Looking to the Future: A Bold, New Strategic Plan to Transform 20 Million Lives in Rural Africa by 2030

The complexities of eliminating extreme poverty require us to approach our mission with a continuous cycle of human-centered metamorphosis.

We engaged everyone from business mentors to our board of directors in the strategic planning process to ensure that every corner of the organization was represented. With this challenge at the forefront, we collectively formulated five interrelated priorities — all building upon the core focus of ‘entrepreneurship to end extreme poverty.’
**Priority 1**

Village Enterprise will equip 90,000 new entrepreneurs living in extreme poverty to start 30,000 sustainable businesses with the goal of lifting 600,000 Africans out of poverty by 2023, promoting gender equity and ensuring minimal negative environmental impact.

- Provide the most cost-effective micro-enterprise development programming which continually meets impact targets for entrepreneurs
- Design and develop strategies to mainstream gender equity across programming
- Support entrepreneurs to protect their local environment through establishing businesses that are profitable, climate-smart, and environmentally-friendly

**Priority 2**

Village Enterprise will partner with African governments and NGOs to drive advocacy efforts and scale up evidence-based approaches for economic inclusion, building upon the Village Enterprise poverty graduation model.

- Contribute to national policy and work around poverty reduction and economic inclusion in Kenya, Uganda, Rwanda, and one other Sub-Sahara Africa country
- Partner with other implementing organizations to scale
- Drive adoption of Results-Based Funding in Sub-Saharan Africa
- Develop strong relationships with the key multi and bilateral agencies funding economic inclusion
- Conduct high-quality research around effectiveness of our program

**Priority 3**

Village Enterprise will revolutionize small business development for the extreme poor in rural Africa through digital solutions that are developed in partnership with our entrepreneurs and technology partners.

- Digitize program elements for Village Enterprise staff and entrepreneurs that lead to increase in cost-effectiveness and business profitability
- Establish strategic partnerships with technology companies and other NGOs with technology expertise
- Improve digital literacy and capacity of our staff and entrepreneurs to ensure adoption of digital solutions
- Develop and implement best practices for digital governance to ensure optimal utilization and mitigate risk

**Priority 4**

Village Enterprise will continue to build a world-class team of Africans that exemplify our core values of ubuntu, passion, innovation, integrity and sustainability and lead at every level in our organization.

- Identify, attract and retain top talent at each position that allows us to complete our strategic plan
- Champion career and professional growth for all employees
- Strengthen and promote our culture and values for a positive work environment and a diverse and inclusive workplace

**Priority 5**

Village Enterprise will unlock $24M funding for innovation and scale and play a leadership role in establishing results-based funding for poverty alleviation.

- Secure and begin a second, larger results-based funding contract
- Increase institutional funding by 135% by FY23 through a result-oriented engagement with funders
- Double individual donor revenues by the end of FY23, with a focus on high net worth individuals
- Develop the internal support structure required for a new fundraising approach that focuses on an impact and outcomes value proposition as opposed to one based on program activities