



For 40+ years, iDE has empowered 40+ million people to become self-reliant through entrepreneurship, using market-based solutions to fight poverty across Africa, Asia, and Latin America.

**USAID FUNDING HAS STOPPED.
AND IT'S IMPACTING iDE
COMMUNITIES. HERE'S HOW.**

iDE

- **Children** risk missing out on school, as they enter the workforce to help their families. As a result, they are more likely to be forced into child labor and even child marriages, without the chance to learn skills needed to generate income on their own.
- **Families**' health outcomes often deteriorate, as they lose access to safe sanitation, menstrual pads, and prenatal health care.
- **Mothers** risk being unable to provide fresh nutrient-dense food and clean drinking water for their children.
- **Farmers** are in danger of losing access to finance to buy the next season's inputs, irrigation equipment, and fertilizer, agriculture services like ploughing, and market connections to sell their crops.
- **Young people**, some of whom are parents themselves, struggle to find a decent job. They could be forced to migrate and might be vulnerable to recruitment by extremist groups.

ETHIOPIA

In Ethiopia, iDE Boosts Economic Resilience But 725 Households May Still Lose Out

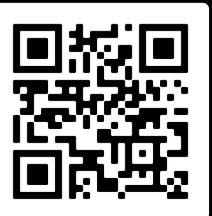
The loss of USAID funding will affect 725 families, leading to over \$240,000 in lost livelihood savings.

Impact on WASH:

- PPReSERVE Project: \$289,067 loss in funding
- WASHPals2: The cancellation of USAID's WASHPals2 research has resulted in a funding gap for the national-level sanitation subsidies research that iDE is currently implementing with Waterloo Foundation.

“ We have a good latrine...(but) we started a new one because we need to improve it with cement. Though it is expensive, once we do it, it will serve for a long time. ”

— Lay Gayint, Latrine User





MADAGASCAR

iDE Madagascar Will Support 195,000 Families—But That Could All Stop.

iDE was set to support **195,000 households with 840,000 individuals**, but an estimated **\$27M of potential savings**, which would have been achieved through improved health outcomes, **could be lost for households facing poverty in Madagascar**. A devastating outcome after a highly successful first year.

Impact on WASH:

- Madagascar: Loss of new office (2024)—the first in a decade for iDE—which was entirely WASH x USAID funded.
- Rano Maharitra: \$1,904,055 loss in funding.
- Dio Sera: \$8,883,891 loss in funding.

iDE is driving sanitation markets in rural and underserved urban areas, empowering local businesses to restore dignity, improve health, and enhance nutrition for last-mile communities.

“ By creating a more supportive environment and providing targeted technical assistance, we can empower small-scale entrepreneurs to develop and deliver effective sanitation solutions that improve public health outcomes, drive economic growth and resilience in the face of climate and economic challenges. ”

MOZAMBIQUE

Without iDE's USAID-funded programs in Mozambique, 408,000 people will remain in poverty

Some **62,000** rural farmers could miss out on a combined \$70,000,000 in household income.

Impact on WASH: The cancellation of iDE's two major USAID programs has significantly impacted our staffing structure and operational capacity, putting at risk our two smaller WASH grants with World Vision and UNICEF.

“ The most important thing I value from iDE is that after training us to work as a family, I have realized that things have positively changed in our marriage.

We now plan and make decisions together—something I never dreamt would happen to me. My husband now consults me when he wants to make financial decisions.

”





BANGLADESH

**In Bangladesh, 140,000 Families Could Miss Out
On Potential Household Savings**

**\$88,000,000 in potential earnings is at risk for rural
communities in Bangladesh's most remote areas.**

Impact on WASH:

- Bangladesh Nutrition Activity : \$1,238,798
loss of funds**

“ At first, I thought iDE might purchase products from me like other NGOs, but after participating in the training, I understood. They were here to show me how to grow my business. **”**

— Mohammad Mubeen Mia, iDE Bangladesh Entrepreneur

CAMBODIA

In Cambodia, iDE is building a market for WASH, but while impact grows, progress on poverty reduction, sustainability, and access is at risk for thousands of people

iDE has discovered and proven that there is a demand for sanitation services with an astounding **70% closing rate** in signing people up to receive waste collection services in the pilot district.

Impact on WASH:

- The cancellation of USAID funding is impacting iDE Cambodia's ability to pay national office staff roles, undermining the future of our Solid Waste Management work.

“ The energy, enthusiasm, and mounting evidence around SWM feel very much like the early days of our work in sanitation marketing. ”

– Mike Roberts, Former iDE Cambodia Country Director





GLOBALLY

\$250,000,000

In Economic Impact at Risk

2,000,000

People Impacted Globally

440,000

Households in Poverty
Will Miss Out on Opportunities

6

Countries Impacted
Across Asia & Africa

HOW YOU CAN HELP

CHAMPION:

- Collaborate with iDE on conference panel sessions.
- Partner with iDE on co-branding opportunities like our upcoming 2025 Spring Campaign.

INVITE:

- **Consider introductions:** We're always looking to collaborate with new funders seeking strategic partnerships to enhance the quality of programming that we deliver.
- **Strategic partnerships:** We are seeking strategic partnerships to enhance the quality of programming that we deliver with implementers whose values align with iDE.

INVEST:

- Accelerate and increase your support to ensure continuity between projects.
- Consider making your support as flexible as possible to help iDE respond and pivot in a time of extreme instability.

We remain confident in our approach.

We know the market offers the best way to incentivize people and find sustainable solutions that can be passed down through generations.

iDE strives for a global average of \$10 in annual income or livelihood savings for our clients for every dollar we deploy across our global portfolio.*

ideglobal.org

*Calculated on a three-year
rolling global average.

