



A Roadmap for Lasting Change

10 Lessons for Large-Scale Impact

Over the past decade, CARE has tested and scaled global humanitarian solutions to maximize impact and return on investment. By working with local leaders, rigorously measuring impact, and building for the long term, we've identified the most effective ways to create systemic change. **Here are ten lessons we learned on how to achieve lasting impact and change.**

1

Direct cash assistance is the most efficient way to respond to emergencies

Why it works: Cash transfers are among the most cost-effective ways to support people in crisis. CARE goes beyond simple cash delivery by integrating financial literacy training, women-led savings groups, and entrepreneurship support—ensuring recipients, especially women, transition from crisis survival to long-term economic stability.

Results:

- In 2024, CARE distributed \$136.7M, with 94% in direct cash transfers.
- In Yemen, 89% of women who received cash also joined savings groups—leading to investments in businesses such as poultry farming, tailoring, and food vending.
- This approach has increased financial independence, resilience, and reduced long term aid.

2

Market-based approaches improve food security fastest

Why it works: Connecting small-scale farmers to stable markets fosters economic security, incentivizes productivity, and builds resilience against climate and economic shocks. Through Farmer Field and Business Schools, CARE equips women farmers with agricultural and business training, direct sales contracts, and enhanced market access.

Results:

- In Ethiopia, this model halved seasonal hunger during drought.
- In Peru, it doubled women farmers' incomes within 18 months.

3

Measurement drives smarter program investments

Why it works: Data-driven decision-making improves program efficiency. CARE continuously gathers and analyzes community data, ensuring philanthropic capital is directed to interventions with the highest return.

Results:

- In Nepal, CARE's adaptive learning model improved girls' literacy mid-program, leading to 88% of participants learning to read in just 11 months.
- Globally, CARE's measurement systems optimize program delivery, ensuring resources are deployed where they generate the most impact.

4

Investing in preparedness saves time, money, and lives

Why it works: Helping communities prepare before disaster strikes reduces long-term humanitarian costs and makes responses quicker and more effective when it matters most.

Results:

- CARE trained Ethiopian farmers in new ways to grow food during dry seasons and provided drought-resistant seeds. As a result, 335,000 people didn't need emergency food aid during a severe drought.

5

Savings groups give women economic power that lasts

Why it works: Community-led savings groups enable women to invest in their families and businesses, reducing poverty and increasing economic stability.

Results:

- CARE's 20 million savings group members collectively save \$650M annually.
- Every \$1 invested generates \$18.85 in income for women and their families.
- In Niger, savings group members successfully advocated for public investments in water and electricity infrastructure.

6

Community-led accountability improves governance

Why it works: When community members help monitor public services, it leads to more transparency, more efficient service delivery, and better overall outcomes.

Results:

- CARE's Community Scorecard helps people give feedback on public services. So far, 8.2 million people in 33 countries have used it to call for better leadership and services.
- In Malawi, healthcare access improved by 57% due to community advocacy.

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Investing in women and girls delivers exponential returns

Why it works: Women tend to spend more of what they earn on their families and communities, driving economic growth.

Results:

- In Burkina Faso, CARE's nutrition-focused farming training helped cut child malnutrition by one third.
- In India, the SOAR program helped 4.1 million girls go back to school. 95% of them passed their exams.
- In Nepal, SOAR helped 88% of participants learn to read within 11 months.

8

**Engaging men and boys
accelerates equality for women
and girls**

Why it works: To change harmful social norms, men and boys need to be involved as supportive partners in efforts to create equality for women and girls.

Results:

- In South Asia, CARE's Tipping Point Project helped lower the risk of child marriage by 63%. It did this through community dialogue, mentorship for young people, and awareness campaigns for fathers, boys, and local leaders.

9

**Local Leadership lowers costs
and increases impact**

Why it works: Working with local organizations and governments helps achieve goals more quickly, at a lower cost, with longer-lasting results.

Results:

- In Bangladesh, CARE's maternal health program grew from one district in 1999 to 64 districts by 2019, reaching 81 million people. It costs 40% less than similar programs run from outside the country and delivered the same or better health results.

10

**Scaling takes time but delivers
transformative impact**

Why it works: Long-term investments, local expertise, and public-private partnerships are essential for scaling successful programs.

Results:

- CARE looked at 23 large-scale programs reaching 108 million people to identify key success factors, including sustained commitment (10+ years), local leadership, and cross-sector collaboration.
- CARE's new 10x Scaling Platform is designed to replicate and multiply proven solutions global.