



WORLD CONNECT

*Quick Wins in International
Development with Local Investment*
October 20, 2020

A woman with dark hair pulled back, smiling warmly at the camera. She is wearing a white blouse with pink floral embroidery on the sleeves and a dark blue vest. She is seated at a wooden textile loom, which is partially visible in the foreground. The background shows a simple room with a window and some colorful items on a shelf. The right side of the image has a solid orange-red gradient overlay.

WHAT WE DO

World Connect invests directly in the ideas of local leaders who are best positioned to drive self-sustaining development in their communities.

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HOW WE DO IT

- Source implementing partner communities via 15+ field partners around the world
- Fund community projects directly and within weeks to maintain and build on local momentum
- Ensure projects are achievable – average size of projects is \$4,000 and average amount of time to implement is 10 months
- Require 25% of project matched in-kind at the local level; 10% in cash
- Coach and support partner communities to success and beyond

WHAT WE BELIEVE

- If we trust local leaders to design and lead their own solutions, we see faster and more sustained improvements
- Grants convey trust more than loans and they signify our commitment to equity
- We should be designed to disappear as we shift the power of community transformation permanently to the local level
- The confidence women gain from leading new endeavors shifts how they and others perceive their value
- Every day that goes by without catalyzing a young social entrepreneur is a missed opportunity



RESULTS

- 1,717 projects launched across 40 countries
- 95% of projects report achieving their goals
- 1.1M+ people impacted by funded projects
- 100% of funded communities match at least 10% of the project budget with cash
- 85% of projects are sustaining at 2+ years
- 80% of projects catalyze additional development and create ripple effects in local economies
- 95% of grant funds are spent within local communities
- 70% of projects are led by first-time grant recipients
- 70% of projects are led by women
- 0.7% of grant funds lost or misused



ELEMENTS OF SUCCESS

- Ideas originate locally
- Cash match requirement for funding
- Goals are time limited
- Funding is delivered directly, quickly
- We are engaged donors

WHY WE'RE DIFFERENT

- \$150B invested in global development, <1% reaches the local level
- We believe tactics bring change, not only money
- There is cost-efficiency in building from existing assets; there is efficiency in the humility of not needing to invent the wheel
- Without an agenda and with unrestricted funding, we can be responsive to community identified priorities
- Trust goes a long way in building hope, agency, and momentum, and reduces corruption
- Last year we deployed \$664K to 153 grants across 25 countries and saw 92% achieve their goals so far

BANANA FARMING

Chipata, Zambia

- \$750 invested in 2017 in a group of 15 HIV+ and marginalized banana farmers to purchase an improved banana tissue; there are now 72 families producing the new banana varietal locally
- The new banana grows to full harvest in half the time, produces 4x the harvest, and the bananas fetch 5x the price of previous banana variety in the local market
- Earning as much as 24x the income per month on their banana harvests, families are using increased earnings to pay school fees, medical fees, and purchase livestock and agricultural inputs to diversify and stabilize their incomes





TRASH COLLECTION

Kafrine, Senegal

- In 2015, Abdou Lahat and a local Peace Corps Volunteer pitched World Connect an eco-business called SEN-ECOKAF
- World Connect awarded \$2,500 grant to launch trash collection and disposal
- Within 2 months, 300 households were enrolled and paying for services; by 2018, 562 households subscribed, the organization had 12 employees and a profit margin of 13.5%
- Leveraged an additional \$7,000 from a Senegalese NGO and a second grant of \$4,600 from World Connect in 2019 to add recycling
- SEN-ECOKAF is collecting more than 100 tons of trash per year and customers report satisfaction with the service
- Women and girls hauled the trash previously, so this new service frees them for school and work
- Replicated in 2 additional sites



BEFORE & AFTER

Ntchisi, Malawi

1. Before: Communities in Malawi using dirty water for cooking and bathing
2. A \$2,977 grant from World Connect facilitated installation of four shallow wells mounted with pumps within two months.
3. After: The community decided to grow fruit trees next to the shallow wells.





CLEAN WATER

Mtema, Malawi

- \$6,336 invested in 2018 to drill a borehole for clean potable water for 1,200 people within a month
- No cases of water-borne diseases reported 1.5 years since installation
- 15 girls have been re-enrolled in school, no longer need to skip classes to wait in line to carry water home
- With a more secure water source, the village leveraged this opportunity into a three-year, \$150K food security and irrigation project from another NGO

"Do you mean there are organizations like World Connect out there? I doubted it because living in Mtema Village I have seen several organizations that come to us to ask what we want as communities, and it ends there. This is the first time we see our own son, Mweta coming to sit down with us and agreeing on our water project, and drawing the budget together. And within two weeks the project was not only approved but also funded. I can only conclude that World Connect is the best development model." - Ruth Valeta, Project Leader



MAMA DUNIA BAKERY

Rutsiro, Rwanda

- \$5,000 invested to launch a women-led bakery in 2016 to increase income for women, reduce domestic violence, and bring women affected by the genocide together in a collaborative economic effort
- 2x increase in income for women within one year of the bakery's launch (\$1->\$2/day)
- Participating women can now afford healthcare and children's school fees, and have collectively reinvested profits in the bakery's continued growth
- Follow-up investment of \$10,000 by World Connect in 2019 to expand the bakery, improve equipment, and include delivery and catering services positions the women increased their income 5x over where they started (\$5/day)

Research shows that closing the gender gap in economies globally would add \$28 trillion to the global GDP by 2025



DOLLIES FOR DAIRY FARMERS

San Pablito De Agualongo, Ecuador

- \$2,520 invested in a women's dairy association in 2017 to build 20 dollies designed to help women who previously transported 45-60lb milk jugs two miles on their backs, uphill, to a processing facility
- Earnings per woman increased from \$2 to \$12 per day on average due to increased efficiency and the women report reduced back pain
- One participant used increased earnings to build two greenhouses on her property where she planted 13,000+ roses, and within six months of planting was earning 72x what she was earning before the project



THANK YOU

PAMELA NATHENSON, EXECUTIVE DIRECTOR
pnathenson@worldconnect-us.org 347-563-7452
worldconnect.global/donate