



Fact Sheet: BRAC Southern Sudan

BRAC Southern Sudan: BRAC has been working in Southern Sudan since 2007 and is running successful programs in microfinance, income generation for vulnerable groups, and essential community health care. In total BRAC is reaching almost 77,000 of the rural poor in Southern Sudan with its microfinance programs. Over the next two years all of BRAC Southern Sudan's programs will reach more than 1.14 million individuals.

Conrad N. Hilton Humanitarian Prize: BRAC will use the Conrad Hilton award money to scale up our programs in Southern Sudan.

Building sustainable programs in Africa: BRAC believes that Africa represents the greatest opportunity for global impact on poverty. Because BRAC is able to reach places where others are unwilling or unable to go, and to achieve scale within a timeframe that others cannot match, BRAC is in a unique position to make a difference in Africa by being a key driving force in reaching the Millennium Development Goals that have been set forth. BRAC recognizes in Africa many of the issues that faced Bangladesh over three decades ago. BRAC's success and the role it played and continues to play in Bangladesh gives it confidence that it can be an agent of permanent, major, and, scalable change in Africa as well. BRAC will draw on its bottom-up approach to expansion, dynamic learning culture and ability to adapt rapidly to local conditions, customs and realities to fulfill its Africa expansion plan.

The Need for Economic Development: The 2005 Comprehensive Peace Agreement (CPA) created a cessation of most fighting, and set the stage for development. There has been significant economic growth since the signing of the CPA, fuelled by policy reforms to encourage investment, a high level of foreign direct investment, and macroeconomic stability. But that economic growth has benefited the Sudanese inequitably, with those in the formal economic sector profiting more than in the informal, and today over 90% of people living in Southern Sudan continue to survive on less than \$1 per day. Development efforts to alleviate that disparity have been weak, with development money pledged before the signing of the agreement failing to materialize. There is a history of microfinance efforts in Sudan, going back as far as 1992. However, most efforts at providing financial services are being done either through a charity based model or the already established formal financial sector. The charity based model fails to address the need for long term sustainability, and the formal financial sector is failing to adapt to the needs of the poor, specifically the rural poor.

Microfinance: The microfinance industry in Southern Sudan is only reaching 1-3% of the people in need of financial services in the market. BRAC's deep knowledge of microfinance in post conflict settings and extensive experience with the rural poor are enabling it to successfully scale up its Southern Sudan program and contribute to the establishment of the sector. Through this program, BRAC aims to increase the productivity and ability of its borrowers to build assets and to create better livelihoods by providing training in life skills and agriculture particularly in the livestock and poultry sectors. Additionally, BRAC increases the repayment ability of its borrowers and decreases their risk of defaulting on their loans by providing them and their families with health services, hygiene training, safe water and education for their children.

BRAC Southern Sudan currently operates a network of 6 microfinance branches in and around Juba and has just opened 9 branches in the states of Bor, Torit and Rumbek as well as an additional 2 branch offices in Juba. By November 2008, BRAC Southern Sudan had 13,634 Village Organization members, reaching a total of 76,818 individuals. BRAC Southern Sudan has disbursed over \$2.6 million in loans, with an average loan size of \$256.

BRAC Borrowers: BRAC's microfinance customers in Africa are all women. Nearly all of them have children, and most consider themselves to be single parents even if they are married because their spouses typically have completely separate economic activities and do not contribute to the maintenance of the household. Borrowers range in age from 20-50 and in education level from complete illiteracy to having completed some or all of high school. Most of BRAC's borrowers operate businesses that provide products or services to their local communities. Typical enterprises include selling cooked food, drinks or snacks, operating small groceries or fruit and vegetable stands, selling second hand clothes, tailoring, operating beauty salons, selling charcoal, making crafts, or operating small retail shops. BRAC works

BRAC Southern Sudan - Quick Facts

(As of November 2008)

- Founded in 2007
- Total BRAC Staff: 153 (90% Sudanese)
- Total Village Organization membership: 13,634
- # of operating branches: 17
- Cumulative loan disbursement: \$2.6 M (USD)
- # of Community Health Promoters: 51
- #of primary schools: 10
- # of students: 300

only with women who have not worked with other MFIs before to ensure they are reaching women who have been excluded from the financial sector in the past.

Livelihood and Business Development Services: This program will build from a pilot and expand training and technical assistance to microfinance borrowers and others in the community. This effort will empower the borrowers to engage in agriculture, one of Southern Sudan's largest economic sectors, by becoming self-employed farmers, or agriculture, livestock or poultry extension workers. BRAC helps to increase income for these farmers and extension workers by creating access to productivity enhancing inputs as well as access to markets and also by developing agriculture research stations to improve seeds and breeds and ultimately output. BRAC supplements government initiatives to develop wider opportunities through the use of science and through the stimulation of private sector growth.

Health Program: This program aims at training microfinance members to become Community Health Promoters (CHPs) who provide peer-to-peer health care services and health education. CHPs bring health campaigns and commodities to their communities via door-to-door visits and health promotion events at schools and other public places. CHPs educate communities on common disease detection and prevention, family planning, and reproductive health. They also make referrals, and sell health-related products (i.e. bed nets, low-cost condoms, non-prescription medicine, vitamins and water purifiers) to supplement their own income and to sustain their commitment. Importantly for quality control, CHPs are supported and supervised by a trained team of BRAC health workers known as Community Health Organizers and the program is managed by a team of qualified medical personnel.

Water, Sanitation & Hygiene Program (WASH): This program leverages the strengths and targets the communities where BRAC has microfinance, education and health programs. It aims to teach and implement safe water and sanitation practices. Lessons in hygiene, taught by the CHPs, are incorporated into the regular meetings of the microfinance groups. CHPs sell soap and other basic products to promote hygiene. Teachers also incorporate sanitation and hygiene lessons into the school curriculum. WASH workers build household and school latrines, hand washing facilities and garbage pits in communities and schools. They also construct wells and water collection and treatment facilities to provide their communities with access to safe water. Over time, the program aims at covering some of its costs. The sanitary latrine production centers are for instance expected to generate income from selling the latrines at market rates while subsidizing purchases by the poorest households.

Education Program: This program will provide non-formal primary school education for vulnerable or out-of-school children. BRAC will work in collaboration with the local and central government to meet the massive need for educational opportunities targeting children who have never attended or have dropped out of school. BRAC will provide a basic education and with appropriate funding, the children will complete their primary education with BRAC and transition into BRAC's empowerment and livelihood programs for adolescents as well as continue their secondary education through the formal government system.

BRAC, the largest non-profit in the developing world, was launched in Bangladesh in 1972 and today reaches more than 110 million people with its holistic approach to addressing poverty by providing micro-loans, self-employment opportunities, health services, education and legal and human rights education. With its years of experience in post-war and post-disaster development and poverty alleviation in Bangladesh, BRAC has responded to the call of countries in Asia and Africa and is implementing development programs in Afghanistan, Pakistan, Sri Lanka, Tanzania, Uganda and Southern Sudan. BRAC is in the early stages of establishing programs in Sierra Leone and Liberia.

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