



World Vision®



Tanzania

# THRIVE BUSINESS PLAN

## ECONOMIC EMPOWERMENT

Reaching the  
**poorest**  
of the poor in  
10 countries

To generate  
significantly  
**higher  
incomes**  
by 2030

### SUMMARY

In 2021, an independent study of World Vision's proprietary livelihoods model Transforming Household Resilience in Vulnerable Environments (THRIVE) in Tanzania revealed **game-changing results**. Parents in extreme poverty—even the poorest of the poor living on as little as 38 cents a day—were equipped to lift their families out of poverty, with **incomes significantly higher** than at the beginning of the program.

Now, in partnership with VisionFund International, we are launching an 8-year scale-up plan to **reach everyone, everywhere**. **World Vision works in 10 countries** with the most effective THRIVE interventions and a focus on women and the well-being of children. Through an investment of \$285 million, **10 million people will be equipped with the tools they need to lift themselves out of extreme poverty.**



## OUR PLAN FOR 10 COUNTRIES

Everyone, everywhere we work, has the tools they need to lift themselves out of extreme poverty by 2030.

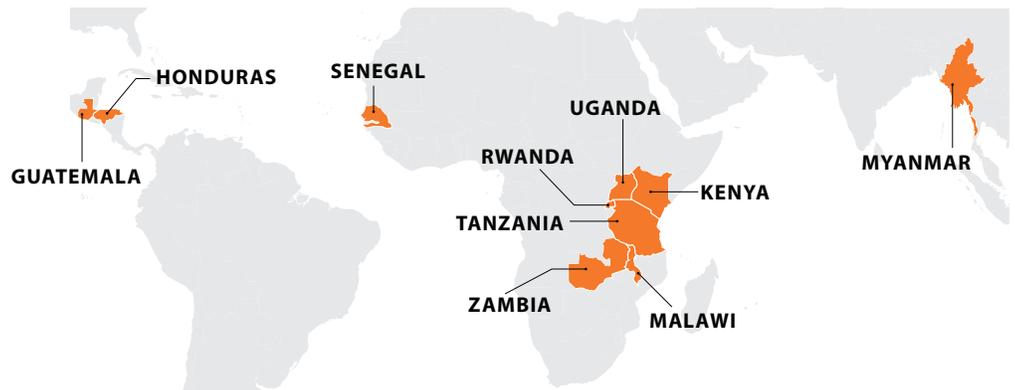
## Where and who

The 10 countries in our business plan were selected based on a high percentage of people still living in extreme poverty within our operating areas, commitment from the targeted field offices and alignment to their strategy, and the presence of a VisionFund microfinance institution.

## 10 MILLION PEOPLE

equipped with the tools they need to **lift themselves out of extreme poverty**

### 10 COUNTRIES



**Our vision for every child, life in all its fullness.**

**Our prayer for every heart, the will to make it so.**

As a child-focused organization, World Vision is committed to helping parents who face the nearly impossible responsibility of providing well for their children on less than \$1.90 per day. By building improved and resilient incomes, parents generate the resources to feed, shelter, educate, and care for their children.



## DIGITIZATION OF FINANCIAL SERVICES

The business plan also includes a \$15 million investment in the digitization of VisionFund systems and processes, as well as Savings for Transformation groups and farmer producer groups. This will enable us to sustainably scale and reach more of the most vulnerable rural poor.



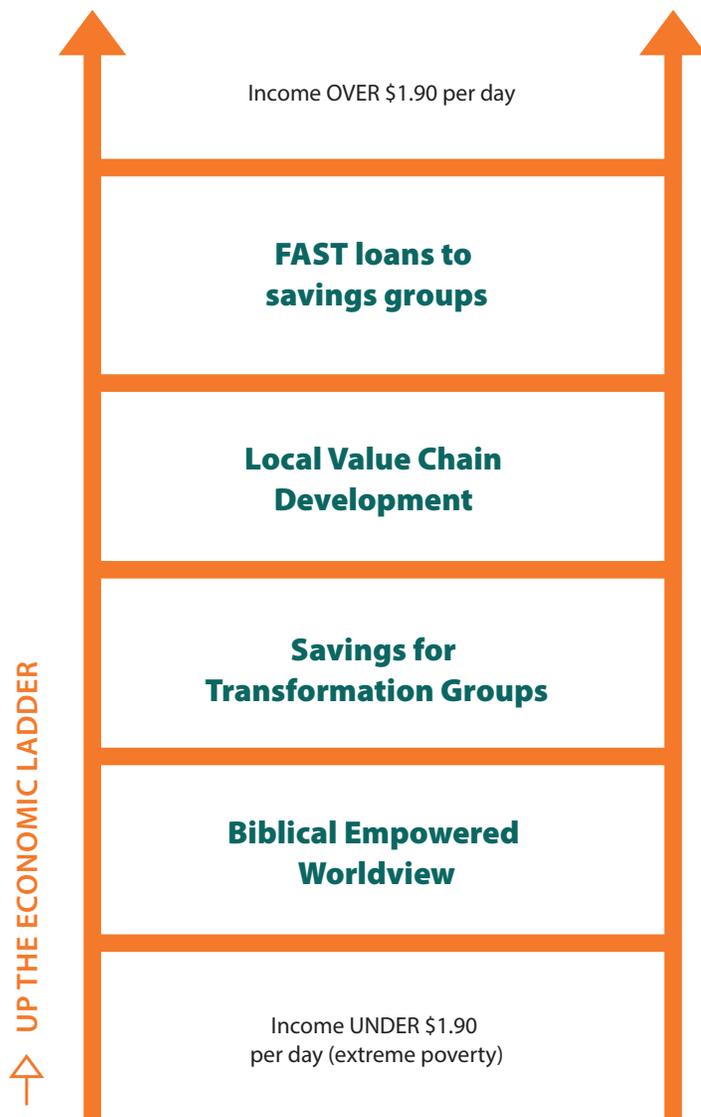
Tanzania

## THE APPROACH

Deliver targeted, evidence-based interventions that help households and communities build improved, resilient, and sustainable livelihoods for the well-being of their children.

## What and how

A package of evidence-based interventions focused on mindset change, collective action, financial inclusion, and value-chain development will lay a foundation to empower families to progress up the economic ladder.



### Finance Accelerating Savings group Transformation (FAST)

FAST loans to mature savings groups provide additional capital enabling members to take loans for business opportunities. This results in higher household incomes for members and higher savings for the group—usually an increase of 40-60%.

### Local Value Chain Development

This project model helps farmers and entrepreneurs increase their incomes by working together in groups to better understand and connect to markets, thereby increasing their profitability.

### Savings for Transformation (S4T) Groups

Savings groups enable community members—often women—to gain basic financial knowledge, including how to save and pool their money, borrow money, pay back loans, and make financial decisions.

### Biblical Empowered Worldview

This powerful curriculum is the foundation of THRIVE. It builds confidence, shifts mindsets, and promotes a biblically based view of identity, responsibility, and accountability.

### KEY TARGETS

- 134,500 savings groups supported in 10 countries
- 80% of participants benefiting from savings groups and FAST loans to savings groups are women



### THE GOAL

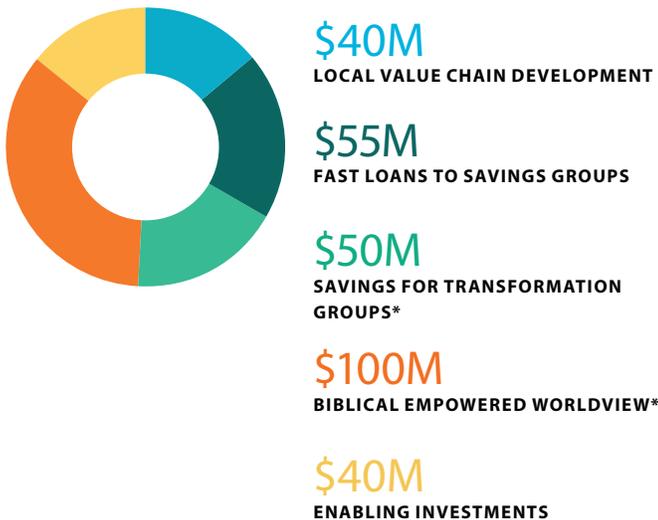
The poorest households have substantially higher incomes and resilient, sustainable livelihoods to provide well for their children.

## Estimated cost and funding sources

We are seeking **\$135 million in new private cash donations** to achieve our business plan targets to deliver proven interventions in 10 countries—empowering 10 million women, men, and children to lift themselves out of extreme poverty.

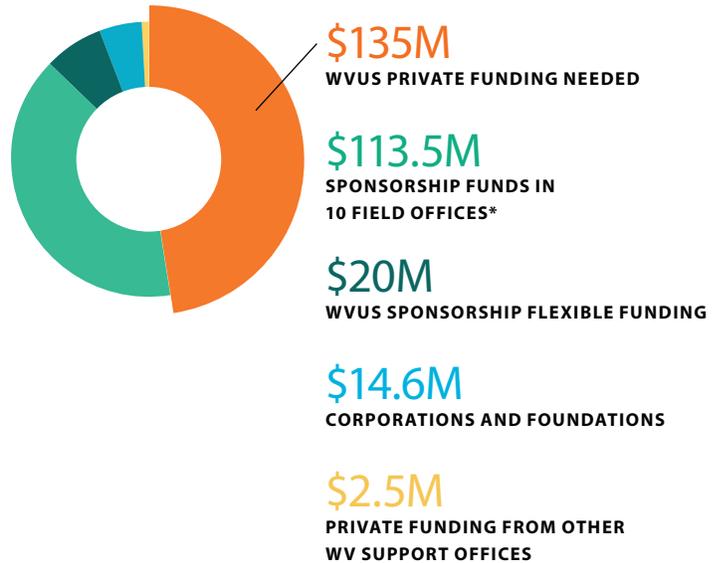
### COST BREAKDOWN

*Estimated*



### FUNDING BREAKDOWN

*Estimated*



*\*Cost covered by 10 participating Field Offices*



### CAPACITY BUILDING, MONITORING, AND EVALUATION

Other key components of the business plan include an investment in staff and partner capacity building, strengthening household monitoring and management information systems, and ensuring a robust evidence, learning, adaptation, and innovation agenda.



“World Vision is leading its peers in applying this type of rigor to their programs. Others don’t and miss the impact and evidence needed.”

—BRUCE RAVESLOOT, VICE PRESIDENT  
TANGO INTERNATIONAL

## Why World Vision

World Vision’s combination of scale, proven technical expertise, child focus, and a biblical foundation for our work uniquely positions us to empower millions of the poorest families on the planet to lift themselves out of extreme poverty.

**Christ-centered.** We follow Jesus’ example to care for those in greatest need, and demonstrate our faith through our actions here and in every community we work with around the world..

**Community-empowering.** We build long-term relationships, empowering communities to set their own goals and equipping them to sustain progress over time.

**Committed to gender equality and social inclusion.** As a leader in equality and inclusion work, World Vision prioritizes women, girls, and people with disabilities in program design, monitoring, and evaluation.

**Driven by impact.** We earn the trust of our donors and partners by delivering on our commitments—to them and the vulnerable communities we serve globally.

**Dedicated to evidence, learning, adaptation, and innovation.** Measuring progress and learning from our programming work is an essential part of our accountability to the communities we serve, our partners, and our donors. We partner with learning institutions to gather and analyze data—specifically to support evidence-based, scalable solutions that have been documented to reduce poverty.

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“Creating environments for rightful relationships between girls and boys and women and men is the path to long-term, sustainable change that will end extreme poverty.”

—EDGAR SANDOVAL, PRESIDENT/CEO  
WORLD VISION US

## Research partners include



60 \_ decibels

For more information about this opportunity,  
please contact your World Vision Representative or  
Christopher Shore, Chief Development Officer,  
Economic Empowerment, World Vision U.S. at [cshore@worldvision.org](mailto:cshore@worldvision.org)



World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. We serve all people, regardless of religion, race, ethnicity, or gender.