

KEY MESSAGING FOR BRAC UPGI



Background on The Audacious Project

Housed at TED, and supported by The Bridgespan Group, The Audacious Project is a unique partnership between some of the most respected organizations in philanthropy and the public. Launched in 2018, The Audacious Project attempts to address a major frustration faced by the world's change-makers. Without access to venture capital or stock markets, social entrepreneurs have to pitch donors one-by-one, often a deeply inefficient process for all involved. The Project aims to: (1) encourage the world's greatest change-agents to dream bigger than ever before (2) shape their best ideas into viable multi-year plans and (3) present those ideas in a compelling way to potential supporters.

KEY MESSAGES

BRAC was granted \$60 million as a 2020 Audacious Project to help 21 million more people lift themselves from extreme poverty by 2026.

- With the Audacious investment, [BRAC's Ultra-Poor Graduation Initiative](#) (UPGI) will build on the incredible success of BRAC's Graduation program in Bangladesh and lift millions more people from extreme poverty. We will work with governments to adopt and scale-up BRAC's Graduation approach in countries with the greatest potential for impact and scale.

BRAC's comprehensive Graduation approach is designed to meet the complex needs of the extreme poor.

- Graduation is a multifaceted, proven, [researched](#) set of interventions based on a deep understanding of the challenges faced by those living at this severe level of extreme poverty. It helps people create sustainable livelihoods and lift themselves out of extreme poverty without falling back into it later.
- Through training in life skills, finance, and business skills, along with consumption stipends, an asset transfer, and regular coaching and monitoring, BRAC's Graduation approach addresses participants' multidimensional needs within the local context.

Graduation is the first scalable solution proven to break the poverty trap

- Multiple [studies](#) demonstrate continued upward mobility for households years after "graduating", citing an increase in income, savings, consumption, hours of productive work, school attendance, and confidence in their ability to build a better life.

The impact of BRAC's Graduation approach can be felt worldwide.

- BRAC is the largest scale implementer of the Graduation approach, having reached more than 2 million households in Bangladesh and developed and implemented adaptations of the approach in 14 countries covering a range of different contexts and vulnerabilities.
- An [additional 3.1 million families](#) have lifted themselves from extreme poverty through adaptation of BRAC's Graduation approach by other organizations.

The need to combat extreme poverty and drive systemic change has never been more urgent.

- While the reach of COVID-19 may be global, the impact it is having on different populations varies. At
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the beginning of 2020, an estimated 700 million people lived in extreme poverty around the world. By the end of 2020, **more than 70 million people could be forced to join them, unraveling decades of progress toward poverty alleviation.**

- Those living in extreme poverty are the most affected and most at risk population, having limited access to health care, food, clean water, steady income, and public services, and often an inability to practice social distancing.

The poorest are trapped and at risk of being left behind without resources or skills to overcome major shocks and inequality.

- Without an approach tailored to the poorest, we will not be able to eradicate poverty.
- We must act swiftly and design programs that meet the increasing and evolving needs of those living in extreme poverty - programs that are comprehensive, adaptive, and immediate but for long-term needs - to build resilience and support sustainable recovery.

Sustainability and scale demands change at the systems level with active government engagement.

- BRAC UPGI will leverage approximately \$5.8 billion dollars in existing government and donor funding and channel those toward well-executed government-led Graduation programs in countries with the greatest potential for impact and scale.

BRAC UPGI is committed to creating effective solutions that leverage the available resources and existing programming to achieve the long-term benefits demonstrated by Graduation.

- The Audacious funding will help BRAC UPGI build our foundational resources and country presence to expand outreach to partner governments.
- In parallel, we will generate informative learning through research and engage a vibrant community of global stakeholders to help shape the dialogue and influence the adoption and scaling of Graduation in target geographies and beyond.

The level of effort, programming, resources, and tenacity required to eradicate extreme poverty vastly exceeds the capabilities of a single organization or the Audacious investment.

- BRAC UPGI's goal to lift 21 million more people out of extreme poverty by 2026, which will be supported by the Audacious funding, is only the beginning.
- To truly move the needle on SDG1, ending poverty in all its forms, we must work together more effectively and commit significantly more resources to combating this issue.
- With support from the Audacious investment, BRAC will vastly scale its efforts to partner with governments, multilateral institutions, NGOs, and civil society, in countries where we can have maximum impact and drive greater uptake for Graduation.
- If we can expand how governments in low-income countries think about safety nets and social protection programs for extremely poor populations, integrating Graduation, millions more people will develop sustainable livelihoods and build resilience.
- To meet the complex needs of those living in extreme poverty during this time, though, we must work together and hold ourselves accountable to reaching and targeting the extreme poor in order to break the cycle of poverty and make extreme poverty a part of the past.

BRAC will help 21 million more people lift themselves from extreme poverty by 2026.

- BRAC was one of eight organizations named a 2020 TED Audacious Project.
 - BRAC will be receiving more than \$60 million to apply toward its goal of lifting 21 million people from extreme poverty by 2026 and setting millions more on the same path.
 - With the Audacious investment, BRAC's Ultra-Poor Graduation Initiative (UPGI) will work with governments to adopt and scale-up [BRAC's Ultra-Poor Graduation](#) approach in countries with the greatest potential for impact and scale.
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