

Being Accountable for Results

Financial institutions with a mission to help build resilience for those living in poverty take on a huge task. To be accountable to their mission, they need to measure whether or not they are reaching their intended clients and track whether their clients are benefitting from the products and services they offer. They need to be able to listen to their clients, so that they can adapt their products, services, and delivery systems in order to meet their client's needs and serve their aspirations. Truelift gives recognition to those who do this well. Campaign Commitments serve as a mechanism to build movement around applying these practices.

Organizations that Have Made a Campaign Commitment	Truelift Milestone Institutions
Arab Gulf Programme for Development (AGFUND)	Cashpor, India
BRAC Maendeleo Tanzania	FINCA, Peru
Ahon Sa Hirap (ASHI)	Microfund for Women, Jordan
CDF	Small Enterprise Foundation, South Africa
Center for Financial Inclusion	Negros Women for Tomorrow Foundation, Philippines
FINCA	Grameen Financial Services Private Ltd. ("Grameen Koota"), India
Freedom from Hunger with The Microcredit Summit Campaign	Banco FIE, Bolivia
Grameen Foundation	Caurie-MF, Senegal
IGNITE	
Microfinance Council of the Philippines, Inc. (MCPI)	
Microfinance CEO Working Group	
Microfinance Information Exchange (MIX) with The Microcredit Summit Campaign	
Opportunity International	
Palli Karma-Sahayak Foundation (PKSF)	
SEEP	
VisionFund	
World Savings Bank Institute (WSBI)	



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Goals for 2015

- 1) Reaching 175 million poorest families with microfinance
- 2) Helping 100 million families lift themselves out of extreme poverty



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Resilience

The State of the Microcredit Summit Campaign Report, 2014

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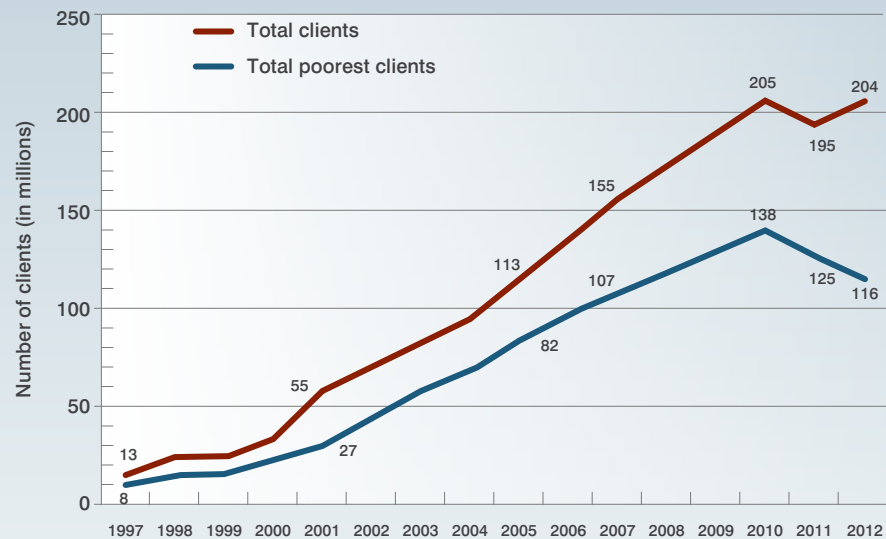
Ending Extreme Poverty

Our goals are clear at the World Bank Group. End extreme poverty by 2030. Boost prosperity and ensure that it is shared with the bottom 40 percent and with future generations. We have an opportunity to bend the arc of history and commit ourselves to do something that other generations have only dreamed of.

– Jim Yong Kim, President, World Bank

The coming years will bring dramatic reductions in poverty, but extreme poverty will not be eliminated unless more is done to improve resilience for those living in the most fragile conditions.

Benchmarking tools for measuring poverty levels have become more widely adopted and, when applied, often show that MFIS did not reach as many people living in poverty as they thought they did. In 2012, the number of poorest clients reported by microfinance providers continued to decline, while the total number of clients recovered its growth trajectory.

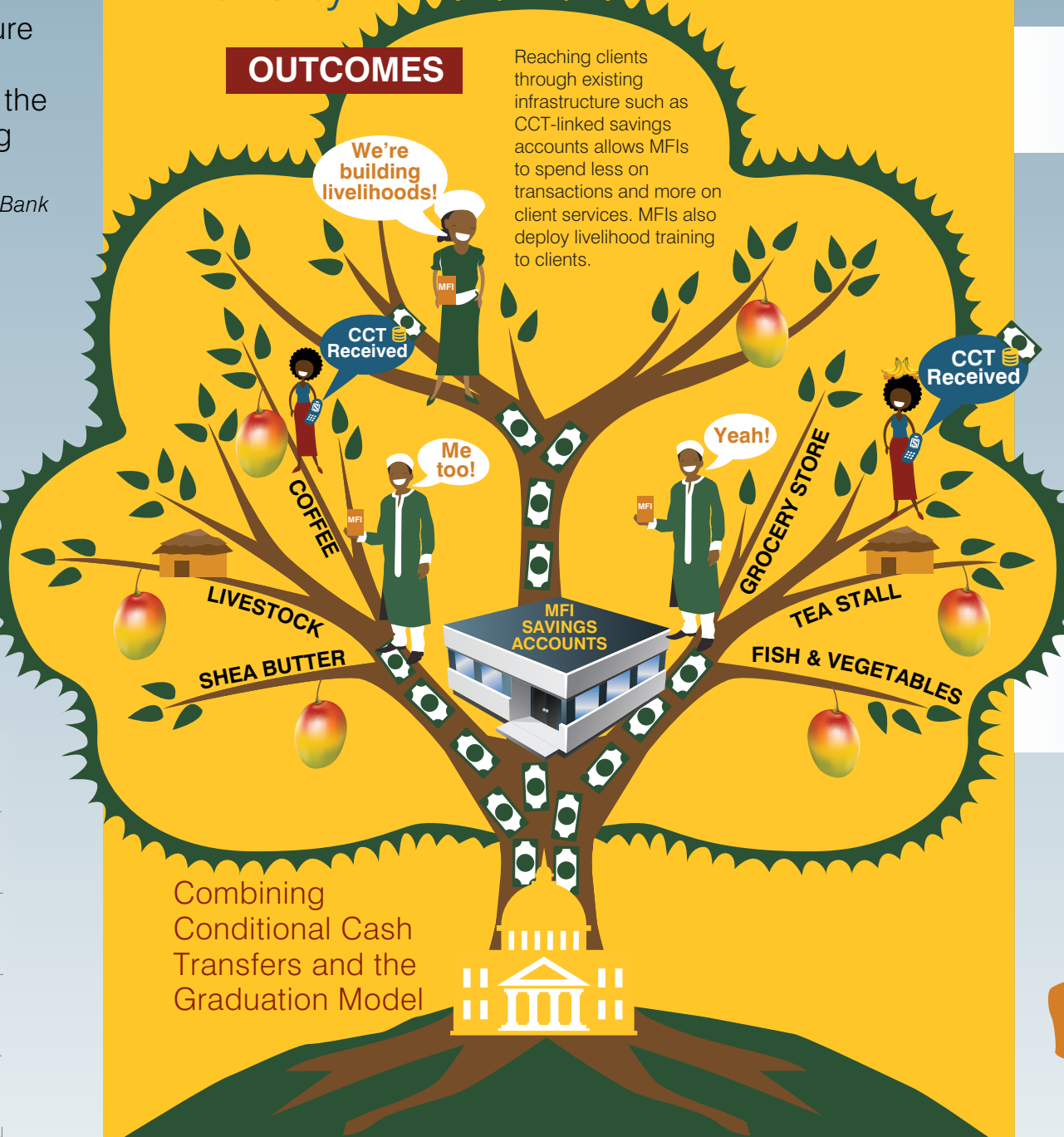


Applying the data from benchmarking tools to redesign products, services and systems helps MFIs to ensure that those in extreme poverty are able to access and make good use of them as MFIs in the Philippines did. “As a result of their work, client outreach in the Philippines rebounded to 1.9 million in 2012 – from a low of 1.6 million in 2011.

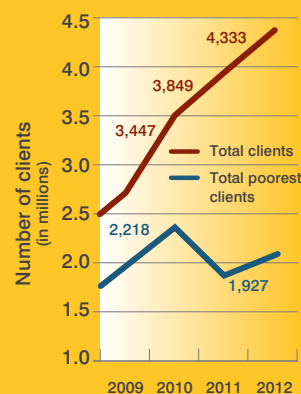
Moving and Staying out of Poverty

OUTCOMES

Reaching clients through existing infrastructure such as CCT-linked savings accounts allows MFIs to spend less on transactions and more on client services. MFIs also deploy livelihood training to clients.



Combining Conditional Cash Transfers and the Graduation Model



Financial services can have an impact on poverty reduction. Partnering with other organizations like MNOs can multiply the effect and help bring access to the 2.5 billion financially excluded adults.

Partnering for Greater Results



1. Mobile Network Operators & MFIs



2. Mobile Network Operators & Insurance

3. Microfinance & Health



4. Regulators & Policymakers

