya are playing a transformative role by leveraging their expertise, partnerships, and digital platforms to reach underserved populations – demonstrating how inclusive financial products can drive both social impact and sustainable market growth.

CURRENT STATUS OF FSP

VisionFund Kenya is a Christian microfinance institution affiliated with World Vision that empowers low-income families to build sustainable livelihoods and improve child well-being through access to financial services. With 22 branches across the country, it provides microloans, savings, insurance, and business training to underserved communities, especially in rural areas. As a well-established institution in its growth phase, VisionFund is expanding both its reach and product portfolio. Support from the Swiss Capacity Building Facility (SCBF) is crucial to help strengthen its capacity for product innovation in housing microfinance linked to climate and health risks, enhance risk management systems, and scale inclusive financial solutions for vulnerable households in regions such as the Lake Victoria Basin.

MAIN OBJECTIVES

The SCBF intervention supports VisionFund Kenya in designing and scaling innovative housing microfinance products that combine climate and health risk protection to strengthen financial inclusion and resilience among low-income households, particularly women and youth in the Lake Victoria Basin. Key steps include market assessment, product design and piloting, capacity building, and partnership development for wider outreach. Upon completion, VisionFund Kenya will be equipped to sustainably deliver climate- and health-resilient housing finance solutions to underserved communities.

The project targets high-risk areas around Lake Victoria that face recurrent floods and malaria outbreaks due to stagnant water, leading to higher hospitalization rates and economic vulnerability. It aims to reach about 13,800 clients, of whom around 70% are expected to be women and 50% youth.

Partnering with:

