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Who is this toolkit for?

This guide was developed with a wide variety of extreme poverty advocates in mind - including champions, influencers, and partners representing governments, non-profits, the civil sector, internal stakeholders, and implementers on the ground. We aim to inform and empower all of these voices to raise awareness of an increasing global issue and mobilize support for urgent, unified action to combat extreme poverty.

If we work together more effectively and commit additional resources to help the poorest escape intractable poverty, we will advance our efforts to eliminate poverty in all its forms.

What is our call to action?

Our message for countries, leaders, and influencers across the globe is clear: We must act with urgency and design programs that meet the increasing and evolving needs of the extreme poor - programs that are comprehensive, adaptive, and immediate but for long-term needs - to build resilience and support sustainable growth. By doing so, we can transform the futures of nations, families, and many generations to come.

What's inside this toolkit?

This toolkit provides an array of materials designed to facilitate advocacy for BRAC Ultra-Poor Graduation Initiative’s Audacious plan to lift 21 million more people from extreme poverty by 2026, including:

- Messaging/talking points
- Frequently Asked Questions (FAQs)
- A social media toolkit
- Multimedia assets, including social media postcards and images
- Key resources

How to use this Toolkit

We invite you to explore the contents of this toolkit and help us spread our urgent call to action throughout your networks and channels around the world. All the content (messaging and visual assets) have been created for you to share on social media and have been organized according to the specific channels. General and thematic messaging has been provided and should be combined with visual assets to make the most out of every post. We encourage you to use content that best matches your own mission and work. We ask that you tag BRAC and relevant partners in your posts to increase visibility and allow for reposting and additional commenting.

The Ultra-Poor Graduation Initiative communications team stands ready to help you tailor your content for your specific needs; you can reach us by contacting courtney.calardo@brac-upgi.org.
GRADUATION: KEY RESOURCES

BRAC Ultra-Poor Graduation Initiative Audacious Webpage

BRAC Ultra-Poor Graduation Initiative Website

Frequently Asked Questions (FAQs) on BRAC UPGI’s Audacious Plan

Graduation Stories Microsite

BRAC Ultra-Poor Graduation program in Bangladesh Website

Graduation Overview

BRAC UPGI/Graduation Blogs

BRAC Official Website

BRAC USA Website

Social Media Channels to follow:

Twitter: @BRACworld  @LindsayCoates  @Shameran

Facebook: Facebook.com/BRACWorld/

Instagram: Instagram.com/bracworld

LinkedIn: LinkedIn.com/company/brac
BRAC was awarded $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 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 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 funding.**

- 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 UPGI 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.

**FOR MORE INFORMATION ABOUT THE ULTRA-POOR GRADUATION INITIATIVE’S AUDACIOUS PLANS, VISIT OUR OFFICIAL WEBSITE.**
Twitter

Announcement:

In a major development for achieving #SDG1, @BRACworld has just been named a 2020 @TheAudaciousPrj to support Ultra-Poor Graduation Initiative’s goal to help 21 million lift themselves from extreme poverty. https://bit.ly/2AW1WpA @TEDTalks

In 2002 @BRACworld founded #TheGraduationApproach to help #EndPovertyforAll - and now its Ultra-Poor Graduation Initiative will receive a catalytic investment through @TheAudaciousPrj to help #21millionmore escape extreme poverty. https://bit.ly/2AW1WpA @TEDTalks

We’re proud to announce that our partner @BRACworld was named a 2020 @TheAudaciousPrj to scale #TheGraduationApproach in Asia and Sub-Saharan Africa and help #21MillionMore escape extreme poverty. https://bit.ly/2AW1WpA @TEDTalks

Themes

Urgency/COVID-19

COVID-19 threatens to force +70 million people into extreme poverty by the end of 2020. @BRACworld’s Ultra-Poor Graduation Initiative will combat this rise with their @TheAudaciousPrj plan: https://bit.ly/2AW1WpA @TEDTalks

Poorest at risk of being left behind:

We cannot leave millions behind in the mission to #EndPovertyforAll. @BRACworld’s Ultra-Poor Graduation Initiative will be using @TheAudaciousPrj investment to reach the world’s poorest. https://bit.ly/2AW1WpA @TEDTalks

Lifting 21 million out of poverty:

Our partners at @BRACworld’s Ultra-Poor Graduation Initiative have already helped 9 million people escape poverty. With the help of @TheAudaciousPrj funding, they aim to help #21MillionMore. https://bit.ly/2AW1WpA @TEDTalks

Meeting the complex needs of the extreme poor:

We can only #EndPovertyforAll by meeting the complex needs of those in extreme poverty. @BRACworld’s Ultra-Poor Graduation Initiative offers a holistic approach to achieving #SDG1, and with the @TheAudaciousPrj funding, they will scale it like never before. https://bit.ly/2AW1WpA @TEDTalks

Graduation as the scalable solution to the poverty trap

Research shows the #PovertyTrap is real. @BRACworld’s scalable Graduation approach provides the ‘big push’ needed for people to escape extreme poverty for good. That’s why they’re receiving funding from @TheAudaciousPrj to scale Graduation globally. https://bit.ly/2AW1WpA @TEDTalks

Graduation is worldwide:

@BRACworld has adapted #TheGraduationApproach to #EndPovertyforAll across millions of households in 14 countries. With a multi-million dollar investment through @TheAudaciousPrj, the Ultra-Poor Graduation Initiative is expanding even further. https://bit.ly/2AW1WpA @TEDTalks
Government at the forefront:

Governments must be at the forefront to drive sustainable systematic change and #endpovertyforall. With a catalytic investment thru @TheAudaciousPrj, @BRACworld will partner with governments worldwide to implement its Graduation approach. https://bit.ly/2AW1WpA

Partnership is essential:

No single organization can #EndPovertyforAll. With the @TheAudaciousPrj investment, @BRACworld’s Ultra-Poor Graduation Initiative is joining with governments and organizations around the world to help people escape the #PovertyTrap by scaling #TheGraduationApproach. https://bit.ly/2AW1WpA

Facebook (and LinkedIn)

We are proud to announce that today, our partner @BRACWorld was announced as one of this year’s Audacious Project grantees. BRAC’s Ultra-Poor Graduation Initiative (UPGI) will receive a catalytic investment to scale its proven solution to eradicate extreme poverty. The goal; help 21 million more people lift themselves from extreme poverty by 2026. https://bit.ly/2AW1WpA @TED

The 2020 Audacious Project is making a major investment in eight organizations with bold plans to change the world. We’re pleased to announce @BRACWorld is one of them. With this grant, they plan to scale the Graduation approach to help #21MillionMore people lift themselves from extreme poverty at a time when so many need a big push to escape the poverty trap. https://bit.ly/2AW1WpA @TED

Themes

Urgency/COVID-19

As COVID-19 threatens to drive an additional 70 million people into extreme poverty by the end of this year, we must take bold action to support those most in need. We are glad to see @BRACWorld has been named a 2020 Audacious Project and is setting in motion an unprecedented plan to help 21 million more people lift themselves from extreme poverty worldwide. https://bit.ly/2AW1WpA

Poorest at risk of being left behind:

The most vulnerable people in our societies often lack access to resources and skills to overcome major shocks. We cannot leave these people behind. We must design more inclusive and comprehensive programs that reach the poorest and most marginalized. @BRACWorld, an NGO based in the Global South, is working to address this. Their Ultra-Poor Graduation Initiative is receiving a multi-million dollar investment through The Audacious Project to scale their proven solution to combat extreme poverty. https://bit.ly/2AW1WpA

Lifting 21 million out of poverty:

This year, eight inspiring organizations will get investments through The 2020 Audacious Project. That includes @BRACWorld’s Ultra-Poor Graduation Initiative, which will receive more than $60 million to help 21 million people lift themselves out of extreme poverty by 2026. https://bit.ly/2AW1WpA

Meeting the complex needs of the extreme poor:

Helping people escape extreme poverty is not simple. Effective interventions must consider the local context and multidimensional needs of marginalized people. The Graduation approach pioneered by @BRACWorld is designed from this perspective, supporting the world’s poorest through meeting their basic needs, financial training, social empowerment, and income generation. That is why BRAC’s Ultra-Poor Graduation Initiative will receive a catalytic investment through The Audacious Project, housed by @TEDTalks, to help 21 million more people lift themselves
How do we help people in extreme poverty escape poverty traps without falling back in later? The Graduation approach, developed by @BRACWorld, is one solution found to provide the necessary ‘big push’ to help people sustainably escape extreme poverty. Multiple studies have shown the long-term effectiveness of the method, which involves consumption support, social empowerment, asset transfers, and skills training. To support widespread scale and integration of this proven approach, BRAC launched the Ultra-Poor Graduation Initiative - which is now a 2020 Audacious Project, housed by @TEDTalks. https://bit.ly/2AW1WpA.

Graduation is worldwide:

The Graduation approach to eradicate extreme poverty is gaining traction worldwide. @BRACWorld, founder and largest scaled implementer of Graduation, has reached more than 2 million Bangladeshi households and developed and implemented adaptations of the approach in 14 countries. An additional 3.1 million families have lifted themselves from extreme poverty through adaptations of BRAC’s Graduation approach by other organizations. Today, BRAC’s Ultra-Poor Graduation Initiative became a 2020 Audacious Project. BRAC UPGI will receive catalytic funding through Audacious to apply toward its goal of helping 21 million more people escape extreme poverty by scaling Graduation. https://bit.ly/2AW1WpA

Government at the forefront:

If we truly want to enact sustainable, systemic change to end extreme poverty, governments must be at the forefront. This is why @BRACWorld’s Ultra-Poor Graduation Initiative is using funding through The Audacious Project to partner with governments in countries with the greatest potential for scale and impact. BRAC UPGI will collaborate with partner governments to scale BRAC’s proven solution to break the poverty trap: the Graduation approach. By working together, BRAC UPGI aims to help 21 million more people escape extreme poverty and set millions more on the same pathway. https://bit.ly/2AW1WpA

Partnership is essential:

The elimination of poverty in all forms cannot be achieved by a single organization. To reach #SDG1, governments, institutions, and organizations around the world must work together more effectively and commit significantly more resources. @BRACWorld understands this and is working to enhance partnership and coordination on poverty eradication through its Ultra-Poor Graduation Initiative. As a result, BRAC’s UPGI was named a 2020 Audacious Project and provided funding to apply toward its goal of lifting 21 million people from extreme poverty by 2026 and setting millions more on the same path. https://bit.ly/2AW1WpA

Instagram

BRAC’s Ultra-Poor Graduation Initiative provides people with holistic support, not just financial. To date, more than 2 million households have lifted themselves from extreme poverty as participants of BRAC’s Graduation approach. That number will only grow as BRAC UPGI uses the 2020 Audacious Project funding to reach millions more families like [Insert participant name]'s.

BRAC’s Ultra-Poor Graduation Initiative provides people with holistic support, not just financial. To date, more than 2 million households have lifted themselves from extreme poverty as participants of BRAC’s Graduation approach. That number will only grow as BRAC UPGI uses the 2020 Audacious Project funding to #21MillionMore.
VISUAL ASSETS: TWITTER

“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.”

Shahidul Alam
General Director, BRAC Microfinance and Ultra-Poor Graduation programs

Poverty is not just poverty of money or income… but also poverty of self-esteem, hope, opportunity, and freedom. People often don’t realize their own activities can change their lives. Once they understand that, it’s like a light gets turned on.

Sir Fazle Hasan Abed (CMG)
BRAC Founder

“I once had to plead for food. Now my income has increased so much that I can give free food to the poor… I am considered a respectable member of society now.”

Jonna, Bangladesh
BRAC Ultra-Poor Graduation program participant

What makes me proud about my job is seeing the lives of the ultra-poor in the community improving and becoming respected and better people in the community. This is because empowering a community member and witnessing them improve into a better situation in life is a mandate and sole goal of my job and that’s why I love it!

-Susai
CARE Kenya Field Officer

The need to combat extreme poverty and drive systemic change has never been more urgent. At BRAC, we believe standing with and working for those most affected by pervasive inequality and most at risk of being left behind is an act of justice -- not of charity.

Lindsay Coates
Managing Director, BRAC Ultra-Poor Graduation Initiative

DOWNLOAD IMAGE FILES HERE
The best part of being a QCF (Graduation Community Facilitator) is being able to be a part of something that could transform the lives of people in the community.

Meet Scholastica, from Kitui, Kenya. Her top priority is her ten children, many of whom she adopted. Before joining the PROFIT Financial Graduation program, she struggled to provide for their basic needs. Now, she runs a successful grocery and raises livestock. The Audacious Project funding from TED will help UPGRad reach 21 million more people like Scholastica.

“When our children fall sick, we no longer worry because we use our savings to take them to the hospital.”

- Nakhalea
SOMA participant, PROFIT Financial Graduation

“I was married when I was just a child. With a big family, my father thought I would be better off married. I now earn a living selling produce and fish surplus and never has to worry about where our meal is coming from.

- Lipi
Ultra-Poor Graduation program participant, Bangladesh

Jolina grew up in rural Bangladesh and married at a young age. When her husband left her with two small children and barely enough income to feed them, she needed help. She is now able to support her family, and put her children through school.

DOWNLOAD IMAGE FILES HERE
Ultra-Poor Graduation Initiative has been named a 2020 TED Audacious Project

DOWNLOAD IMAGE FILES HERE
Jorina grew up in rural Bangladesh and married at a young age. When her husband left her with two small children and barely enough income to feed them, she needed help.

The Ultra-Poor Graduation Initiative from @bracworld empowered Jorina to open a successful grocery business and escape poverty. With help from a catalytic investment through The Audacious Project, UPGI aims to do the same for #21MillionMore.

“Jorina grew up in rural Bangladesh and married at a young age. When her husband left her with two small children and barely enough income to feed them, she needed help. The Ultra-Poor Graduation Initiative from @bracworld empowered Jorina to open a successful grocery business and escape poverty. With help from a catalytic investment through The Audacious Project, UPGI aims to do the same for #21MillionMore.”

Ntetekwa (Kenya) (Livelihood)

“When our children fall sick, we no longer worry because we use our savings to take them to the hospital.”

-Ntetekwa from Samburu, Kenya.

@bracworld’s Ultra-Poor Graduation Initiative provides people with holistic support, not just financial. To date, more than 2 million households have lifted themselves from extreme poverty as participants of BRAC’s Graduation approach. That number will only grow as BRAC UPGI uses the 2020 Audacious Project funding to reach millions more families like Ntetekwa’s. #21MillionMore

Mary Ann & Lian (Philippines) (Coaching/mentorship)

“The best part of being a Graduation Community Facilitator is being able to be a part of something that could transform the lives of people in the community” - Lian, Philippines

@bracworld’s Ultra-Poor Graduation Initiative is about more than financial assistance. It’s about creating a support network for social and personal wellbeing. Beginning with a catalytic investment through The Audacious Project, BRAC’s UPGI will be able to develop coaching programs on a completely new scale.

DOWNLOAD IMAGE FILES HERE
Meet Scholastica, from Kitui, Kenya. Her top priority is her ten children, many of whom she adopted. Before becoming a participant in @bracworld’s Graduation approach, she struggled to take care of them. Now, Scholastica runs a successful grocery and raises livestock, which enables her to better care for her family. With funding from The Audacious Project, BRAC’s UPGI will help #21MillionMore people like Scholastica.

Razia is from Bamiyan, Afghanistan. After losing her husband, she struggled to provide for her young grandsons. After participating in @bracworld’s Graduation program, she now has a growing flock of sheep and savings in the bank.

BRAC’s Graduation approach has helped 9 million people like her lift themselves from extreme poverty. As a 2020 Audacious Project, BRAC’s Ultra-Poor Graduation Initiative is ready to partner with orgs and governments around the world to help #21MillionMore.

@bracworld’s Ultra-Poor Graduation approach is about empowering people to find security and fulfillment. Take Amina - through the PROFIT Financial Graduation program in Kenya, she received skills training and a loan to start a dressmaking business. Not only has she found success, she’s made her dream a reality.

With funding from The Audacious Project, BRAC’s UPGI will work to scale the Graduation approach further and help #21MillionMore reach their full potential.

DOWNLOAD IMAGE FILES HERE
If you have any questions, please contact Courtney Calardo using the details below.

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Graduating 21 Million More People Out of Extreme Poverty

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