

Helping women earn, save, and invest more.

Our Vision

CARE works to defeat poverty, operates in 100+ countries, and reaches over 170 million people. Our work includes Women's Economic Justice - US, which aims to **deliver the greatest economic return for women per dollar invested**. We believe that when women control economic resources they will transform their lives and communities.

OUR APPROACH

Design for Impact

We co-design and deliver innovative programs that generate transformative economic return to women and their communities. We diligently measure outcomes that give women access to skills, more finances they control, and markets to build wealth and assets.

Women at the Center

We keep women at the center of our work because they drive community wealth. Our programs, services and ventures address the unique social and cultural barriers that women face in their economic journey to financial resilience.

Locally Led, Globally Scaled

We align partners, design and manage development outcomes across aid and commercial sectors, and navigate between for-profit, non-profit and new venture structures to foster enduring capacity, relationships, and local and global networks.

IMPACT



Proven Return

\$5.26M invested unlocked \$145M+ in loans for women-led enterprises (WE)

2.75x increase in income for women in CARE Village Savings and Loans Associations

\$100M+ in value creation from acquisitions and over \$1B+ in assets (CSV)



Gender and Community Outcomes

50% of participants did not have access to loans prior to our Women's Entrepreneurship program (WE)

Impacted 145,000 majority women-led MSEs with loans and support service, reached 12+ million people (WE)

Mobilizing \$75M investment fund to accelerate growth for women-owned & led businesses (CE)

Members were more resilient during COVID-19 disruptions; they were 75-85% more likely to have savings to draw and 50-60% less likely to experience food insecurity (VSLA)



Incomparable Global Reach and Partnerships

30+ years of VSLAs, now operating in 62 countries with 17.5M people reached (VSLA)

World's largest owned and operated global pipeline of social enterprises (CSV)

Transformed 30 non-profits into sustainable social businesses (CSV)

Partnered with global brands to strengthen supply chains across 85 countries, reaching millions of farmers and suppliers (CIP)



Shadab Khan from Rawalpindi, Pakistan, fashion business owner

PROVEN PROGRAMS

CARE Women's Entrepreneurship

- Grows access to loan capital, digital and financial skill building, social norms campaigns and ecosystem building for women-led micro and small enterprises.

CARE Village Savings & Loan Associations

- Provides women access to finance and solidarity as a platform to address issues across their lives including health, education, income, rights, and investing.

CARE Impact Partners

- Advises corporations on supply chain strengthening and resilience while improving the lives of women and communities in and around supply chains.

CARE Social Ventures

- Bridges philanthropy and commerce to meet development needs with local social enterprises.

CARE Enterprises

- Raising a \$75M gender impact fund to finance businesses that create economic opportunities for women employees, consumers and suppliers.

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Our Work

We navigate the corporate-development divide, considering business outcomes at the forefront of program, service and partnership strategies to define and deliver better solutions. We specialize in market-based, enterprise-driven, and locally-led networks: our work ensures local partners and private sector actors are woven into a development landscape that yields sustained relationships and new ways of working between public and private sectors, and our partners.

← OUR WORK SPANS INDUSTRIES ACROSS THE GLOBE →

Financial Sector



Peru, Vietnam, Pakistan, Czech Republic

The Women's Entrepreneurship program has already leveraged \$5.26M, reached 12M+ people, supported 141k women-led small businesses and unlocked \$145M+ in loans.

We work with Financial Service Providers and women-led MSE's to deliver women-centered design. Our tailored financial services, wraparound support, financial and digital skill building, and programming to shift social norms build the ecosystem and structures required for women's businesses to grow and thrive. Our programs yield catalytic results for banks, entrepreneurs and the communities around them.

We design targeted financial inclusion solutions to connect existing local knowledge and innovations, aligning processes, information and systems to support women's enterprise growth in a locally-led, sustainable manner.

"We continue to help address barriers to enable entrepreneurs to grow and become more resilient. Ignite [Women's Entrepreneurship] provides growth-orientated small businesses with the tools they require to grow so that they can continue to strengthen the economy and catalyze job creation,"

—Natasha Jamal, Vice President, Social Impact – Strive, Mastercard Center for Inclusive Growth

Garment Textiles and Responsible Sourcing



Cambodia, India, Indonesia, Vietnam

CARE Impact Partners (CIP) deploy a Sustainable Sourcing Process, a comprehensive approach to purpose-led sourcing, from risk assessment to multi-bottom-line monitoring and evaluation.

We designed a strategy to deliver measurable progress on gender equity throughout Target's entire supply chain and help the company meet its 2025 Target Forward sustainability goals. This strategy has catalytic impact that starts at a macro level, yet yields greatest impact on individual women's economic empowerment.

CIP works with corporate and supply chain partners to ensure long-term security of raw materials, increase farmer retention, improve worker wellbeing, and support environmental, social and corporate governance (ESG) goals while improving women's economic wellbeing throughout supply chains.

"CARE Impact Partners brought the on-the-ground expertise and analytical rigor to deliver a comprehensive sustainable sourcing strategy, helping to transform how we source to deliver purpose-led performance."

—Michael Okorafoar, Vice President, Sustainability and Packaging Innovation, McCormick

Agriculture



Latin America, Asia, Africa

CARE's VSLA-centered programs focus on addressing the systemic barriers that inhibit women's economic opportunity. From households, to first mile, and corporate partners alike, CARE tackles gender norms that limit women's gains from agricultural value chains. We build and prove the case for engaging women in on- and off-farm enterprises around these supply chains in dignified, inclusive roles. Our programs enable women to improve their lives while equipping corporations to meet living income and ESG commitments.

"CARE has been a critical partner for Mars in the development of our unique Women for Change model. Our program includes a number of key elements that go beyond the standard foundational savings and loans activity. Financial literacy, gender equality and entrepreneurship when combined together help to increase women's income opportunities, strengthen child protection and build resilience amongst cocoa growing communities."

—Amber Johnson, Global VP Cocoa, Mars Wrigley



Hoàng Thị Bích from northern Vietnam, garment factory business owner

Social Enterprise

CARE Social Ventures helps transform development projects into self-sustaining social enterprises that deliver financial returns and development outcomes. CARE operates the world's largest portfolio of privately owned social enterprises.

- Portfolio includes: Chomoka, JITA, Live Well, Jordan Housing Project and more
- Geographies: Bangladesh, Cote d'Ivoire, Georgia, Ghana, Haiti, Jordan, Malawi, Tanzania, Timor-Leste and Zambia

Impact Investing

CARE Enterprises Inc. is a for-profit subsidiary of CARE USA that invests private capital to economically empower women and aims to build the next generation of innovative impact investment vehicles to achieve measurable gender impact.

- Partners: Bamboo Capital
- CARE-SheTrades Impact Fund | South and Southeast Asia, Central America & Sub-Saharan Africa

