

A photograph of a woman in traditional African attire, including a patterned headscarf and a vibrant yellow and blue shawl. She is smiling and holding a long wooden staff. The background is a blurred green landscape.

# Impact Brief 2024

# 29 Million Lives Changed Since 2016

We exceeded our goal! In 2016, we set a goal to reach 25 million people by 2025. I'm honored to say that we not only reached our goal but surpassed it to directly impact 29 million lives.

An achievement made possible by our tremendous impact in 2024.

This accomplishment is not just a number, it represents lives transformed, futures rewritten, and hope rekindled.

I am proud of the team at Grameen Foundation and grateful for the commitment from all our donors and partners to create lasting change.

Together, we are realizing our vision of ending poverty and hunger by investing in HER power.



Zubaida Bai,  
Grameen Foundation President and CEO



Grameen Foundation is investing in scaling our **female mobile agent networks**. Agents provide digital financial services and more to roughly **240 clients each**.

### Why is this important?

- Agents provide financial **services directly to communities**.
- **Barriers to banking** include lack of identification, distance to branches, low income, and distrust in services.
- Although financial service providers (FSPs) have improved offerings, information **dissemination is still lacking**, especially in rural areas.
- **Agent networks can effectively address these challenges** by increasing understanding and confidence in services, facilitating transactions, and ensuring accessible cash deposits and withdrawals.
- Mobile money agents are **particularly beneficial for women**, who face additional barriers.
- On average, agents see an **income increase of 20-70%**, moving them over the poverty line.

# SCALING AGENTS OF CHANGE

## In 2024...

**55 Million**  
Households Reached

**12 Million**  
People Directly Impacted

**635,000 Agents**  
Engaged

**26,504 Volunteers**  
(Bankers without Borders)

**58 Partners**  
across **17 countries** whose outreach totaled over **17.5 million**



# Impact By Region

- In 2024, our **TogetHER, We Grow (Women Farmers)** and **InvestHER (Women Entrepreneurs)** programs made significant impacts through our agent networks, especially in India.

## Key outcomes include:

- **230% increase** in total sales turnover in Farmer Producer Organizations (FPOs).
- **122% growth** in female shareholders.
- **82%** of farmers improved negotiation skills and trust in FPOs.
- **15% increase** in women making independent decisions.
- **Client satisfaction** with mobile money agents improved from **19% to 95%**.



## India

**Individual: 11,353,203**  
**Household: 55,290,099**



## Africa

**Individual: 87,051**  
**Household: 411,781**



## Philippines

**Individual: 4,914**  
**Household: 20,786**



## Latin America

**Individual: 120**  
**Household: 464**

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## Change Agent

Yahaya, a former school teacher in Northern Ghana, faced financial hardships after losing her job and struggled to afford essentials like school fees and food for her family. Her husband, Yamba, a farmer, was also out of work, leading to increased strain. Seeking a solution, Yahaya became a Grameen Community Agent.

As an agent, Yahaya offers mobile banking services and guidance on health and safety to her community. Her role has not only provided her with income but also elevated her status in the community. Village elders now seek her advice on various matters, recognizing her expertise. Yahaya's husband has become more supportive and helps with managing the kiosk in her absence. Together, they are working towards financial independence and a better future for their family.

# WHAT'S NEXT?

From 2025 to 2030, we aim to deepen our impact and reach **10 million women** through our strategy, **Invest In HER Power**.

## Our plan:

- **Scale agent network** to move 10 million women over the poverty line permanently.
- **Deepen agent networks** to connect 400 million households to essential financial and health services.
- **InvestHER:** Increase sustainable income for three million women entrepreneurs.
- **TogetHER, We Grow:** Increase climate change adaptability for three million women farmers.
- **AccelHERate:** Build sustainable and viable livelihood paths for young women as mobile money agents.
- **Program SAFE:** Protect women and other vulnerable people from financial abuse.
- **GAIT Lab:** Build an innovation hub using advanced technology and AI to enhance economic opportunities for women.

