

# GiveDirectly

**Mandate:** GiveDirectly uses mobile technology to give money directly to poor families.

## **Graduation Lessons Learned:**

1. GiveDirectly has experience delivering lump sum cash grants to poor rural households (to achieve graduation-linked goals) in a range of settings and studying the impacts.
2. An impact evaluation on GiveDirectly's work in Kenya found that the grants resulted in a \$270 annual increase in earnings, \$430 increase in total assets, \$300 increase in nutrition spending, and a significant reduction in stress, with no increase in expenditure on alcohol, tobacco or gambling. (A follow-up endline published in 2018 found long-term impacts on some of these indicators.) We have other ongoing studies, including looking at the impact of cash grants on specific demographics, and the impact of aspirations, savings, and planning nudges on cash outcomes.
3. GiveDirectly has operational insights on efficient cash grant program delivery which we are keen to share with other organizations. We regularly follow up with each recipients after transfers, and keep costs low by doing >90% of recipient follow-up from our Nairobi-based call center. We also have a full-time internal audit team to manage risk and protect recipients.

**Scale:** We operate in 6 countries: Kenya (Kisumu, Siaya, Bomet, Kilifi, and Nairobi), Uganda, Rwanda, Liberia, DRC and Malawi. In Kenya, we currently have ~80 staff members. We operate in 6 countries: Kenya (Kisumu, Siaya, Bomet, Kilifi, and Nairobi), Uganda, Rwanda, Liberia, DRC and Malawi.

**Beneficiaries:** In 2017, we reached ~100,000 individuals in Kenya (20,000 households) with a budget of ~\$20M USD.

**Headquarters:** Our Kenya HQ is in Westlands, Nairobi. Our global HQ is in New York, USA

**Initiation:** Give Directly has been operating in Kenya since 2011.

**Graduation work:** We provide unconditional lump sum grants to households, which they can spend/invest in their highest priority areas. We have studied this model through randomized control trials, [finding](#) a range of large and positive graduation-related impacts including increased earnings, increased assets, increased nutrition spending, lower stress, etc. We are continuing to experiment to improve this model, including combining cash with low-cost cash plus elements (e.g., behavioural nudges) and learning about how impacts differ for different demographics.

We want to reshape international aid by allowing donors to provide grants directly to the world's poorest and let the poor devise their own path out of poverty. We want to grow GiveDirectly and the broader cash transfer movement (in Kenya and globally) to achieve this goal.

### **Where, as an organisation, would you like to be in 5 or 10 years?**

In terms of graduation models, we as GiveDirectly are very interested in low-cost "cash plus" approaches which keep most of the project money in the hands of recipients and are scalable. Examples include behavioral nudges (which we are testing in Kenya), growth charts, etc. We would like to see more research on cash and graduation, as we don't yet know much about how context and recipient characteristics affect the outcomes that each intervention achieves. We still need to know:

- For whom is a 'full' graduation model more cost effective than a less complex / lower cost approach?
- For whom is 'cash-plus' more cost effective than cash?
- How do impacts differ when recipients (rather than NGOs) are given the choice about how resources should be spent?

We also interested in the potential for letting people in social protection programs lump some of their transfers, as a step towards choice-based graduation goals.

In Kenya, we have recently begun work in arid drought-prone areas (in Bamba, Kilifi), and are keen to see if we see similar impacts there to our work in other rural areas in western Kenya. In addition, we are piloting lump sum grants to young people in urban areas.