



GRATITUDE REPORT 2020

A HISTORY OF BRAC SOLUTIONS

An estimated 600 million people live in extreme poverty around the world and, in 2020, extreme poverty will rise globally for the first time in 22 years. Throughout its history, BRAC has designed and implemented solutions confronting the seemingly insurmountable challenges that people living in poverty face, and this year has been no different. In fact, it has never been more important. This ambitious work would not be possible without you.

Thank you for your support.



A HISTORY OF BRAC SOLUTIONS

THE AUDACITY OF BRAC

This year, so many have been forced to face new realities that have upended routines and challenged perspectives. For BRAC, this has meant mobilizing its global workforce and adapting its programs to address the triple burden of the health, socioeconomic, and humanitarian crises caused by COVID-19. What has remained constant, however, has been BRAC's commitment to serving people living in poverty and confronting crises with innovative and audacious solutions.

This report explores cases throughout BRAC's history that demonstrate the organization's commitment to tackling seemingly intractable challenges. Despite the difficulties and risk involved, BRAC's dedication and motivation has always been to support people to realize their potential, and this is what guides our work through today's uncertainties. As this history has inspired BRAC's work, we hope it will inspire you as well.

A LEARNING ORGANIZATION

BRAC is continuously innovating and iterating upon its programs to best serve the people for whom they are designed. Here, we share some of BRAC's latest solutions addressing entrenched poverty.

LOOKING FORWARD: ULTRA-POOR GRADUATION



Ultra-Poor Graduation is an effective and scalable solution that is proven to break the poverty trap. Through a holistic combination of cash and asset transfers, training, and mentorship, participants unlock their intrinsic potential and develop livelihoods that enable them to move themselves out of extreme poverty, leading to a powerful and durable change that continues years after the program ends.

BRAC's pioneering Graduation approach has reached more than 2 million families in Bangladesh, and has been adapted and scaled by other organizations and governments in over 50 countries. In the coming years, BRAC will scale the proven approach further by working with governments, civil society, and others, accelerating its impact and lifting 21 million more people out of extreme poverty by 2026.

LOOKING FORWARD: EDUCATION IN SOUTH SUDAN



BRAC has always worked in some of the world's most challenging places. This year, the organization joined a consortium to extend high quality learning opportunities to 400,000 children and youth in South Sudan. Building on decades of experience delivering community-based education, BRAC will introduce and expand its flagship early childhood Play Lab model to reactivate systems for quality and playful learning in South Sudan.

BRAC will create a foundation of safe and well-equipped spaces so that learning—beginning with basic reading and math—can take place. BRAC will engage communities to rehabilitate and manage schools, equip teachers with professional development, and introduce new, contextually relevant learning materials. BRAC will also work closely with parents to raise awareness of the importance of education and child protection, particularly for girls, and improve food security for families by training caregivers in homestead gardening and poultry rearing. Working alongside partners, the organization will also promote healing and peacebuilding through its flagship youth empowerment model, which equips young people to reach their potential.

EVOLVING RESPONSE: ROHINGYA REFUGEE CRISIS



In August 2017, hundreds of thousands of Rohingya, an ethnic minority in the Rakhine state in Myanmar, fled a horrific uptick in violence against them. They journeyed to neighboring Cox's Bazar, Bangladesh, a region also deeply affected by poverty and now home to the largest refugee settlement in the world, joining nearly 250,000 Rohingya who had fled previous bouts of violence.

As refugees poured in, BRAC staff in Cox's Bazar immediately alerted headquarters. Within hours, BRAC reallocated resources to support the Rohingya, first to provide life-saving services such as food, water, shelter, and health care. As the situation evolved, BRAC began providing long-term support such as water and sanitation facilities, education, protection, safe spaces for women and girls, and psychosocial support to address trauma caused by violence and the ongoing challenges of living as a refugee.

BRAC leadership saw the devastation and the severity of the challenge and, despite the uncertainty of not knowing where funding would come from, immediately deployed resources and built partnerships to save lives. Today, BRAC remains the largest civil society responder to the crisis and serves a key role in mitigating the impacts of COVID-19. BRAC provides a myriad of essential services and support for nearly one million refugees in addition to support for the host community in Cox's Bazar, a group that has also been deeply affected by the crisis.

LOOKING BACK: ORAL REHYDRATION SOLUTION



Until the 1980s, preventable disease was a leading cause of child mortality in Bangladesh, with severe dehydration from diarrhea a major contributor. Oral rehydration solution (ORS) is an affordable remedy designed to treat dehydration that is made of a simple mix of water, sugar, and salt. Although developed and proven as a treatment in the 1960s, ORS was not widely available outside of clinical settings. As people from remote regions faced challenges traveling to clinics, ORS remained underutilized across much of the developing world.

Recognizing that people living in poverty in rural communities lacked sufficient access to clinics, BRAC invested in this simple solution and began to teach mothers to make their own ORS at home. The organization trained thousands of women in remote communities to go door-to-door and teach mothers the symptoms of diarrhea, how to prepare ORS, and when to use it. A few months later, BRAC realized that many women were not using ORS because their husbands had not been sufficiently involved in the process and did not understand its benefits. To address this issue, BRAC began involving men from each village to secure buy-in at every level of the community.

From 1980 to 1990, BRAC trained more than 12 million mothers to make ORS, about half of all Bangladeshi women aged 15-49 at the time, contributing to a significant decline in deaths caused by diarrhea. Studies showed that ORS was used by close to 80 percent of households in Bangladesh, with 70 percent of mothers still producing effective solutions 12 years after being trained. Today, ORS continues to be an important part of the arsenal of tools that BRAC's community health workers use in their communities.

WHO WE ARE

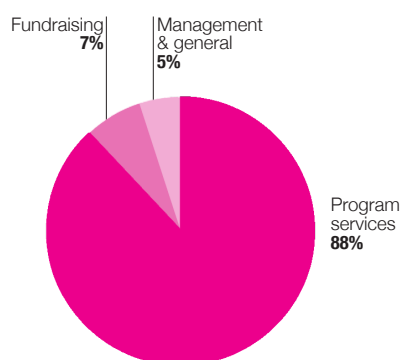


BRAC is a global leader in developing and implementing cost-effective, evidence-based programs to assist the most marginalized people in extremely poor, conflict-prone, and post-disaster settings. These include initiatives in education, health care, financial inclusion, youth empowerment, agriculture, humanitarian response, and more. BRAC's vision is a world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential. In 2020, BRAC was named the number one NGO in the world by *NGO Advisor* for the fifth consecutive year. Founded in Bangladesh in 1972, BRAC currently operates in 11 countries in Asia and Africa, touching the lives of over 100 million people.

About BRAC USA

Based in New York, BRAC USA is the North American affiliate of BRAC. BRAC USA provides comprehensive support to BRAC around the world by raising awareness about its work to empower people in poverty in 11 countries and mobilizing resources to support programs. BRAC USA works closely with its international counterparts to design and implement cost-effective and evidence-based poverty innovations. BRAC USA is an independent 501(c)(3) organization.

We are efficient and effective



BRAC USA's 2019 fiscal year expense breakdown

We are highly ranked

In addition to being ranked the #1 NGO in the world in 2020 by *NGO Advisor*, GuideStar awarded BRAC USA its highest Platinum Seal of Transparency for financial transparency. We also score 100 out of 100 in accountability and transparency ratings from Charity Navigator.



GET INVOLVED

Your gift can make a difference.

Visit: BRACusa.org/donate

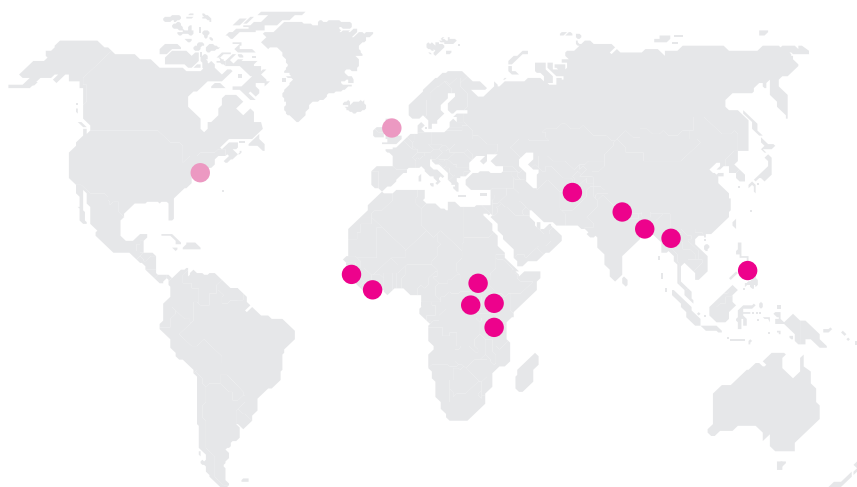
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