



**The MasterCard
Foundation**

DCED Annual Update

Geneva

July, 2014



Financial Inclusion

GOAL: Scale access to a financial inclusion to improve the quality of life for people of all ages in Sub-Saharan Africa.

Individuals and
households

Smallholder farmers and
related businesses

Vulnerable and hard-to-
reach poor





Financial Inclusion

- Expanded program to \$300 million.
- 33 active projects, scaling access to financial services, especially savings to poor rural clients.
- Strengthened 136 financial service providers and microfinance networks in some of the poorest countries with high levels of financial exclusion.
- The MasterCard Foundation Financial Inclusion Symposium is an annual event focused on translating insights about client needs into new financial products and services.
- Expanded use of mobile and branchless banking.



Economic Opportunities for Youth

- Innovated and connected Youth Learning and Financial Inclusion – created Economic Opportunities for Youth Program.
- Invested \$195 million.
- 22 active projects in the areas of skills development, entrepreneurship, and connections to markets.
- Designed integrated approach – access to skills, jobs, and financial services – to prepare young people for jobs in growth sectors of the economy.
- Testing novel approaches to equip young people with skills and to connect them to employers.
- Tracking “Learn, Earn and Save” pilots (our first group of projects that connect both Programs).





The MasterCard Foundation Agriculture Portfolio

Within the broader scope of the agricultural sector, The MasterCard Foundation has worked to:

- **Develop the technical, business and financial management skills of young people** to work in the agribusiness sector as employees and entrepreneurs so they earn a sustainable livelihood.
- **Support institutions to serve the financial needs of those who work in agriculture and agribusiness**, through the development of new products and services.
- **Support leading agricultural learning institutions** that will, through the education of students with high potential, lead to greater innovation in agricultural and rural development.





New Funding Mechanisms

- **Fund for Rural Prosperity \$70M (pending approval);**
 - Three competitive windows: *new financial innovations* in credit, savings, mobile, insurance, asset finance.
 - *Scaling* financial products for rural areas and agriculture;
 - *Partnership and farming training*, FSPs and specialized agriculture organizations focused on capacity building and financial products for small-holder farmers.
 - Dalberg as learning partner.
- **Economic Opportunities for Youth RFP \$60-70M;**
 - Agriculture and agri-business in Ghana and Uganda and construction in Ghana.
 - ODI as learning partner.
- **Economic Opportunities for Youth Innovation Fund \$5M;**
 - Training, mentoring and early stage financing for young entrepreneurs and organizations focused on removing persistent barriers to youth employment and enterprise development.