

An invitation to partner

THRIVE 2030

World Vision's Economic Empowerment Program



2030 VISION



World Vision's THRIVE program is a proven, high-impact solution to end extreme poverty, with an ambitious goal to reach 10 million people in 11 countries by 2030.

THRIVE equips smallholder farmers—most living on less than \$3 per day—with tools they need to lift themselves out of extreme poverty, including Biblical Empowered Worldview training, access to savings groups, increasing market knowledge and access, and lending to savings groups.

Independent studies show that THRIVE delivers exceptional results: Household incomes increased up to 10 times in Tanzania and participating families averaged \$3,375 in economic gain.

These same studies revealed that **every \$1 invested in**

THRIVE results in \$6.67 in economic benefit to participating families.

By combining evidence-based tools and faith-driven purpose, THRIVE empowers families to lift themselves out of poverty for good.

Our eight-year business plan, THRIVE 2030, operates in 11 countries with a projected cost of \$345 million.

We seek to raise \$253 million in philanthropic funding from U.S. donor partners by 2030. The remaining funding will come from local World Vision offices in the 11 countries.

We invite you to join current donor partners investing in this work to make a significant impact on extreme poverty in the name of Jesus Christ.

The goal:

*By 2030, we will equip everyone, everywhere we work in 11 countries—at least **10 million people**—with access to the tools they need to **lift themselves out of extreme poverty.***



*Scan the QR code
or [click here](#) to
see how Yessica
transformed her
life with THRIVE!*

THE CHALLENGE



Extreme poverty is defined as income of less than \$3.00 per person per day.

We focus on rural farmers, who make up two-thirds of those living in extreme poverty.

You can buy three limes for about \$3.00. Yet that is what 808 million people live on—or less—each day according to the World Bank’s updated definition of extreme poverty. The majority of them live in sub-Saharan Africa, South Asia, and Central America.

Two-thirds of all people living in extreme poverty are smallholder farmers—and at least half of them are women.

Shocks like droughts, floods, disease outbreaks, and changing weather patterns create more difficulties for farmers to feed their families, and often push them further into extreme poverty.

Most farmers and rural small business owners in the communities we serve lack the empowered mindset, financial tools, and business knowledge needed to earn more money and break the cycle of extreme poverty.

Children suffer most when parents can’t afford to feed them more than one small meal a day, put a decent roof over their heads, or support their education.

OUR APPROACH



World Vision's proven THRIVE approach equips families living in extreme poverty to move up the economic ladder. Our four sequential evidence-based interventions lead to improved incomes and more resilient families.

Biblical Empowered Worldview

This powerful Scripture-based curriculum helps people shift their mindsets from dependency and despondency to confidence, responsibility, and accountability as created by God.

Savings Groups

To put this empowered mindset into practice, we help community members—primarily women—set up their own groups to save money together and expand their social networks and relationships.

They also learn financial basics and how to manage household finances, and they lend to one another to start or improve a business.

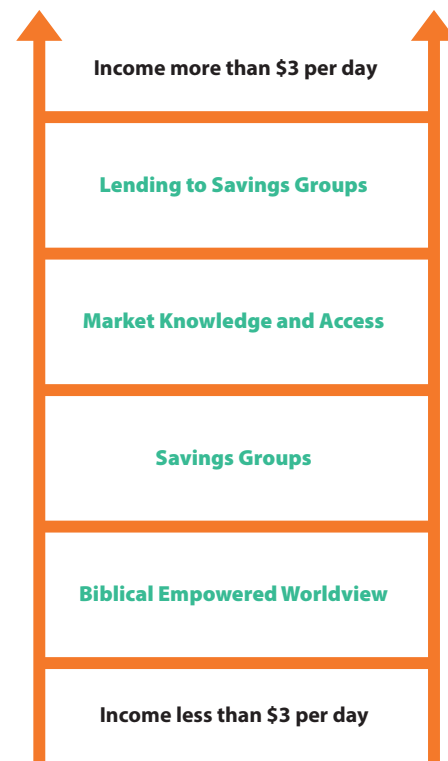
Market Knowledge and Access

For savings and producer groups ready for the next step, we provide business planning and access to vital market information, which leads to income diversification, increased profits, and improved resilience.

Lending to Savings Groups

Through this innovative product, small loans are offered to mature savings groups, providing more capital for the groups to lend to their members. This enables them to take even bigger steps toward growing or improving their farms and businesses.

Moving up the economic ladder



11 COUNTRIES



We aim to reach more than 10 million people in nearly 2.1 million households within our existing area programs with access to the tools they need to lift themselves out of extreme poverty. See below for the projected reach and costs by country:

Central America

Guatemala

Reach: 158,000
Cost: \$13.5 million

Honduras

Reach: 370,000
Cost: \$27.6 million

Asia Pacific

Viet Nam

Reach: 302,000
Cost: \$21.9 million

Africa

Ghana

Reach: 1.7 million
Cost: \$30.2 million

Kenya

Reach: 1.7 million
Cost: \$29.9 million

Malawi

Reach: 754,000
Cost: \$27.2 million

Rwanda

Reach: 1.4 million
Cost: \$32.9 million

Senegal

Reach: 573,000
Cost: \$33 million

Tanzania

Reach: 1.3 million
Cost: \$35 million

Uganda

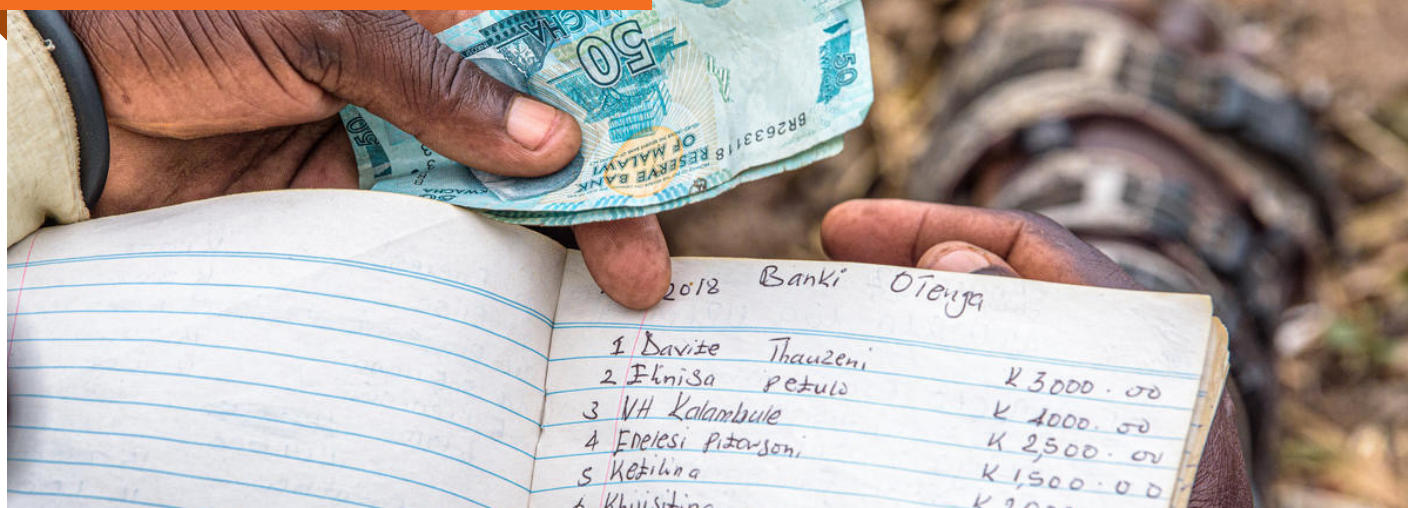
Reach: 1.2 million
Cost: \$26.8 million

Zambia

Reach: 768,000
Cost: \$30.6 million

The business plan also includes \$35.1 million for loans to savings groups, digitization, and enabling investments for World Vision's microfinance subsidiary, VisionFund International, not shown in the country budgets.

PERFORMANCE MEASUREMENTS



Scan the QR code or
[click here](#) to see a
sample activity and
progress report

Activity and Progress Reporting

World Vision provides donors with a report on the THRIVE 2030 Business Plan twice per year. The reports include progress against targets for core activities, photos, and stories of impact.

Reports also cover updates on key activities such as Biblical Empowered Worldview training, savings groups, market knowledge and access, and loans to savings groups. Reports highlight global and country-level achievements, financials, challenges, and lessons learned.

Impact Evaluations

World Vision partners with respected third-party researchers to evaluate impact over time. Reports from our research partners will be shared upon request.

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TANGO
INTERNATIONAL
TECHNICAL ASSISTANCE TO NGOS



Limestone
analytics

WHY WORLD VISION



World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the kingdom of God.

Christ is at the center of our work. We follow Jesus' example to care for those among us in greatest need. Our focus is on helping the most vulnerable children overcome poverty and experience fullness of life.

We scale your impact. With over 75 years of experience and expert staff in nearly 100 countries, we have the infrastructure, experience, and relationships needed to empower families to create lasting change.

Your giving is leveraged. We're able to leverage gifts from many sources—cash donations, sponsorship gifts, corporate gifts-in-kind, and public grants—to maximize the impact for people we serve, supercharging our programs to reach even more children and families.

Research shows our impact.

A 2024 Limestone Analytics study of World Vision's THRIVE program shows that every \$1 invested in THRIVE results in \$6.67 in economic benefit to participating families.

We maximize technology.

We serve even the most rural families through digital technology, broadening our ability to connect participants to our economic empowerment program.

We are committed to equality for women and girls. We work to shift discriminatory mindsets and behaviors, fostering environments where men, women, boys, and girls can build healthy, respectful relationships—putting an end to harmful cultural norms and traditions.

IN CLOSING



THRIVE 2030 is the largest and most ambitious economic empowerment business plan to end extreme poverty we have ever undertaken. By 2030 we will equip everyone, everywhere we work in 11 countries—at least 10 million people—with access to the tools they need to lift themselves out of extreme poverty.

We believe reaching this goal is possible because we see how God has uniquely prepared us. Our approaches work, and we have vast scale, expert local staff, deep community connections, and generous and passionate donor partners who share the same vision.

Thank you for prayerfully considering this opportunity to help equip 10 million people whom God loves to break free from extreme poverty.

***Now to him who is able
to do immeasurably more
than all we ask or imagine,
according to his power that
is at work within us, to him
be glory in the church and
in Christ Jesus throughout
all generations, for ever and
ever! Amen.***

—Ephesians 3:20–21 (NIV)

World Vision
worldvisionphilanthropy.org/economic-empowerment

**75 YEARS OF
BELIEF**



World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender. PHL18761_Updated 09.25 © 2025 World Vision, Inc.