

VisionFund Tanzania

Finance Accelerating Savings Group Transformation (FAST)

Initial Results



Welcome To Your 60dB Results

We enjoyed hearing from 343 members of the World Vision Finance Accelerating Savings Group Transformation (FAST) programme – they had a lot to say!

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Methodology Summary

In-depth phone interviews with a representative sample of 343 FAST group members.

Performance is compared with the 60dB Financial Inclusion Benchmark consisting of 262 companies & 70k+ interviews.

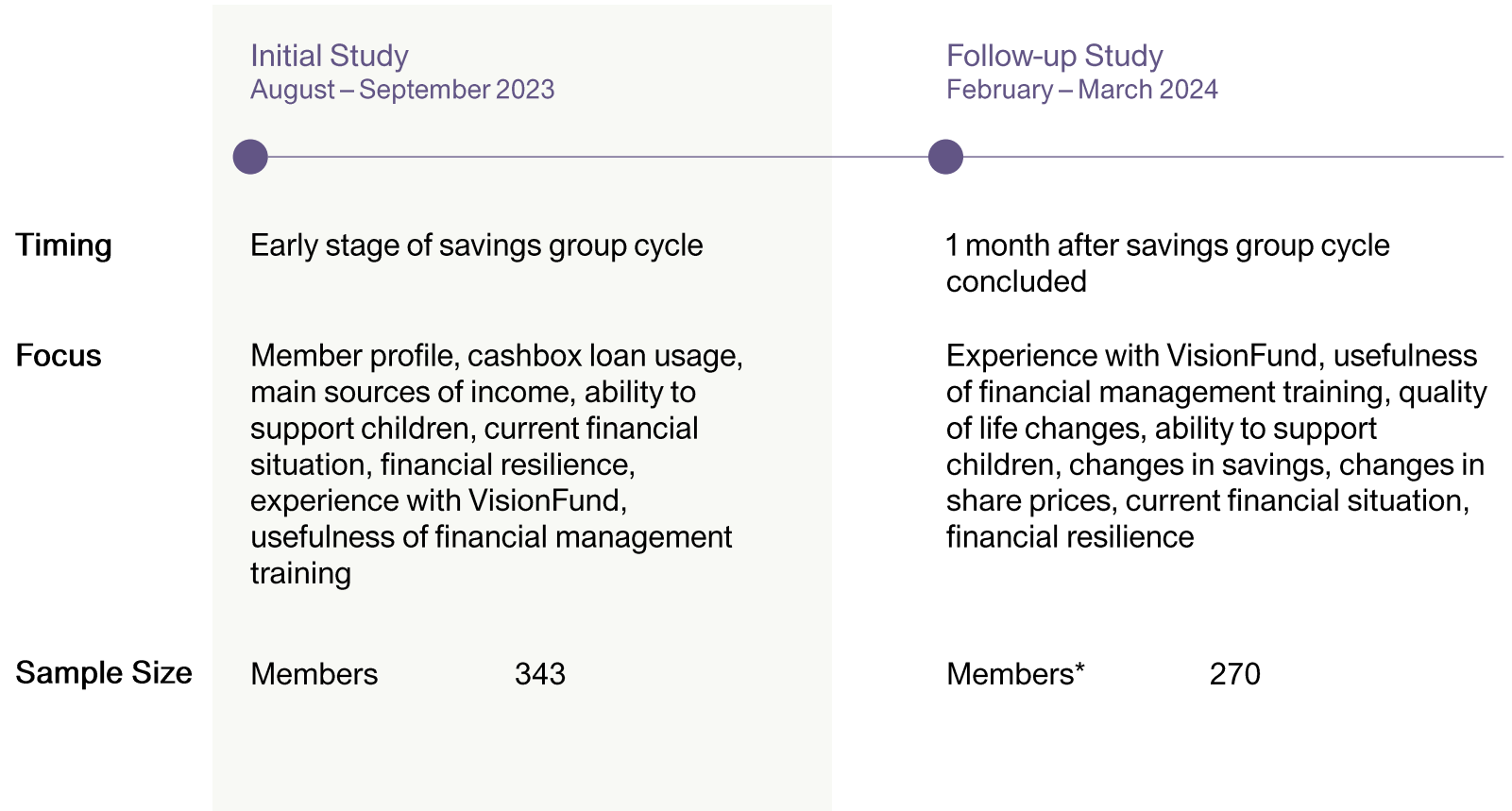
Project Overview

VisionFund commissioned 60 Decibels to conduct two impact evaluations (an initial and follow-up study) in Tanzania to determine if VisionFund's FAST programme – lending to savings groups – is accomplishing its main programme objectives:

- > Reaching the financially excluded, rural poor
- > Primarily targeting women
- > Ensuring the loan is invested in income generating activities
- > Showing increases in household income
- > Improving the quality of life for the family, especially the children

Throughout this report, we use 'childcare' which refers to members' children and those under their care.

The results in this report provide an early look at members' situation shortly after taking a cashbox loan.



*Anticipated sample size for follow-up surveys

Initial Project Snapshot: VisionFund's Priority Impact Questions

Here's a range of crucial questions for this study, as highlighted by VisionFund Tanzania during survey design.

See [page 37](#) for comparisons to 60dB's benchmarks.

Who Are The Members?

61%	are female
53%	hold an official position within their group*
66%	live below Tanzania's poverty line (\$3.65 2017 PPP)
55%	could not afford daily living expenses without their main source of income for 3 months
27%	would find it difficult to come up with emergency funds

What Impact Are Members Reporting?

88%	use their cashbox loan for business purposes
79%	who used their loan for business purposes say their loan contributed to growing an existing business
90%	say their childcare ability has improved
38%	use at least 25% of their loan towards childcare

Member Experience

89%	report receiving financial management training
99%	indicate the training as useful
98%	find it easier to access credit/loans from the cashbox since the Group took the loan from VisionFund

Member Voices

Loan Usage

"I took a loan to buy inputs such as seeds, fertilizers, and pesticides."
- Male, 28

"I used the loan for buying the needs of a child who was going to join a boarding school." - Female, 50

Impact On Supporting Children

"I was able to pay for all my children's school fees and purchase all the required items for their school." - Female, 46

"Honestly, without this loan to help me, I don't know if I would have been able to take care of my child because his medical expenses have amounted to almost TZS800,000." - Male, 41

Impact On Improving Business

"I used the loan to buy seedlings and fertilizer for the crops on time, unlike in other seasons. I also paid the workers at the farm." - Female, 29

"I used loan towards renting a farm and acquiring a tractor for farming. Additionally, I have purchased necessary inputs." - Male, 50

*Note: Official positions include the chairperson, secretary, and treasurer

Top Actionable Insights

1 VisionFund is supporting livelihoods and helping members support children and those under their care.

88% of members are using their loan for business expenses, highlighting the importance to members' livelihoods.

90% of savings group members report an improved ability to take care of children and those under their care because of the cashbox loan. The top outcomes members report are being able to better afford school fees and provide for basic needs. 89% of members indicate the loan size was sufficient to 'fully' or 'partially' cover their business, education, medical, or other expenses.

Impact will be explored in-depth in the follow-up study.

Pages: [17](#), [23](#), [24](#)

An idea: Share these great results with potential clients, investors or partners.

2 Male members appear to be marginally more financially resilient than female members.

While male members report marginally higher levels in all six empowerment and self-efficacy metrics compared to female members, it's important to note that some differences fall within the margin of error. The average score for male members was 8.4 across five metrics (excluding stress levels), compared to 7.8 for female members.

31% of female members report that it would be difficult to come up with emergency funds within the next month compared to 21% of male members.

Pages: [12](#), [13](#)

For discussion: Are there opportunities for VisionFund to reduce the financial resilience gap between genders throughout a cashbox loan cycle?

3 Consider enhancing the range of training topics and the frequency of offerings for savings groups.

Overall, 89% of members recall receiving financial management training offered by a VisionFund officer. We observed a slight gender difference, with 93% of males and 87% of female members recalling training.

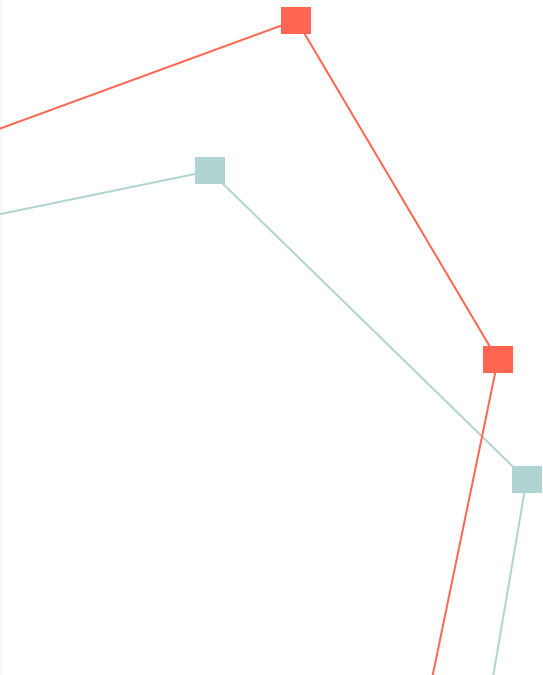
Almost every member finds the training extremely useful. This is especially significant given that the majority of members utilize their cashbox loans for business purposes. Additionally, 79% of members have expressed an interest in receiving further training related to business management. These factors collectively contribute to the potential for group members to feel more confident about expanding their income-generating activities.

Pages: [30](#)

A recommendation: Are there opportunities to increase the frequency of trainings?

Member Voices

We love hearing member voices.
Here are some that stood out.



Impact Stories

90% shared how their cashbox loan improved their ability to take care of children and those under their care

“I have built a shop and increased the variety of items I am able to sell. This has helped me generate income to take care of my family and provide them with a better life, including buying food, clothes, etc.”
– Female, 50

“The money helped me when I needed medical treatment, and when my family needed medical treatment, we were able to pay for it.” – Male, 48

“I’ve managed to continue supporting my sister with her college expenses, provide for my 3 children who are attending primary and secondary education, and also provide food at home and continue with house construction.” – Female, 27

“The loan has truly assisted me in better fulfilling my children's housing needs, including food and clothes. Additionally, it has enabled me to provide for my parents, who live with my family.” – Male, 49

“Now, I can send children to school and pay for household expenses.” – Female, 43

“I used a portion of the loan to pay for school supplies, and the profits obtained from the sale of maize were utilized to cover household needs. The surplus corn obtained through successful farming, facilitated by the loan, allowed us to store food that continues to benefit our household.” – Male, 41

Developing Income Generating Activities

79% who used their loan for business purposes say their loan contributed to growing an existing business

“The loan was used to expand my capital, allowing me to transition from buying one sheep per market day to purchasing more than one sheep. Sometimes, I bought and sold within the interval of a few days, which was different from how it was before I took the loan. This resulted in being more involved in the business for most of the time.” – Female, 43

“I used 50% of the loan to improve the farming business. This enabled me to afford all the inputs on time, ensuring that my produce could grow well and yield good results.” – Male, 46

Non-Business Loan Usage

12% used the loan for non-business loan usage

“I used the loan to build a house.” – Female, 56

“I bought all the school requirements for my child like uniforms, and books, and paid for transport and accommodation. I used the rest of the money to pay workers at the farm.” – Male, 33

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“The loan has greatly helped me improve my farming activities by enabling me to purchase agricultural inputs such as fertilizers and insecticides. It has also assisted me in paying laborers, and now I am farming on 3 hectares, whereas before, I was only farming on one hectare.”

- Male, 28

Member Profile: Demographics

There is diversity in members and their households among gender, education, and age. Members live an average of 21 minutes from the closest paved road.

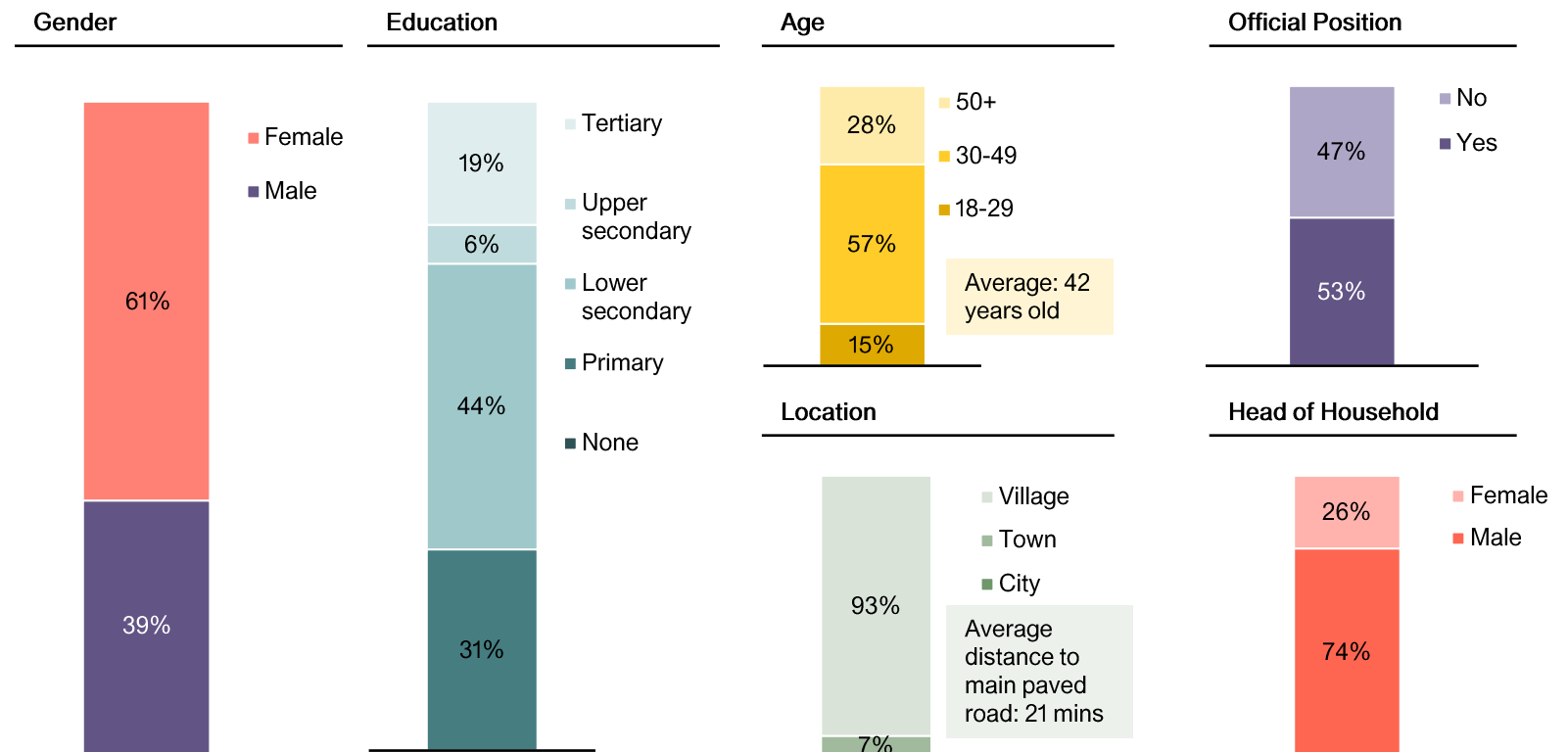
We also asked about the gender of the heads of the households. 74% report are male-headed households.

A saving group member financially supports an average of 4 children within and outside of her household.

All members we spoke to confirmed ownership of both a phone and a SIM card.

A typical FAST group member in Tanzania is working with a 42-year-old female, living in the Village. She lives in a male-headed household that has an average of 7 household members.

Demographics



*Throughout this report, members aged 18 to 35 are referred to as "younger members," while those above 35 are classified as "older members."

Member Profile: Inclusivity

Using the Poverty Probability Index® we measured how the income profile of your members compares to the Tanzania average.

Tanzania is classified as a lower-middle income country by the World Bank meaning that those living below \$3.65/day are considered to be in poverty.

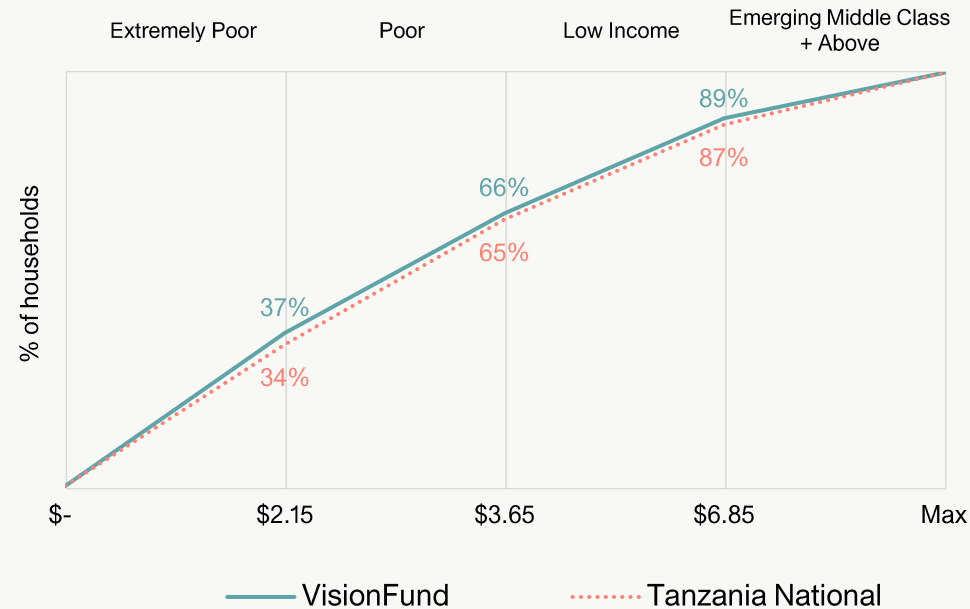
66% of members live below the poverty line, which is on par with the national average.

VisionFund's inclusivity ratio is 1.04 which is higher than the 60dB Financial Inclusion Benchmark of 0.59.

VisionFund is serving lower-income members at a level comparable to the Tanzania national population average.

Income Distribution of VisionFund Relative to Tanzania Average

% living below \$x.xx per person / per day (2017 PPP) (n = 343)



Inclusivity Ratio

Degree that VisionFund is reaching low-income members in Tanzania

1.04

●●●●● - TOP 20%

We calculate the degree to which you are serving low-income members compared to the general population. 1 = parity with national population ; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.

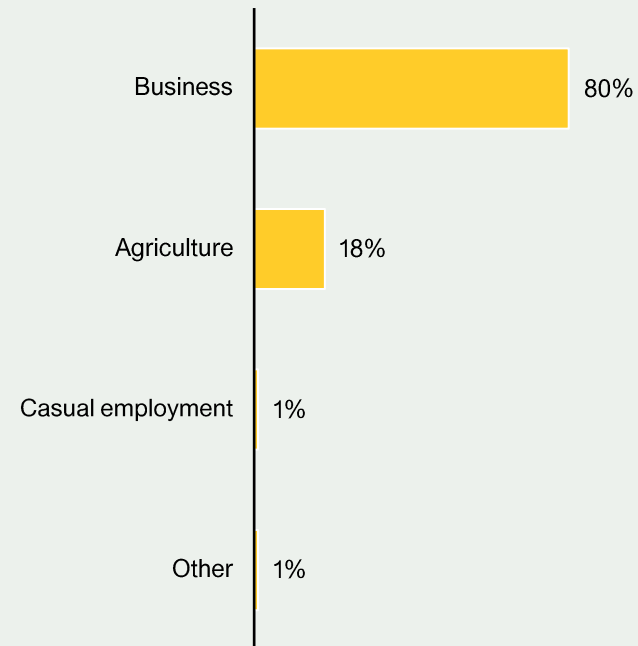
Main Sources of Income

Most members rely on either their business or agriculture as their main sources of income, with a small percentage depending on casual employment.

2 in 5 members rely on their business as their main source of income.

Main Sources of Income

Data related to member income sources: (n = 343)



Member Profile: Current Financial Situation

Female members report levels comparable to male members across five of the six empowerment and self-efficacy metrics.

We wanted to understand if differences in current financial situations were gendered. It's important to note that the observed differences fall within the margin of error.

Average performance across five metrics (excluding stress levels) by gender:

- Female: 7.8
- Male: 8.4

Current Financial Situation

Q: On a scale of 0-10, where 0 is very low and 10 is very high, how is your...:

● Female n = 209
 ● Male n = 134



Financial Resilience: Withstanding Shocks

27% of all members report that it would be difficult to come up with emergency funds within the next month. 55% cannot cover living expenses for 3 months.

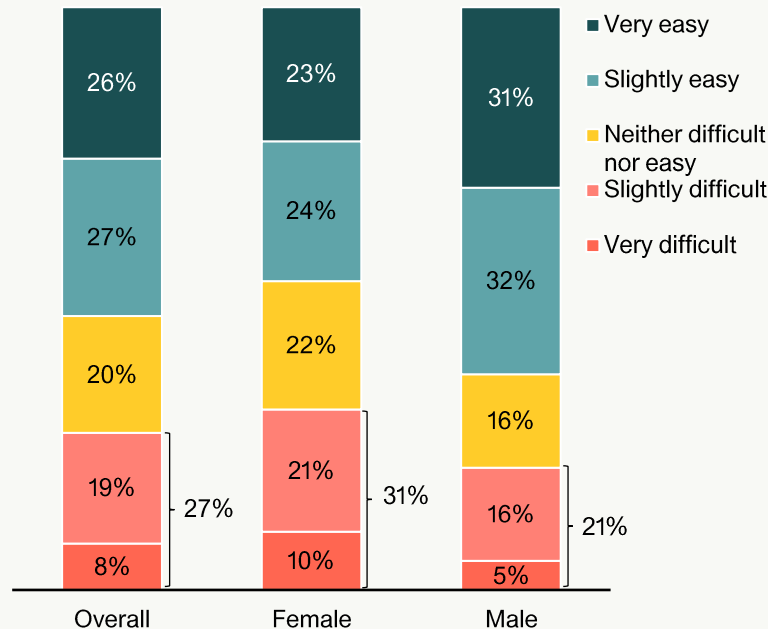
Male members would find it easier than female members to come up with funds in case of an emergency.

31% of male members say it would be 'very easy' to come up with TZS 134,985 in the next month compared to 23% of females.

Additionally, 49% of male members indicate they cannot cover their living expenses for 3 months vs. 58% of female members.

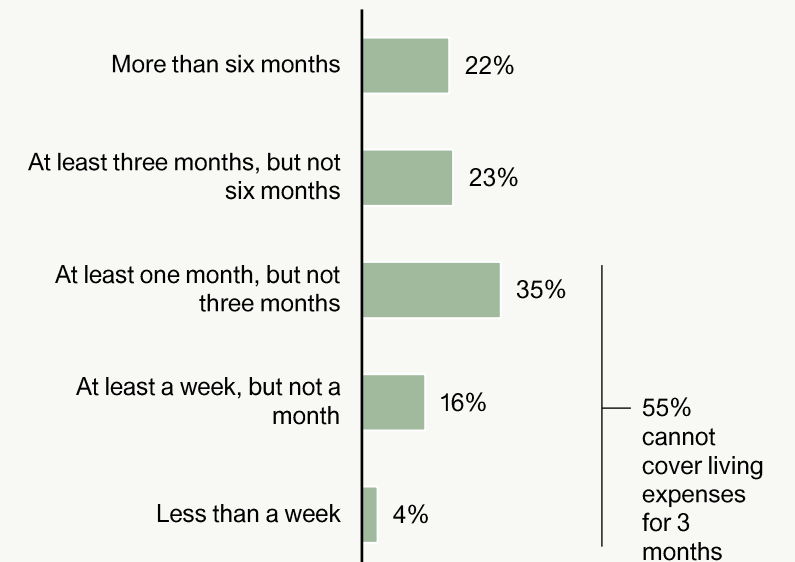
Ability to Handle Unexpected Expenses

Q: Imagine that tomorrow you have an unexpected emergency and need to come up with TZS 134,985 within the next month. How easy or difficult would it be to come up with this money? (n = 343, 209 female, 134 male)



Financial Sustainability

Q: Tomorrow, if you lost your main source of income, how long could you continue to cover your normal living expenses, without borrowing any money? (n = 340)



Financial Resilience: Coping Mechanisms

Since taking the cashbox loan, 17% of members found new/additional work to cope with financial difficulties.

There were no significant differences in coping mechanisms between genders.

2 in 3 members have not turned to coping mechanisms to address financial difficulties.

Ability to Cope With Financial Difficulties

Q: Since taking the cashbox loan, have you or anyone in the household had to do any of the following that you wouldn't normally have to do? Have you: (select all that apply) (n = 343)

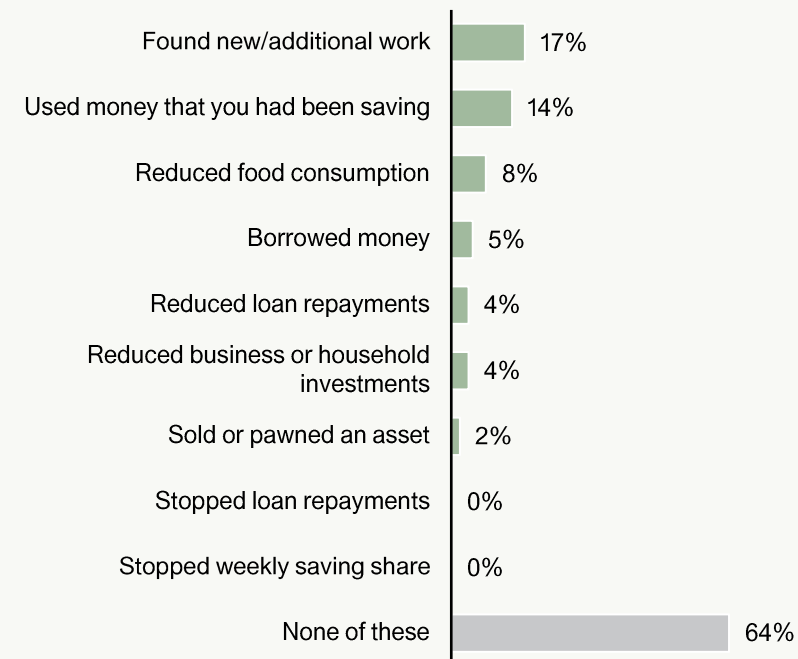


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“Being able to send both children to school is a huge improvement because if it were not for the VisionFund loan, then one would have to stay back home until next year. I also used some of the money to buy more fish so that my income could increase to enable me to afford all the household expenses.” - Female, 37

Loan Usage: Primary Purpose

88% of members use their cashbox loan for income-generating activities. Of these, 85% sell agricultural produce.

A significant proportion of savings group members allocate their cashbox loans towards business-related expenses, indicating that VisionFund is effectively facilitating the growth of income-generating ventures.

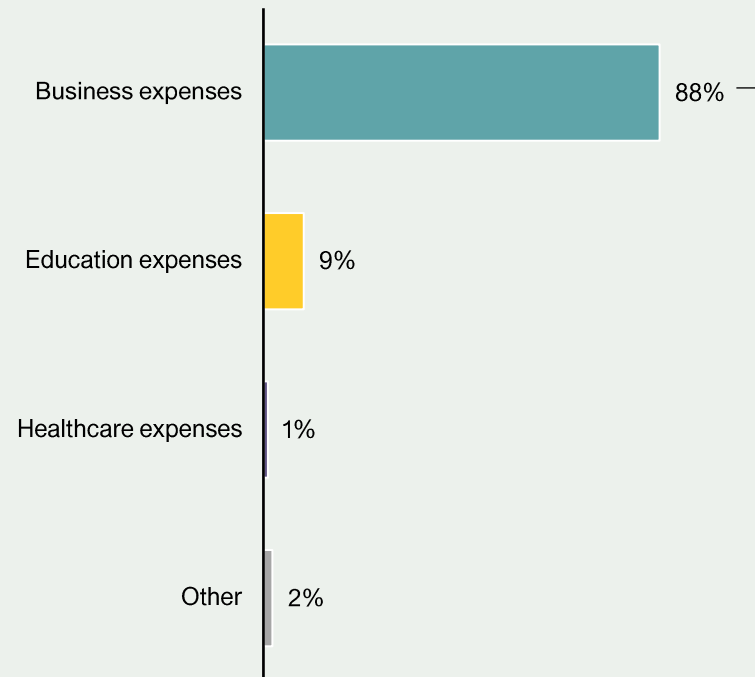
More than 8 in 10 members rely on selling agricultural produce. Other types of businesses are listed on the far right.

We found no major correlation by official position, gender, or age.

See page [20](#) for more details on non-business expenses.

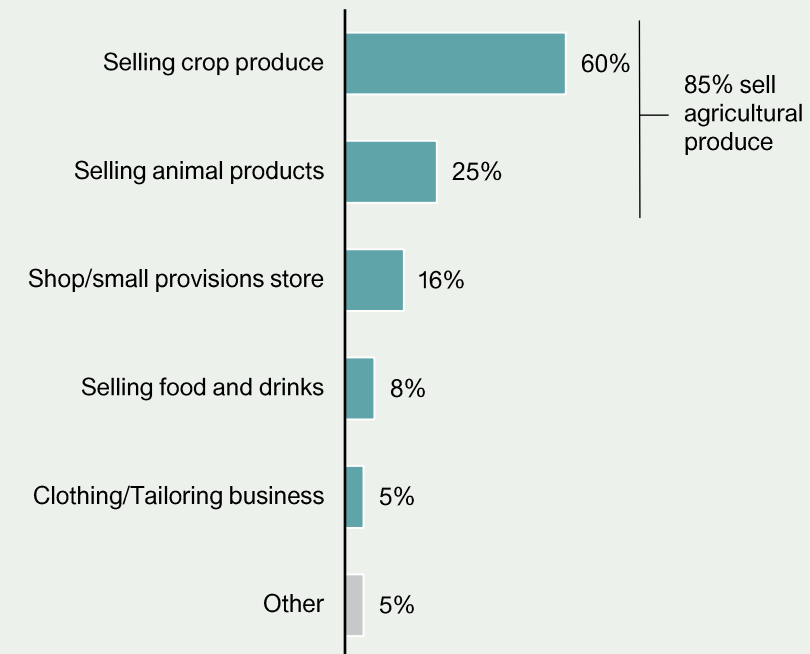
Primary Purpose For Cashbox Loan

Q: What was your primary reason for taking the loan?
(n = 343)



Business Description

Q: Can you please describe this business? (n = 303). Open-ended, coded by 60 Decibels.



Loan Usage: Business Purposes

Among members who take out a cashbox loan for business purposes, 4 in 5 use it to expand an existing business, mainly by increasing inventory and purchasing farm inputs.

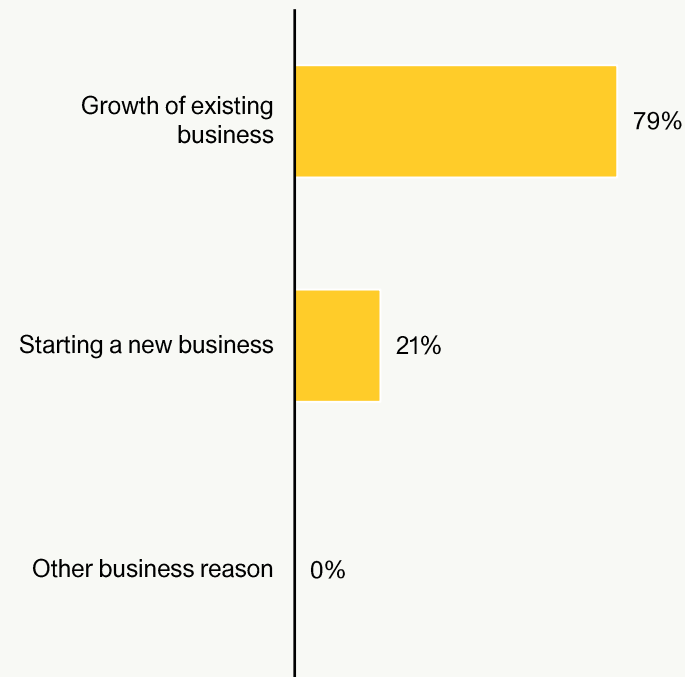
We wanted to get a deeper understanding of what kind of business uses members were using their loan for. So, we asked members if they used their loan to contribute to an existing business or starting a new business.

Top two business growth uses are listed on the far right. Other uses reported are:

- > Afford business expenses (21%)
- > Increased business investments (21%)

Business Loan Usage

Q: For what business reason did you take the loan? Select all that apply. (n = 302)



Business Growth

Q: How have you used the loan to improve this business? (n = 238) Open-ended, coded by 60 Decibels.

1. Increased stock inventory (62%)

“We needed to buy more stock for the store but had less money, so we used the loan money to top up what we lacked and bought a huge stock for the business.”

- Female, 31

2. Bought farm inputs (26%)

“It has helped me earn money at the right time, thus facilitating my farming activities by enabling the purchase of agricultural inputs. This, in turn, contributes to the availability of quality crops and even increases yields compared to before.”

- Male, 56

Loan Usage: Income Sources

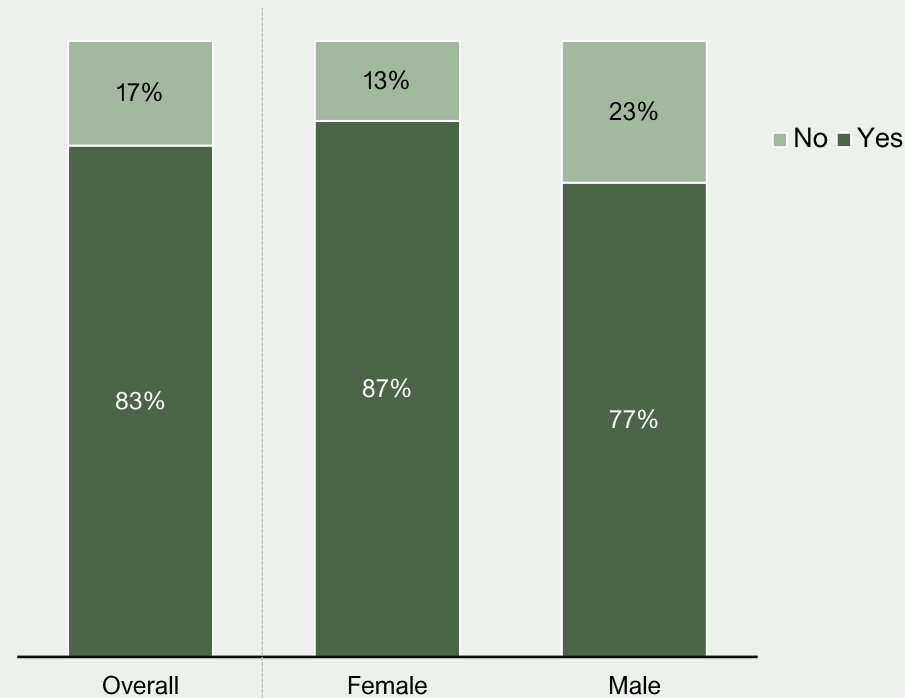
Of the 88% of members who took out a loan for business expenses, the majority indicate that their business is their main source of income. Female members are slightly more likely to say their business is their main source of income compared to male members (87% vs. 77%).

Among the 17% who rely on other sources (see page [11](#)), most depend on agriculture and casual employment.

For members who use their loan for business purposes, 83% say that their main source of income is from their business.

Business As Main Source of Income

Q: Is this business your main source of income? (n = 302, 182 female, 120 male)



Loan Usage: Other Purposes

Members who used their loan for non-business purposes were asked to elaborate – in their own words – the primary reason for taking the loan. As a follow up to page [17](#) which went into detail on business expenses, this page focuses on non-business reasons.

The top reasons, outcomes are shown on the right.

The top reported non-business uses of the cashbox loan are to buy school essentials and pay school fees.

Three Most Common Non-Business Purposes For Taking the Cashbox Loan

Q: Please explain how you used the loan: (n = 41) Open-ended, coded by 60 Decibels.

63%

talk of affording school essentials

(8% of total members)

“I used it to pay school fees and purchase school requirements such as uniforms, books, pens, and pencils for my child.” – Female, 63

49%

mention being able to pay school fees

(6% of total members)

“I took my younger brother to Yombo College in Dar es Salaam because he is blind. I usually accompany him to college and bring him back home during the holidays. Additionally, I covered the college fees.” – Male, 27

10%

mention of paying medical bills

(1% of total members)

“I managed to get health insurance cards for myself and my two children so that we could receive medical treatment in hospitals.” – Female, 28

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“Unlike before, now my family is sure to get a full meal every day and live in a nice house. I can also afford medical expenses at a moderate level for each member of my family when they are sick. All this has resulted from the effects of growing my business, which have been caused by the performance of the [VisionFund] loan I got.”

- Female, 43

Loan Impact: Covering Intended Expenses

9 in 10 members say the loan fully or partially covered the intended use.

Female members are more likely to report 'fully' covering their intended expenses fully due to the cashbox loan compared to male members (45% vs. 37%).

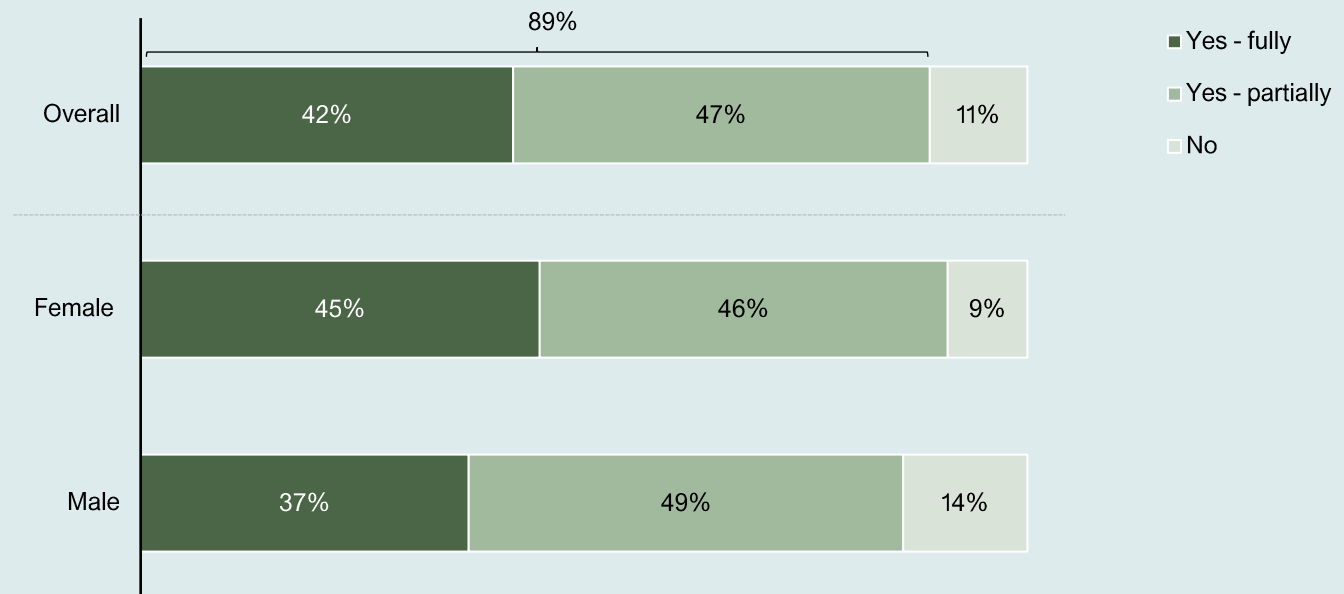
We found no major correlation between covering intended expenses and official position, location, or education level.

Discussion

Is the proportion of intended expenses lower or higher than expected?

Covering Expenses

Q: You mentioned that you took the loan to cover [business / education / medical / other] expenses. Was the loan sufficient to cover your needs in this area? (n = 343, 209 female, 134 male)



Loan Impact: Supporting Children

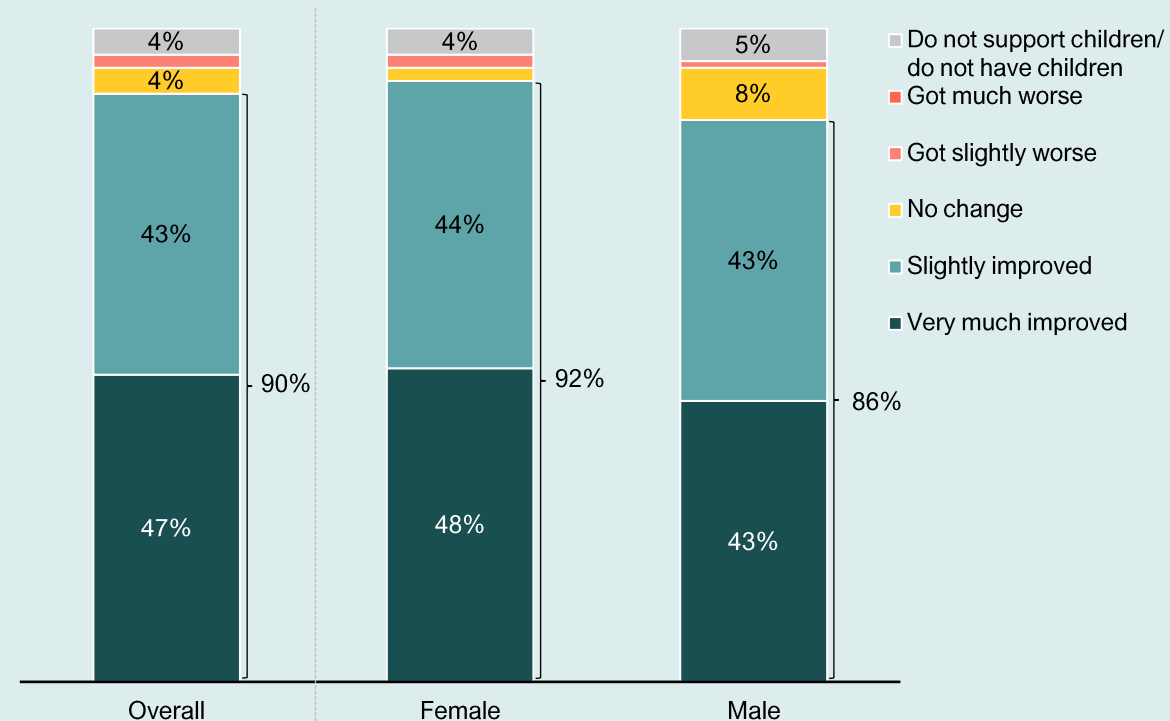
To gauge depth of impact, members were asked to reflect on whether their ability to take care of children and those under their care has changed because of the cashbox loan.

Female members are slightly more likely to report an improved ability to take care of children and those under their care, than male members.

9 in 10 members report an improved ability to take care of their children and those under their care as a result of the cashbox loan.

Impact on Supporting Children

Q: Has the cashbox loan affected your ability to take care of children and those under your care?
(n = 343, 209 female, 134 male)



Supporting Children Top Outcomes

Members were asked to describe – in their own words – the changes they were experiencing because of the cashbox loan.

The top outcomes are shown on the right. Others included:

- Ability to pay medical expenses (15%)
- Ability to clothing (14%)
- Ability to afford house and property (8%)

Members who say their childcare ability improved highlight improved ability to afford their education and food.

Top Three Outcomes for 90% of members Who Say Ability To Take Care of Children Improved

Q: How has it improved? (n = 308). Open-ended, coded by 60 Decibels.

73%

mention being able to afford school fees and necessities

(66% of total members)

“It has enabled me to take care of my children because we struggled hard and received the loan in a period where there was no circulation of money. After profiting from the loan, my children eat well, buy exercise books, and go to school.” – Male, 42

37%

mention being able to afford food

(33% of total members)

“Because of the loan, I was able to purchase clothes and nutritional flour (food) for my 2-year-old son.” – Female, 22

35%

mention being able to afford household bills

(31% of total members)

“The loan enabled me to continue building my house, as I had initially started but faced a pause due to a shortage of funds. It played a crucial role in completing the construction, and I also used it to cover household expenses and daily needs.” – Female, 56

Loan Impact: Contribution to Supporting Children

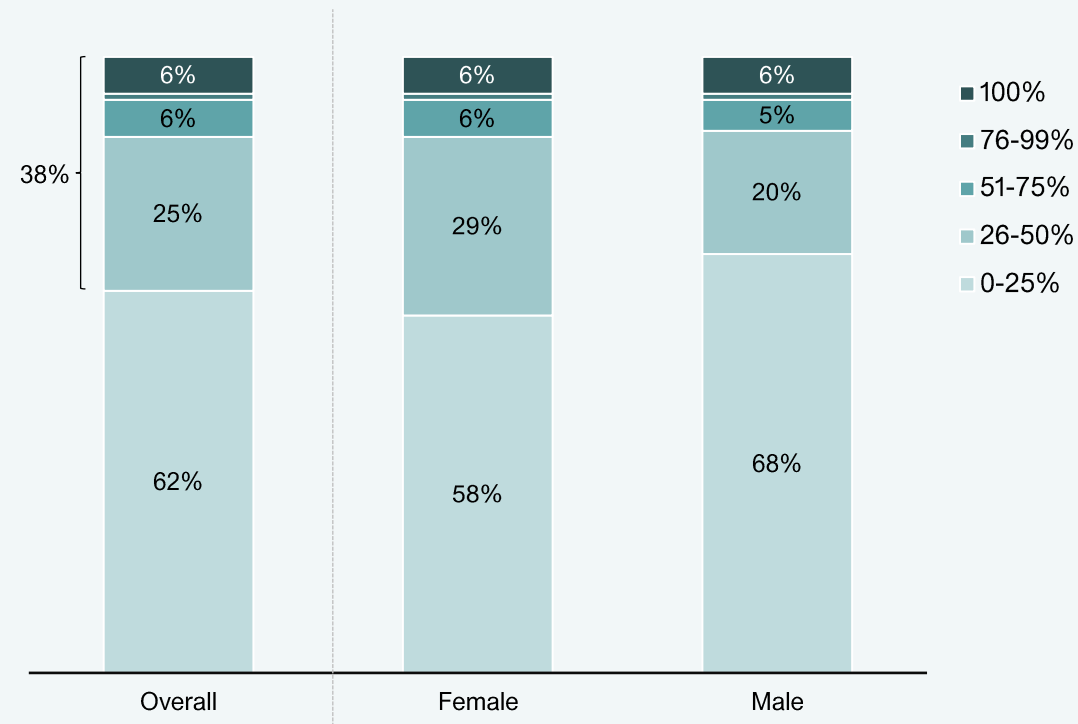
Nearly all (9%) members who utilized the loan for education purposes allocated more than 25% of funds to supporting children, as compared to 31% of those who used the loan for business purposes.

We found no major correlation between contributing to supporting children and gender, level of financial resilience, official position, location, or education level.

38% of members have spent at least a quarter of their cashbox loan supporting children under their care.

Loan Contribution To Supporting Children

Q: Thinking about how you spent your loan, how much of it has gone to supporting the children under your care? (n = 329, 200 female, 129 male)



*Note: Only members who support children were asked this question.

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“[Visionfund] has really helped me because I didn't have to sell my farm or any other asset to pay for school fees. As a result, my son will be graduating soon, thanks to the loan. Additionally, it has enabled me to have another income source because I bought three goats to raise and then sell.”

- Male, 51

Access to Alternatives: Personal Loans

Availability of alternatives provides insight into the competitive landscape and the degree to which the cashbox is providing a scarce service.

The fact that 92% said they could not easily find a good alternative suggests individual members do not have many options to turn to.

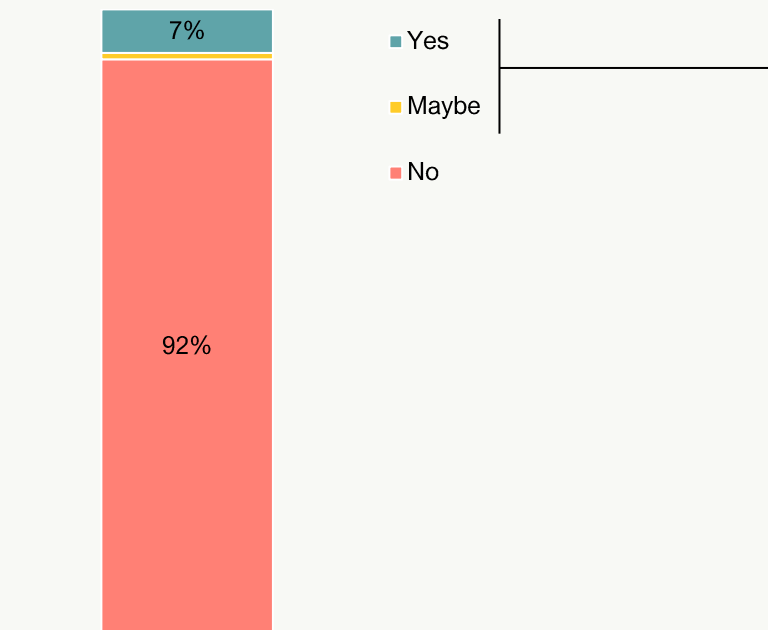
Top alternatives mentioned are other savings groups, microfinance institutions, and banks.

We found no major correlation between contributing to supporting children and gender, level of financial resilience, official position, location, or education level.

Majority of individual members cannot easily find a good alternative to the cashbox loan.

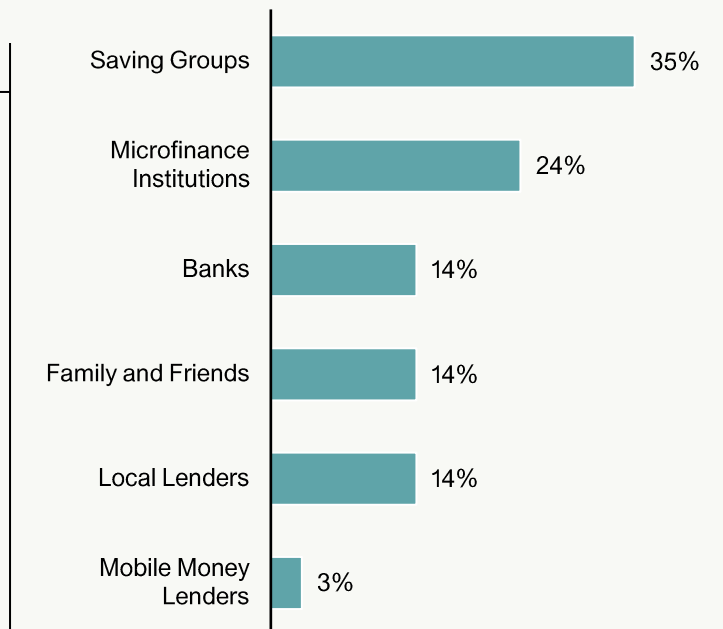
Access to Alternatives

Q: If you were not able to get a loan from the Savings Group because there was insufficient money in the cashbox, could you easily find a good alternative? (n = 343)



List of Alternatives

Q: What would that alternative be? (n = 29)



Access to Alternatives: Group Loans

Nearly every member (97%) is aware of the loan from VisionFund to their FAST group.

98% indicate members of their group have found it easier to access credit/loans since taking the loan.

Although a relatively small sample size of members was able to list alternative sources of funding to their group, the majority (76%) say VisionFund is better.

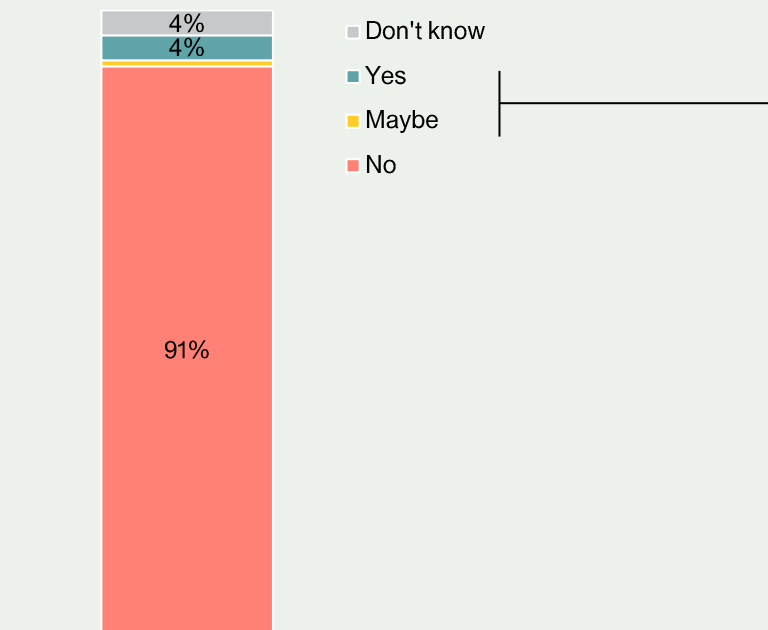
The key alternatives reported are:

- Local lenders (53%)
- Microfinance institutions (35%)
- NGOs (29%)

9 in 10 members believe their savings group cannot find a good alternative to VisionFund's loan; the few that can believe VisionFund is better than the alternatives.

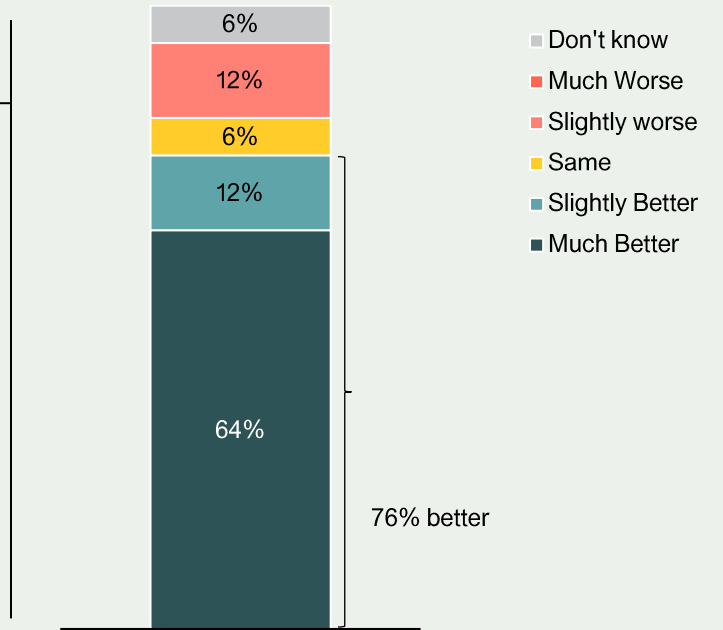
Access to Alternatives*

Q: Can your Savings Group easily find a good alternative to the loan from VisionFund? (n = 332)



Comparison of Alternatives

Q: How does the loan from VisionFund to the Savings Group compare to this alternative? It is: (n = 17)



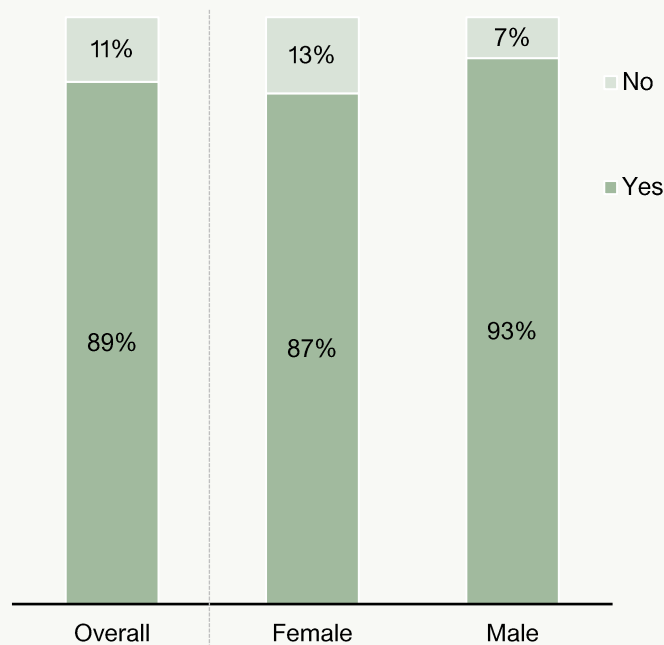
*Note: Only members who are aware of loan from VisionFund to their savings group were asked all questions on this page.

Experience with VisionFund Training

9 in 10 members recall receiving financial management training from a VisionFund Officer; almost all found it useful, and the majority would prefer receiving additional training related to business management.

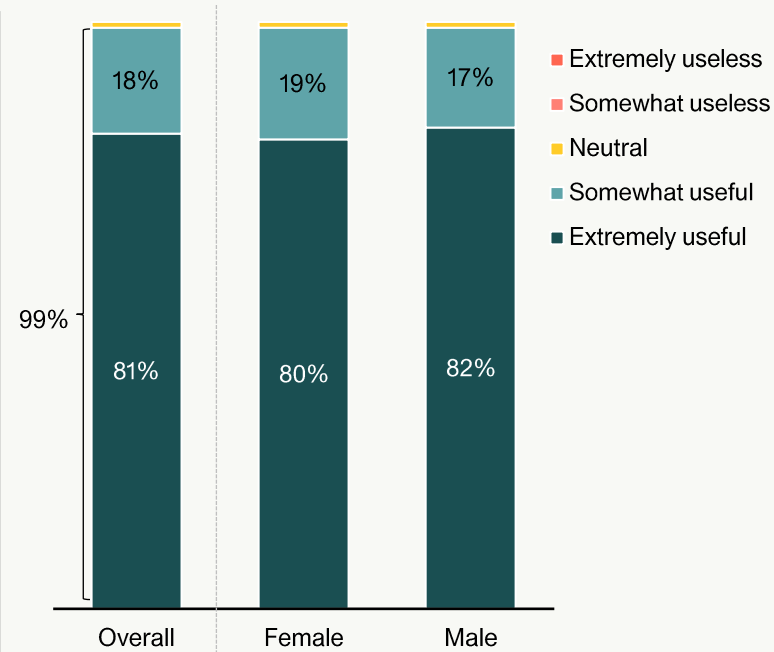
Financial Management Training

Q: Do you recall watching a VisionFund officer tell stories about financial management training using a flipchart?
(n = 343, 209 female, 134 male)



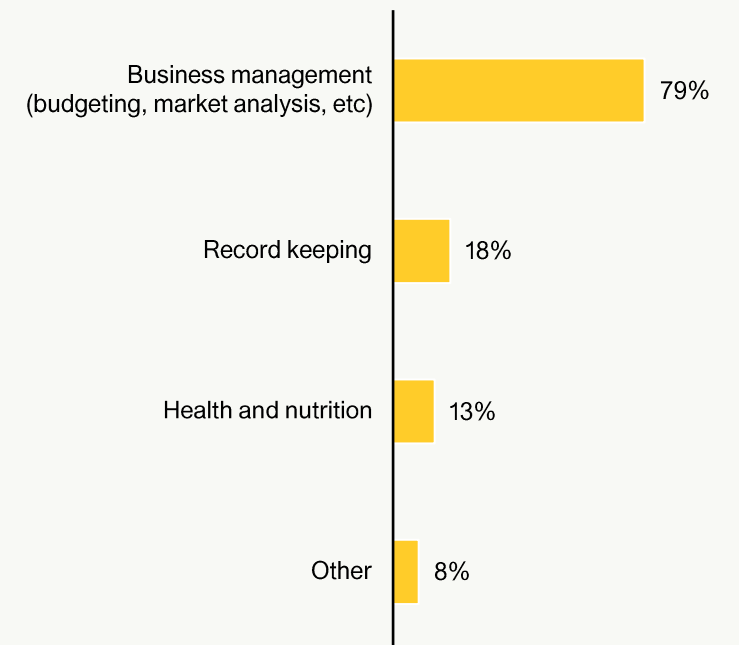
Training Usefulness

Q: How would you rate the usefulness of the trainings?
(n = 305, 181 female, 124 male)



Additional Training Topics

Q: What other topics would you like to receive in future trainings? (n = 305)



Challenges

8% of members report experiencing challenges. Most of them talk about issues related to poor customer experience.

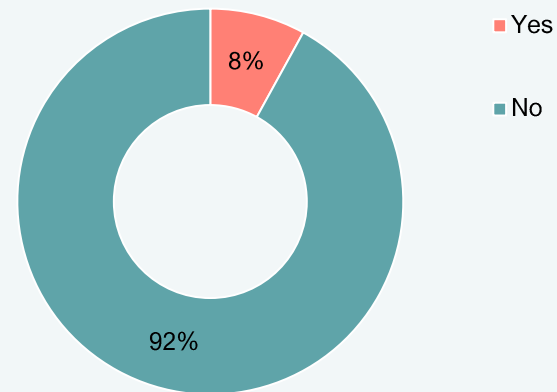
We found no major correlation between challenges, level of financial resilience, official position, location, or education level.

The top challenges are shown on the right. Others included:

- Low loan amount (16%)
- Delays in loan disbursements (12%)
- Slow loan processing (8%)

Proportion of Reported Challenges*

Q: Has your Savings Group experienced any challenges with the loan from VisionFund? (n = 332)



Top Challenges Reported

Q: Please explain the challenges that the Savings Group has experienced: (n = 25)

1. Poor customer experience

(44% of members w. challenges / 3% of all respondents)

“The customer service is rude and speaks to us with offensive language, regardless of having young and old people within the group. If you delay your payment, even by TZS. 100, they don’t accept the return and they come with patrol vehicles.” – Female, 40

2. Inability to pay

(32% of members w. challenges / 2% of all respondents)

“I have to spend TZS. 10,000 to reach the bank in order to repay loans from Vision Fund.” – Male, 37

3. High interest rates

(20% of members w. challenges / 2% of all respondents)

“The loan provided by Vision Fund comes with a high-interest rate.” – Male 52

*Only members who are aware of loan from VisionFund to their savings group were asked if their group experienced any challenges.

Closing Thoughts

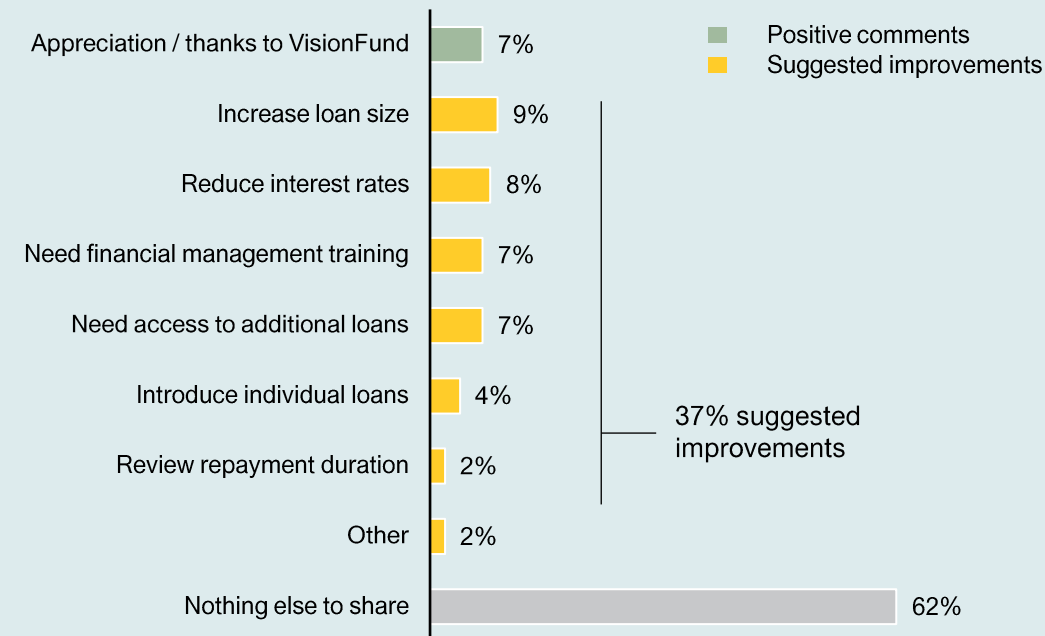
Among members offering additional thoughts on the cashbox loan or their VisionFund experience, the most common suggestions were to increase loan sizes and reduce interest rates.

At the end of the interview, we asked whether there was anything else the client would like to share.

Among the other positive comments are appreciation for the follow-up call and for providing the loan.

Closing Thoughts

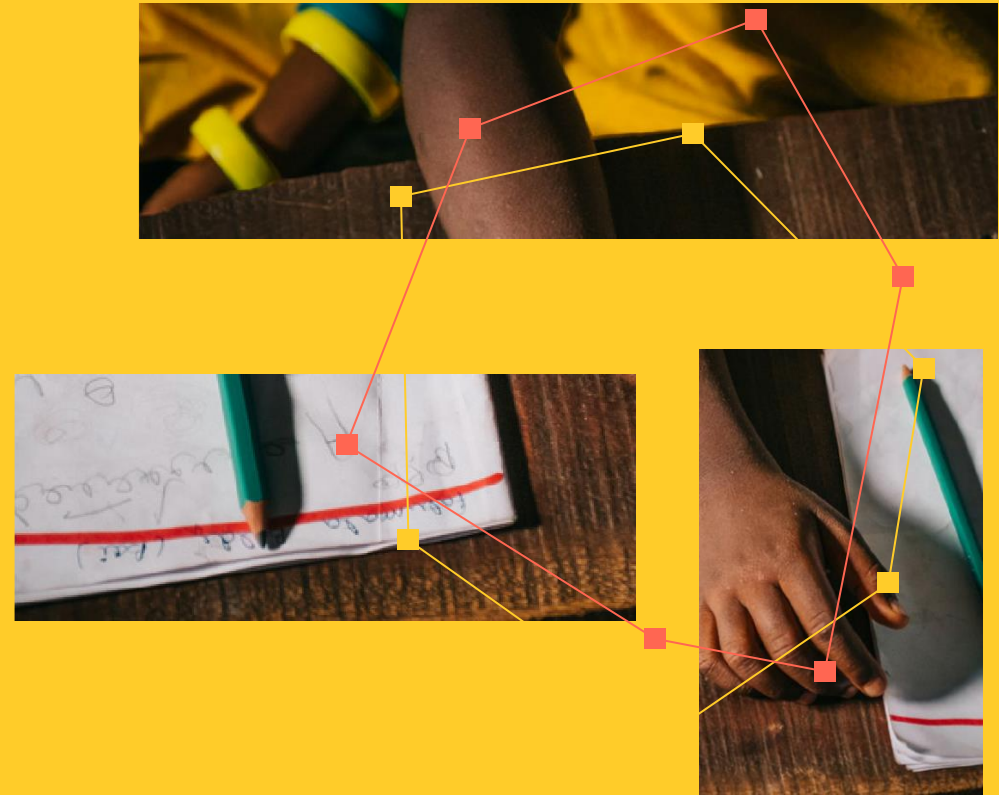
Q: Is there anything else you'd like to share? (n = 343). Open-ended, coded by 60 Decibels.



“Improving the terms of granting loans involves eliminating the requirement for applicants in rural areas to possess a national ID card. Obtaining such an ID card is exceedingly challenging for individuals residing in villages.”
- Male, 31

“I would suggest that the interest rate be reduced a little to make repayments affordable.” - Female, 62

Appendix



Follow-up Study: What's Coming Up

60 Decibels is aiming to speak with 200 members from the original list of 343 to better understand changes experienced over the course of a savings group cycle.

The follow-up in Tanzania will take place in February – March 2024, one month after savings group cycles have concluded. The focus will be on impact and changes in financial situation.

Theme	Follow-up Metrics
Experience with VisionFund	<ul style="list-style-type: none"> > Challenges experienced > Suggestions for improvement > Usefulness of financial management training
Impact	<ul style="list-style-type: none"> > Quality of life changes > Goal achievement > Changes in ability to support children > Changes in savings > Changes in share prices
Current Financial Situation	<ul style="list-style-type: none"> > Stress levels related to finances > Ability to repay a loan > Ability to plan household finances > Current control over finances > Ability to contribute to household income > Ability to save > Financial resilience > Impact of external/internal shock

How to Make the Most of These Insights

Example tweets or Facebook posts to share publicly

- 79% of savings group members contributed to growing an existing business since receiving their cashbox loan. “After attaining profits from the business, which have improved due to the support of the VisionFund loan, I used that profit to fulfill the basic needs of my family, including buying enough food.” #ListenBetter with @60_decibels
- 73% of savings group members can afford school fees and necessities for the children under their care. We #ListenBetter with @60_decibels

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places! <input type="checkbox"/> Set up team meeting & discuss what’s most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you’re invested in your members – we’ve added some example posts on the left
Close The Loop	<input type="checkbox"/> We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ <input type="checkbox"/> After reading this deck, don't forget to let us know what you thought: Feedback Form
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities <input type="checkbox"/> Keep us updated, we'd love to know what changes you make based on these insights

Detailed Benchmarking Comparison

VisionFund performs well on providing a scarce service to its savings group members with good impact on household outcomes.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next page.

Information on the benchmarks is found below:

Company Data

savings group members 343

60dB Global Average:

companies 680

customers 168k+

60dB Financial Inclusion Average

companies 262

customers 70+

60dB East Africa Average

companies 196

customers 52k+

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	VisionFund Tanzania	60dB Global Average	60dB Financial Inclusion Average	60dB East Africa Average
Who ○	% live in poverty (below \$3.20. line)	66	-	-	-
	Inclusivity Ratio	1.04	0.67	0.59	0.75
	% female	61	43	51	39
How Much ≡	% reporting ability to take care of children and those under their care very much improved	47	-	-	-
	% reporting ability to take care of children and those under their care very slightly improved	43	-	-	-
What Impact □	% reporting ability to afford school fees & necessities	66	-	-	-
	% reporting ability to afford school food	33	-	-	-
	% reporting ability to cover household expenses	31	-	-	-
Contribution +	% saying no good alternative personal loans are available	92	65	56	74
	% saying no good alternatives for group loans are available	91	-	-	-
Risk △	% experiencing challenges	8	20	14	27

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

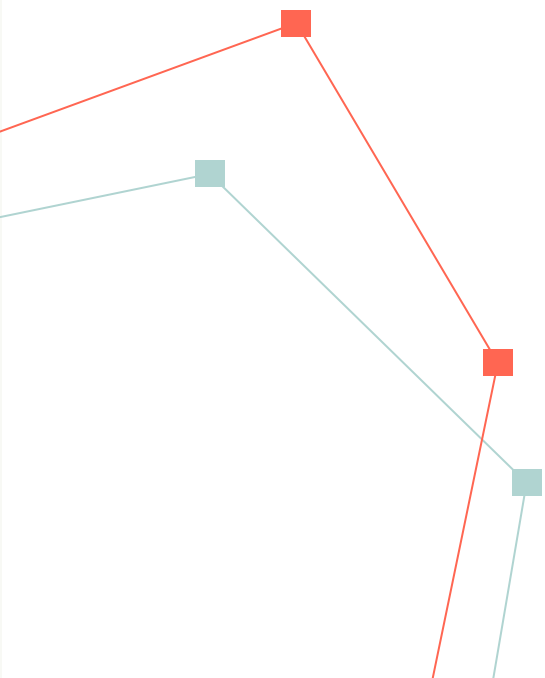
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.

Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off clients. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-income countries, or at the \$3.20, \$5.50 and \$11 lines for lower-middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{([\textit{Company}] \textit{Poverty Line } \$x)}{(\textit{Country Poverty Line } \$x)} / 3$

Summary Of Data Collected



343 phone interviews completed in August – September 2023.

Methodology

Survey mode	Phone
Country	Tanzania
Language	Kiswahili
Dates	August – September 2023
Sampling	Random sample of all 697 savings group members
Response rate	71%
Average time p/interview	25 mins

Responses Collected

Members 343

Sampling

	% population	% sample
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% female	60	61
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% male	40	39
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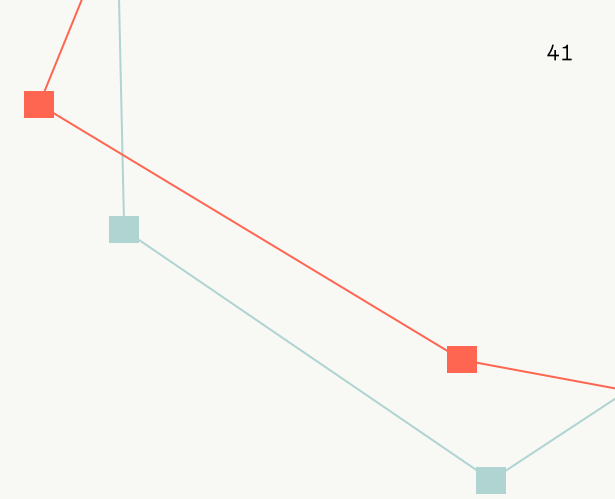
Accuracy

Confidence Level	c. 90%
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Margin of error	c. 3%
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Thank You For Working With Us!

Let's do it again sometime.



About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their clients, suppliers, and clients. Its proprietary approach, Lean Data, brings client-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 960+ trained Lean Data researchers in 80+ countries who speak directly to clients to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey: [Feedback Form](#)

Acknowledgements

Thank you to Irene, Martina and Johanna for their support throughout the project.

This work was generously sponsored by VisionFund International.

I was able to send the children to school.

I can buy enough food and meet my children's needs.

The VisionFund loan enabled me to build my house.

Now I'm able to buy my children

>clothes

>food and,

>all other household stuff

unlike before, because my income
has increased.

Katie Reberg

Nate Thadani

John Waitathu

Saisi Emma

Wanjiku Mwangi

For queries, please email:

katie@60decibels.com

nathan@60decibels.com