Expanding Livelihood Opportunities for Poor Households

Pablo Farias, Vice President
Frank DeGiovanni, Director
Wayne Fawbush, Program Officer
Ford Foundation Priorities:

- **Focus our resources to increase effectiveness;**
  - Initiatives reduced from 230+ to 35
  - Foundation’s rural focus incorporated into the Livelihood Initiative

- **Actually have an impact on the ground;**
  - Measure and evaluate to know what is happening
  - Yellow Wood’s measurement coaching provides this component

- **Scale up learning and practice to wider audience.**
  - Create systems approach combining Value Chain construction with wealth framework
  - Create training and coaching materials
  - Support National Community of Practice
Expanding Livelihood Opportunities for Poor Households Initiative
Theory of Change: Overview

**Legend**
- Sequential relationship
- Recursive relationship

**Necessary preconditions established to implement at scale**

**Research & Develop Effective, Viable, & Scalable Livelihood Solutions**
Conduct R&D (primary or secondary) about livelihood interventions with the goal of identifying and/or establishing "proof points" about effective, viable, and scalable livelihood models.

**Strengthen Infrastructure**
Strengthen the capacity of intermediary organizations, networks, and scaling partners to create the infrastructure necessary for scalable livelihood development.

**Identify & Advocate with Scaling Partners**
Identify and engage with public and private institutions to advocate for their involvement in developing and promoting proven livelihood models with the goal of obtaining their commitment to action.

**Bring Livelihood Solutions to Scale**
Assist in the scaling of livelihood models by supporting partners in their roll-out, strengthening their capacity at a large scale, monitoring their progress, and ensuring their continued commitment, with the goal of achieving widespread improvements at both the system-level and low-income household-level.

**Achieve Impact at Scale**
Our work contributes to a large number of low-income households being able to increase their income and assets over the long term, or display resilience in maintaining their income and assets during periods of economic downturn or natural crises.

1These activities should occur simultaneously and influence each other. E.g., while conducting R&D, POs should also identify potential scaling partners, which may, in turn, influence the nature of the solution being developed.
Objectives for the Convening:

- Understand scope of the initiative and the range of resources we all represent to each other;
- Form working relationships within the Initiative community;
- Revisit key concepts and share what we have learned;
- Identify ongoing challenges and potential resources;
- Develop new insights from shared research;
- Consider opportunities offered by the National Community of Practice on wealth creation;
- Explore opportunities to continue as a practice and learning community beyond 2013
Building Sustainable Livelihoods:
Cross Regional Convening
March 20-21, 2012
Value Chain Exploration and Construction by Region and Sector

*services include, community based tourism, value-chain financing, and healthcare
Building the Foundation for Going to Scale

**Place-Based Grantees**

**Central Appalachia**
- CAN Central Appalachian Network
- FAHE Federation of Appalachian Housing Enterprises
- MACEI Mountain Association for Community Economic Development
- Rural Action

**Lower Rio Grande Valley**
- CDCB Community Development Corporation of Brownsville
- CRG Community Resource Group
- START South Texas Adult Resource & Training Center

**The South**
- alt. Consulting
- Creating Ag. Livelihoods in the Deep South
- ECN Emerging ChangeMakers Network
- NWF National Wildlife Federation
- SURREF Sustainable Rural Regenerative Enterprises for Families
Building the Foundation for Going to Scale

Support for Practice & Proof of Concept

Yellow Wood Associates
- Managing & Chronicling Concept Development
- Coaching
- Measurement
- Workshops & Presentations

Ford Foundation
- Grants
- Program Related Investments
- Regional Funder Engagement

Center for Rural Entrepreneurship
- Learning Journeys
- Outreach
- Research
- Technical Assistance

Wake Forest Community Law & Business Clinic

MIT Wealth Creation Structures & Livelihoods Clinic

Distributed Management
Outreach, Training & Dissemination
Cross-Cutting Research
Support for Practice & Proof of Concept
Fund-based Grantees
Building the Foundation for Going to Scale

Cross-Cutting Research

<table>
<thead>
<tr>
<th>Category</th>
<th>Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural-Urban Linkages</td>
<td>Rural Futures Lab</td>
</tr>
<tr>
<td></td>
<td>The Aspen Institute</td>
</tr>
<tr>
<td></td>
<td>Center for Rural Entrepreneurship</td>
</tr>
<tr>
<td>Inclusive Business</td>
<td>Mission Measurement</td>
</tr>
<tr>
<td></td>
<td>Sustainable Food Lab</td>
</tr>
<tr>
<td></td>
<td>The Red Mantra Group</td>
</tr>
<tr>
<td>Wealth Creation Networks</td>
<td>Rural Support Partners</td>
</tr>
<tr>
<td></td>
<td>MACED</td>
</tr>
<tr>
<td>Value Chain Investment</td>
<td>Emerging ChangeMakers Network</td>
</tr>
<tr>
<td></td>
<td>Tellus Institute</td>
</tr>
<tr>
<td></td>
<td>TruthSpeaks Consulting</td>
</tr>
</tbody>
</table>
# Building the Foundation for Going to Scale

## Outreach, Training & Dissemination

<table>
<thead>
<tr>
<th>Service</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Community of Practice</td>
<td>Center for Rural Entrepreneurship</td>
</tr>
<tr>
<td>Tools for Value Chain Intermediaries</td>
<td>Aspen Institute Community Strategies Group</td>
</tr>
<tr>
<td>Tools for Coaches</td>
<td>Yellow Wood Associates</td>
</tr>
<tr>
<td>Wealth Creation Video Game</td>
<td>Champlain College Emergent Media Center</td>
</tr>
<tr>
<td><a href="http://www.creatingruralwealth.org">www.creatingruralwealth.org</a></td>
<td>Center for Rural Entrepreneurship</td>
</tr>
</tbody>
</table>

---

**Publications & Presentations**

---

---

---

---

---
Building the Foundation for Going to Scale

Distributed Management

- Center for Rural Entrepreneurship
- Ford Foundation
- Yellow Wood Associates
- The Aspen Institute
- Rural Support Partners
Building the Foundation for Going to Scale

- Going to Scale
  - Distributed Management
  - Outreach, Training & Dissemination
  - Cross-Cutting Research
  - Support for Practice & Proof of Concept
- Place-Based Grantees