

An invitation to partner

Economic Empowerment



2030 Vision



World Vision’s Economic Empowerment Business Plan: THRIVE 2030 is a vital component to achieving our aim to reach 30 million people with improved food security and more resilient livelihoods globally.

In 2021, an independent study of World Vision’s 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 improve their families’ quality of life, with incomes

significantly higher than at the beginning of the program.

World Vision has now launched THRIVE 2030, an eight-year plan to reach 10 million people with access to the most effective interventions and to focus on the well-being of women and children.

Phase 1 of the plan will serve an estimated 8 million people in nine countries. Additional countries and participants will be added in Phase 2, which will soon be finalized.

We are seeking \$150 million in new private funding toward the total plan budget of \$285 million, with the remainder coming from our field offices, corporations, foundations, and other sources.

Strategic Goal: **Economic Empowerment**

By 2030, we will equip 10 million people with access to the tools they need to lift themselves out of extreme poverty.



Scan the QR code or click here to see the impact of THRIVE in Tanzania

The Challenge



Extreme poverty is defined as income of less than \$2.15 per person per day.

Rural farmers make up two-thirds of those living in extreme poverty.

Women account for more than half of those rural farmers living in extreme poverty.

You might be hard-pressed to buy a decent cup of coffee for \$2.15. Yet that, or even less, is what 719 million people earn per day under the World Bank's updated definition of extreme poverty. The majority of them live in sub-Saharan Africa, Central America, and South Asia.

Two-thirds of all people living in extreme poverty are smallholder farmers—and at least half of those farming on this limited scale are women.

Their harvests barely meet the minimum food needs of their families. Their livelihoods are vulnerable to economic uncertainties, regional and global

conflict, extreme weather, and shocks like natural disasters. Millions of small business owners likewise face shocks that can cripple their incomes.

Far too many of those in extreme poverty have been raised with a cultural, social, and spiritual worldview of dependency. This prevents them from proactively solving their own problems.

Making matters worse, the long-term economic effects of the COVID-19 pandemic, coupled with conflict and extreme weather, have pushed more than 70 million people back into extreme poverty.

Our Approach



World Vision's proven THRIVE approach equips families living in extreme poverty to move up the economic ladder. Our evidence-based interventions focus on mindset change, collective action, financial inclusion, and value chain development. These all lead to improved incomes and more empowered, resilient families.

Biblical Empowered Worldview

This powerful curriculum forms the foundation. It builds confidence, changes thinking, and promotes a biblically based view of identity, responsibility, and accountability.

Savings Groups

Establishing groups to save money collectively enables community members—most of them women—to gain basic

financial knowledge. They learn how to save and pool their money, borrow money, pay off loans, and make decisions about their finances.

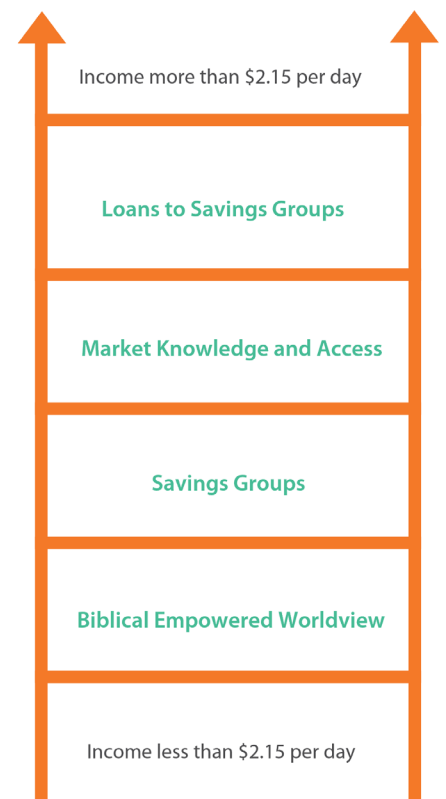
Market Knowledge and Access

Farmers and small business people increase their profits and resilience through gaining business knowledge, coaching to work in groups, and accessing vital market information.

Loans to Savings Groups

During the pandemic, we began making small loans to members of mature savings groups, enabling them to access more capital for business opportunities. This resulted in higher household incomes for members and higher savings for groups—usually a savings increase of 40% to 60%.

Moving up the economic ladder



Africa



More than 80% of Africans live in the countryside. Most are extremely poor farmers vulnerable to a host of challenges: droughts, floods, a worsening environment, and price shocks in supplies and materials. Too many farmers lack the chance to grow surplus crops to sell and must focus solely on feeding their families. Too many communities face repeated drought cycles that plunge them into new food and economic crises before they have even fully recovered from the last one. Without reliable access to government safety nets, farmers need to become much more productive and profitable to survive—while also building resilience to market- and weather-related shocks.

Estimated reach and private funding needed by country:

Kenya

Participants: 1.7 million
Funding: \$22 million

Malawi

Participants: .75 million
Funding: \$16 million

Rwanda

Participants: 1.4 million
Funding: \$22 million

Senegal

Participants: .52 million
Funding: \$11 million

Tanzania

Participants: 1.3 million
Funding: \$19 million

Uganda

Participants: 1.1 million
Funding: \$16 million

Zambia

Participants: .77 million
Funding: \$16 million



*Through THRIVE 2030, we aim to reach more than **7.5 million people in Africa.***

Central America



Most of the people crossing into the U.S. at the southern border have migrated from Guatemala, Honduras, and El Salvador—adjoining countries known as the Northern Triangle.

What compels them to come? Lack of economic opportunities in the countryside and violence in the cities are major drivers of the desperation that fuels emigration. Hurricanes Eta and Iota in 2020, the COVID-19 pandemic, and other shocks have compounded the crises. But when people have a changed perspective, new skills, and practical tools, economic opportunities abound in rural areas.

Estimated reach and private funding needed by country:

Guatemala

Participants: 160,000
Funding: \$4 million

Honduras

Participants: 520,000
Funding: \$16 million

*Through THRIVE 2030, we aim to reach more than **500,000 people** in Central America.*



Objectives and Outcomes



Overarching Goal

Households and communities build improved, resilient, and sustainable livelihoods for child well-being.

Objectives and Expected Outcomes

Establish a foundation to move households out of poverty and ensure that:

- Vulnerable households and communities employ talents and resources to progress from dependence to dignity through Biblical Empowered Worldview.
- Savings group members are financially literate, functioning well, and able to access loans.

Guide entrepreneurial households up the economic ladder, enabling them to:

- Gain market knowledge and access to create secure household incomes and establish profitable and sustainable enterprises.
- Use savings groups to create secure household incomes and establish profitable and sustainable enterprises.
- Maximize impact as digital technology improves the delivery and quality of interventions people receive.

Performance Measurements



Scan the QR code or [click here](#) to see a sample activity and progress report

Activity and Progress Reporting

World Vision will provide donors with a progress report on the THRIVE 2030 plan twice per year. The reports will include data highlights gathered by in-country teams (using more than 40 unique measures of activity tied to objectives and expected outcomes), as well as stories and photos about impact.

First-year reports will show the status of start-up programming, staff training, procurement, etc. Participant

reach will grow in phases, with the goal of achieving the full life-of-program reach by 2030.

Progress and Impact Evaluations

World Vision will partner with respected third-party researchers during the eight-year implementation timeframe to create baseline, midline, and endline evaluations. Reports will be produced based on the midline and endline evaluations to determine impact over time in each country.

Why World Vision



World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the kingdom of God.

Christ is at the center of our work. We follow Jesus' example to care for those among us in greatest need. Our focus is on helping the most vulnerable children overcome poverty and experience fullness of life.

We scale your impact. With over 70 years of experience and expert staff in nearly 100 countries, we have the infrastructure, experience, and relationships needed to empower families to create lasting change.

Your giving is leveraged. We're able to leverage gifts from many sources—cash donations, sponsorship gifts, corporate gifts-in-kind, and public grants—to maximize the impact for people we serve, supercharging our programs to reach even more children and families.

Research shows our impact.

A commissioned study from TANGO International showed that THRIVE helped farmers in Tanzania move from dependence to an empowered worldview, increase and diversify incomes and assets, and become more resilient to shocks and disasters.

We maximize technology.

We serve even the most rural families through digital technology, broadening our ability to connect participants to our economic empowerment program.

We are committed to gender equality.

Our strong faith partnerships and evidence-based faith models promote gender equality, empower women, and combat gender-based violence.

In Closing



Our aim—to reach 30 million people through our Food Security and Livelihood sector—is the largest and most ambitious economic empowerment plan to end extreme poverty World Vision has ever undertaken.

We believe it is possible because we see how God has uniquely prepared us. Our approaches work and we have vast scale, expert local staff, deep community connections, and generous and passionate donor partners who share the same vision.

Thank you for prayerfully considering this opportunity to help equip 10 million people whom God loves to break free from extreme poverty for good.

Now to him who is able
to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.

—Ephesians 3:20–21 (NIV)



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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. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender. PHL18761_0223 © 2023 World Vision, Inc.