





## SOCIAL DEVELOPMENT

### YOUTH EMPOWERMENT

#### Setting the stage for a new generation of leaders

We combine social empowerment, education and economic empowerment to enable young people to reach their full potential. Our adolescent club is part of a mentor-led, community-supported programme that provides safe spaces for young people, especially girls, to access livelihood and vocational training and startup kits to start small businesses. They develop self-confidence, critical thinking, leadership, and social skills to navigate issues that affect their futures. Participants learn crucial life skills from peers and mentors, and within a 12-18-month graduation cycle, girls and young women are equipped with tools that help them take charge of their futures.

### Accelerating Impact for Young Women(AIM)

#### Confident girls grow up to be bold women who transform their own lives and communities

The Mastercard Foundation Accelerating Impact for Young Women in partnership with BRAC (AIM) programme in Sierra Leone is equipping 180,274 adolescent girls and young women, with age-appropriate entrepreneurship, employability, and life-skills training, as well as the tools to start and scale their own businesses.

### FOOD SECURITY

We work to increase household incomes, create jobs, and improve nutrition targeting AIM participants and the wider community. We strengthen market systems and promote environmentally sustainable agriculture production through a holistic approach combining technical training, access to finance, and value chain linkages. We establish a network of self-employed entrepreneurs called community agriculture promoters and community livestock and poultry promoters, who play active roles in the local value chain, and support AIM participants who are engaged in agriculture or livestock rearing.

### EDUCATION

Our education pathway is designed to increase access to and completion of quality secondary education for adolescent girls, aged 12-17, across the 13 districts we operate in. Key interventions under the pathway include financial support, peer mentoring, teacher training on gender-responsive pedagogy and remedial education, strengthening of selected secondary schools through training of management committees, and provision of school grants and alternative education opportunities for out-of-school girls.

### ENABLING ENVIRONMENT

AIM participants build skills to advocate for their rights, and engage in decision-making spaces where they can influence the policies and practices that impact their lives. They are supported to gather evidence and share their lived experiences to inform advocacy at national, regional, and global levels. They also gain firsthand exposure to policymaking through internships, placements, and participation in advocacy forums.

### EARLY CHILDHOOD DEVELOPMENT

#### Scaling quality, inclusive, and joyful learning for all

Our award-winning play-based learning model breaks intergenerational cycles of poverty through early learning opportunities for children between the ages of three and five. The play-based curriculum incorporates social and emotional learning and identity awareness elements using a low-cost, high-impact approach. We support governments and stakeholders with teacher training, mentoring, and curriculum development.



# FINANCIAL INCLUSION

## MICROFINANCE

### Unlocking the entrepreneurial spirit of women

We are the biggest microfinance institution in the country, in terms of clients served and geographic coverage. We provide financial services responsibly, with particular focus on women living in poverty who would otherwise be excluded from formal financial systems, to create self-employment opportunities, build financial resilience, and promote women's entrepreneurial spirit. Our range of services places clients' wellbeing at the centre.



## IN NUMBERS

Our direct reach for 2025 includes:



**96%**

microfinance clients who are women



**54%**

clients living in rural areas



**694**

AIM clubs reaching girls and young women



**60,499**

participants accessed our adolescent clubs



**\$23.67m**

disbursed in microfinance loans



**4,468**

farmers accessed training on new techniques and technologies



**18,731**

girls and young women accessed finance, skills training and financial literacy



**70,827**

people accessed financial services (as of 2024)



**1,232**

model farms established



**2,730**

girls and young women linked with TVET institutions for skills training



**687**

learners attended our ECD centres



**37**

ECD centres renovated/rehabilitated

## OUR PARTNERS

- Government of Sierra Leone
- Right to Play
- Mastercard Foundation
- Lego Foundation
- KIVA
- Echidna Giving Foundation
- Community Empowerment and Development Agency (CEDA)
- Kambia District Development and Rehabilitation Organisation (KADDRQ)
- Home Foods and Drinks Sierra Leone Limited
- Movement towards Peace and Development Agency



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