

Outcomes Working Group Webinar 7 : FRIENDSHIP BRIDGE EXPERIENCE

26 January 2016

SPEAKERS:

Caitlin Scott, Friendship Bridge, SP Manager

Astrid Cardona de Paiz, Friendship Bridge, Country Director

Frances Sinha, Facilitator of this working group



Agenda

- Introduction by Frances
- Presentation on FRIENDSHIP BRIDGE
- Discussion with participants

Our speakers today



Caitlin Scott –
Social Performance
Manager



Astrid Cardona de
Paiz –
Country Director

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- Introduction by Frances
- Presentation on **FRIENDSHIP BRIDGE**
- Discussion with participants



Questions for Friendship Bridge

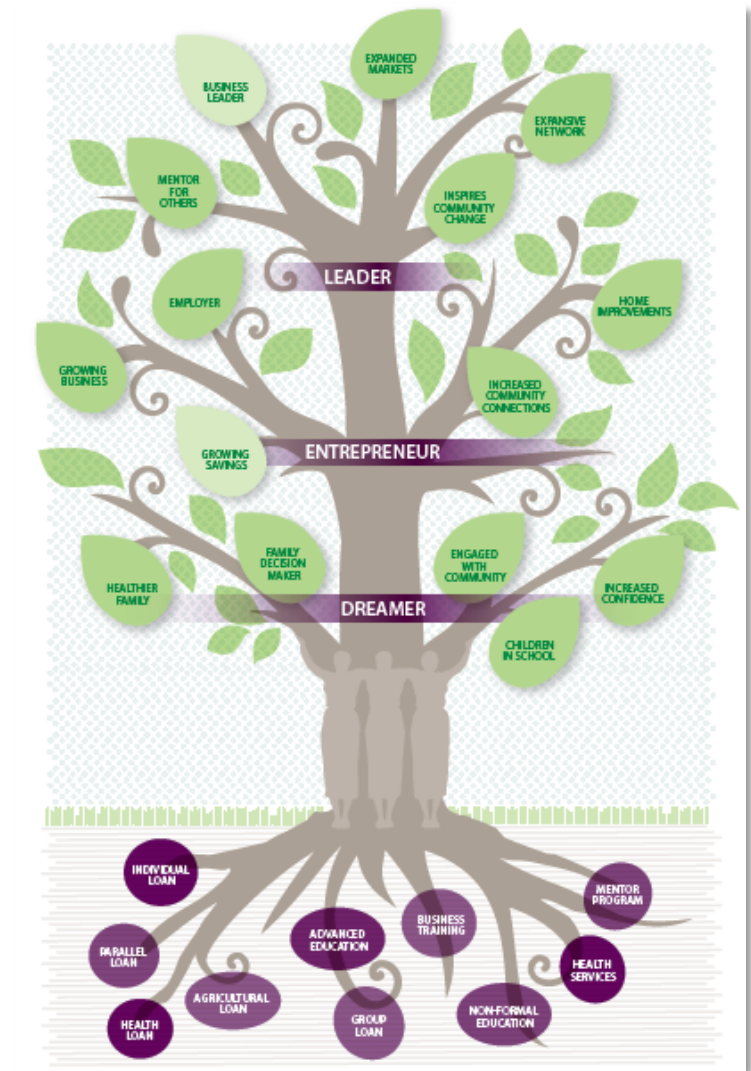
1. What is your theory of change?
2. What do you aim to measure?
3. How do you measure?
4. How do you analyze?
5. How do you use your findings?
6. What have you learned?
7. What are your current plans?

FRIENDSHIP BRIDGE, Guatemala

- Microcredit *Plus*
- Village banking methodology
- 100% women, largely rural and indigenous
- 1998 began operations in Guatemala
- 14 Departments in Guatemala, 7 branches
- 29,262 clients served in 2015
- \$14.1M disbursed in 2015
- \$317 Average Loan for new clients
- 133 Employees – 67% female

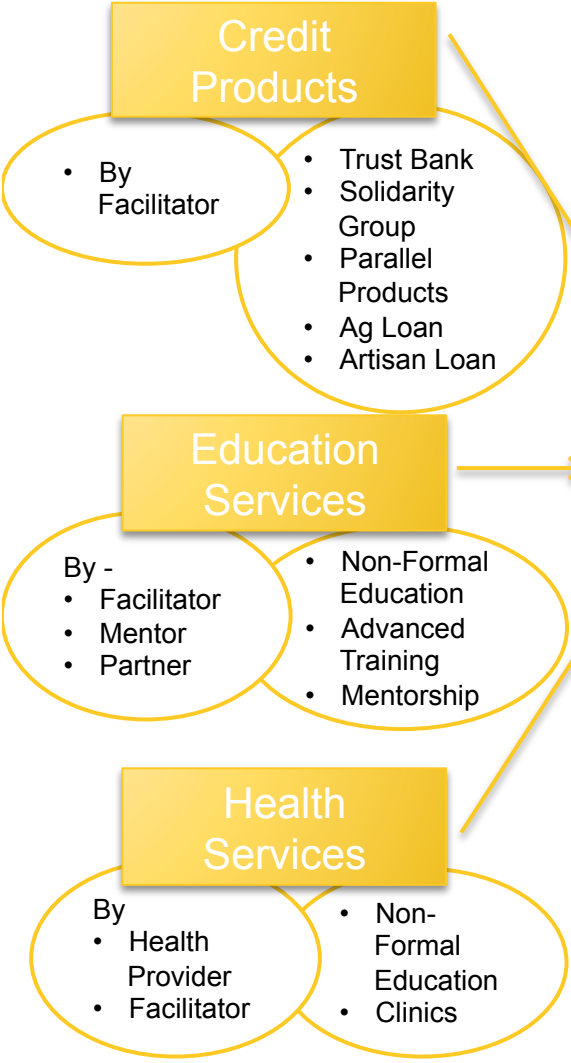
Our Theory of Change

Mission Statement –
To empower Guatemalan women to create a better future for themselves, their children, and their communities through microfinance and education





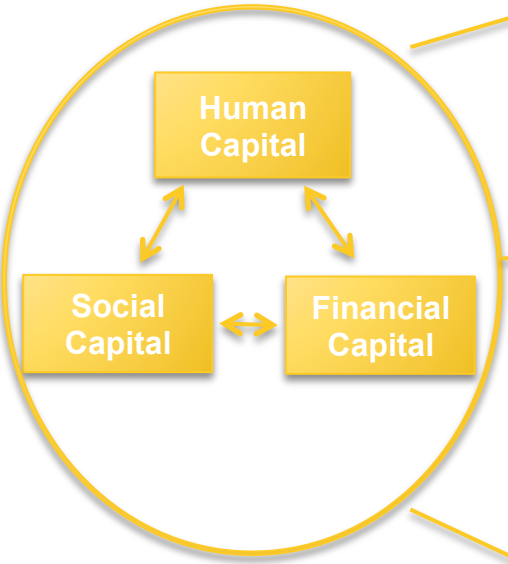
Interventions



Methodology



Benefit Process



Outcomes



What do we aim to measure?

We use 3 types of data to measure our expected outcomes –

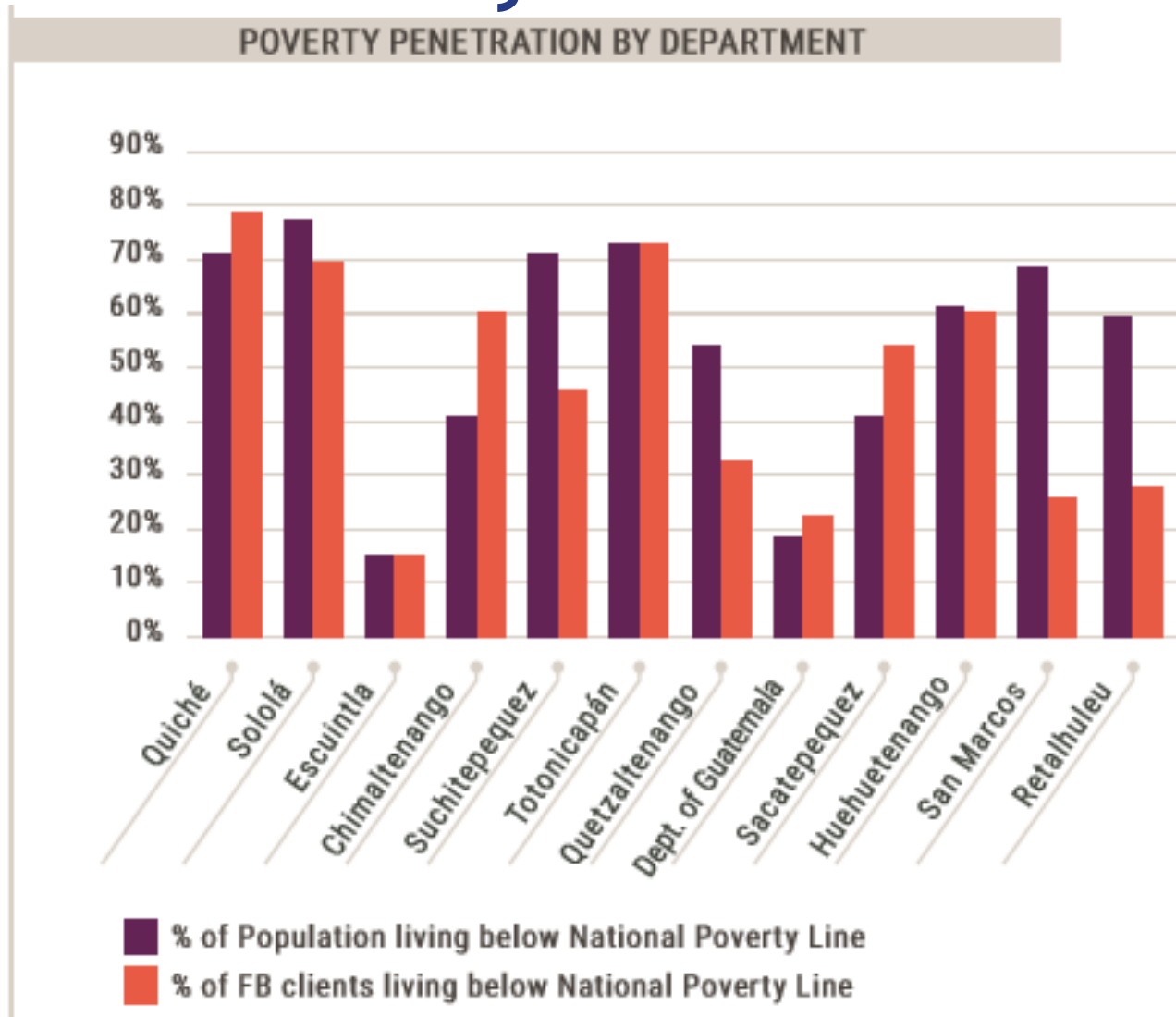
1. Short-term or Outputs – ex. # of clients served
2. Medium term or Indicative – ex. Client perception of change
3. Long-term or Outcome – Pre and Post data

Indicator	Outcome Area	Data Type	Time between observations
Change in Poverty Likelihood	Poverty Alleviation	Outcome	1/+ years
Change in Children Enrolment Rate	All	Outcome	1/+ years
Change in Net Revenue	Business Development	Outcome	1/+ years
Change in # of Employees	Business Development	Outcome	1/+ years
Change in # of Business Control Tools used	Business Development	Outcome	1/+ years
Achievement of objectives of new products and services	Various	Outcome and Indicative	1/- years
<i>Since becoming client -</i>			
• Client Perception of Change in Savings Habits	All	Indicative	Not Applicable
• Client Perception of Change in Business Income	Business Development	Indicative	Not Applicable
• Client Perception of Change in Leadership Participation	Empowerment	Indicative	Not Applicable
Client Perception of Application of Education Topics	All	Indicative	Not Applicable
Client Perception of Benefits for Family	All	Indicative	Not Applicable

How do we measure?

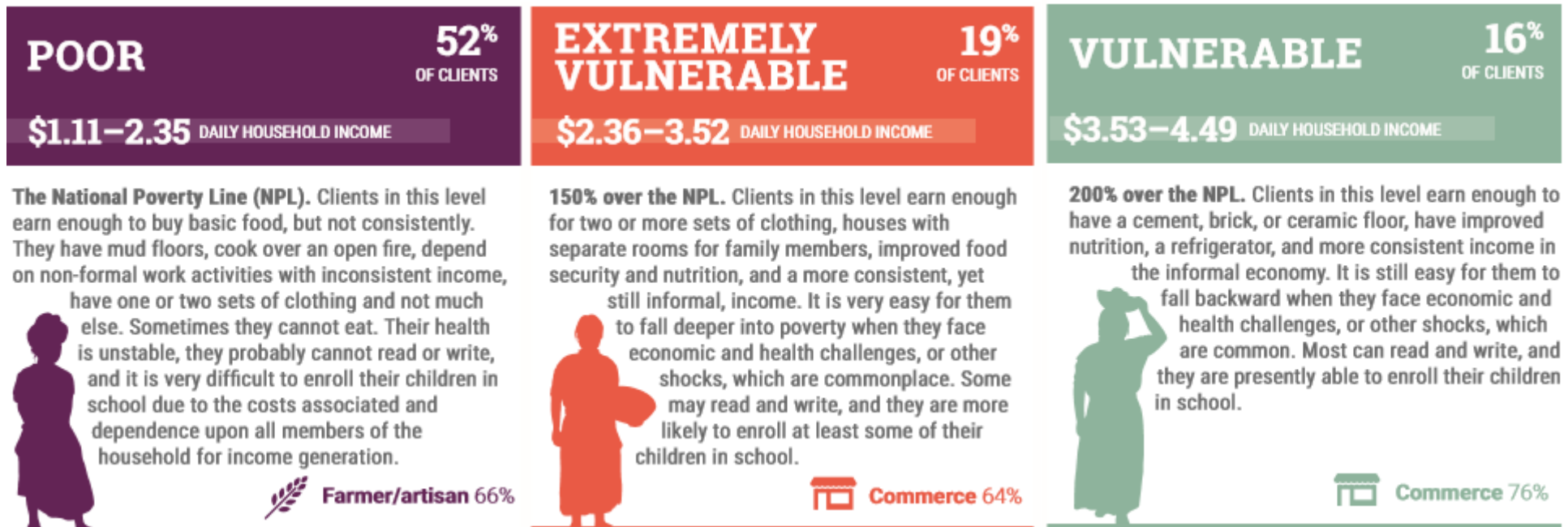
Tool	Methodology
1. Credit Application	<u>Census</u> - Facilitator collects from all clients at pre-credit meeting or repayment meeting
2. PPI – <i>since 2011</i>	<u>Census</u> – Facilitator collects from all clients during disbursement meeting
3. Business Evaluation – <i>since 2012</i>	<u>Census</u> - Facilitator collects from attending clients as part of one month’s education session at repayment meeting
4. Satisfaction Survey – <i>since 2012</i>	<u>Stratified Sample</u> – 5% sample of clients stratified by facilitator. Client Advocates attend repayment meeting, select by lottery, and interview after meeting
5. Exit Survey – <i>since 2012</i>	<u>Stratified Sample</u> – 5% random selection of exited clients stratified by facilitator. Client Advocates interview in client home
6. New Products and Services – <i>since 2013</i>	<u>Stratified Sample</u> – Methodology varies but sample should reflect distribution of clients by facilitator.

How do we analyse?



Based upon 22,051 PPI collected in 2014, representing 74% of clients, 99%, for NPL, +/-0.6%

Segmenting by Poverty Level

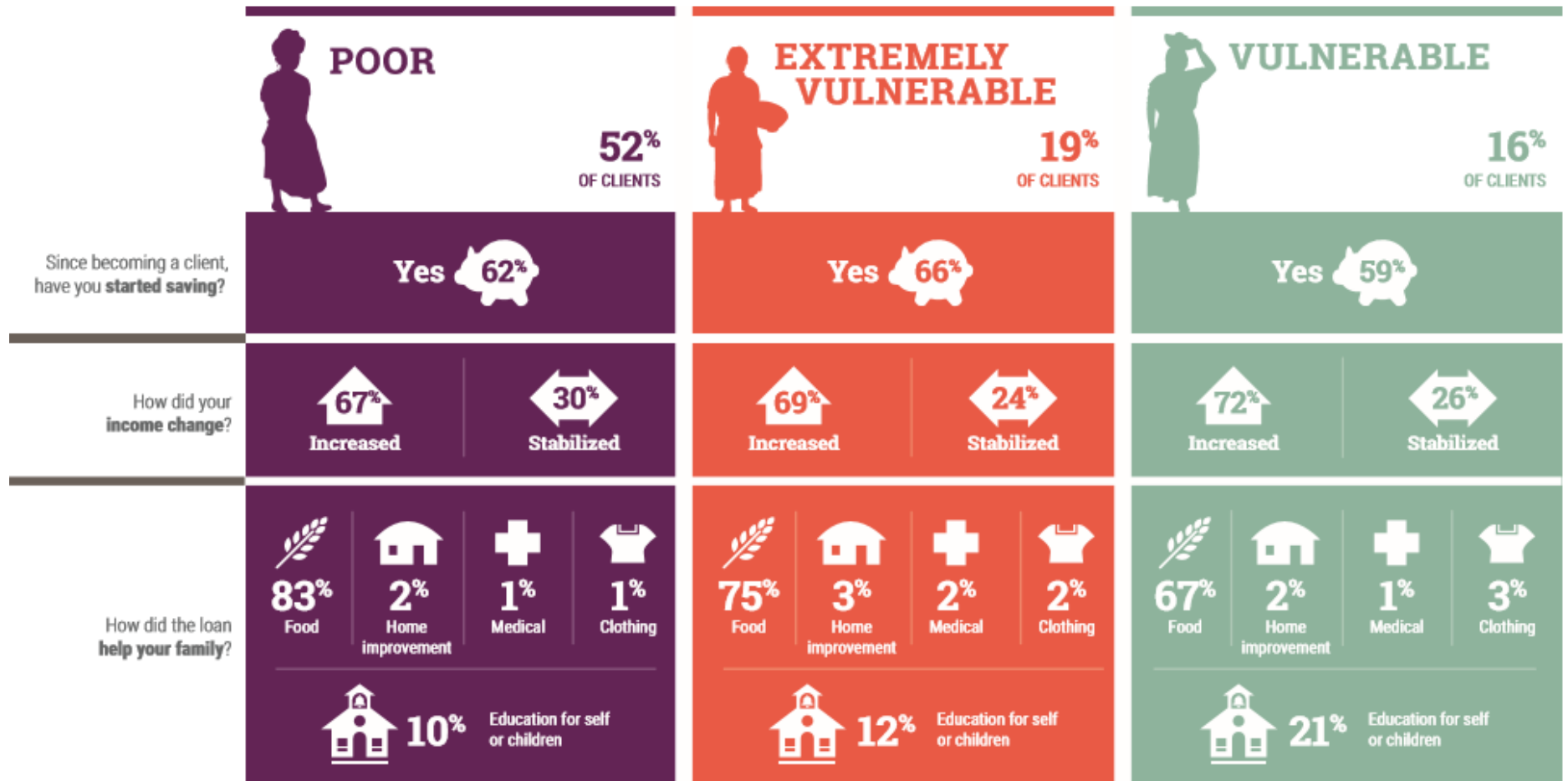


<https://www.friendshipbridge.org/what-we-do/social-impact/>

Segmenting the data

Poverty Level Likelihoods (Guatemala – 2006)				
PPI Score	Extremely Poor	Poor	Extremely Vulnerable	Vulnerable
0-4	71.7%	100.0%	100.0%	100.0%
5-9	64.5%	100.0%	100.0%	100.0%
10-14	64.4%	99.1%	99.8%	99.8%
15-19	45.3%	99.2%	99.7%	100.0%
20-24	33.5%	91.7%	99.7%	100.0%
25-29	25.0%	90.0%	98.6%	100.0%
30-34	15.9%	83.0%	97.2%	99.4%
35-39	11.3%	70.3%	92.2%	98.8%
40-44	7.3%	60.3%	85.3%	95.6%
45-49	2.2%	52.2%	83.0%	95.7%
50-54	0.7%	25.3%	64.0%	89.9%
55-59	0.4%	25.5%	63.5%	87.8%
60-64	0.0%	8.1%	39.2%	73.5%
65-69	0.1%	7.3%	35.0%	56.2%
70-74	0.0%	3.9%	15.9%	31.2%
75-79	0.0%	4.4%	11.7%	29.7%
80-84	0.0%	1.9%	7.8%	24.1%
85-89	0.0%	0.2%	1.6%	4.2%
90-94	0.0%	0.0%	1.0%	4.5%
95-100	0.0%	0.0%	0.0%	0.0%

Analysis by Segment



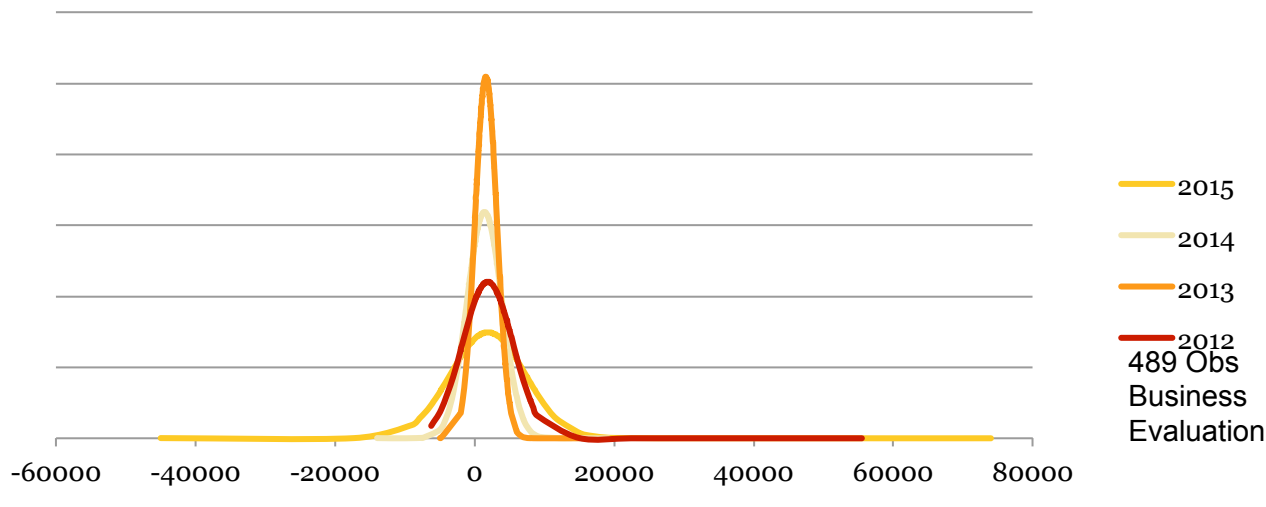
Other Analysis



FOR EACH SUCCESSIVE LOAN CYCLE, CLIENTS ARE
19% MORE LIKELY
 to report having taken on a leadership role.

1261 Observations – Satisfaction Survey, $p > 0.01$

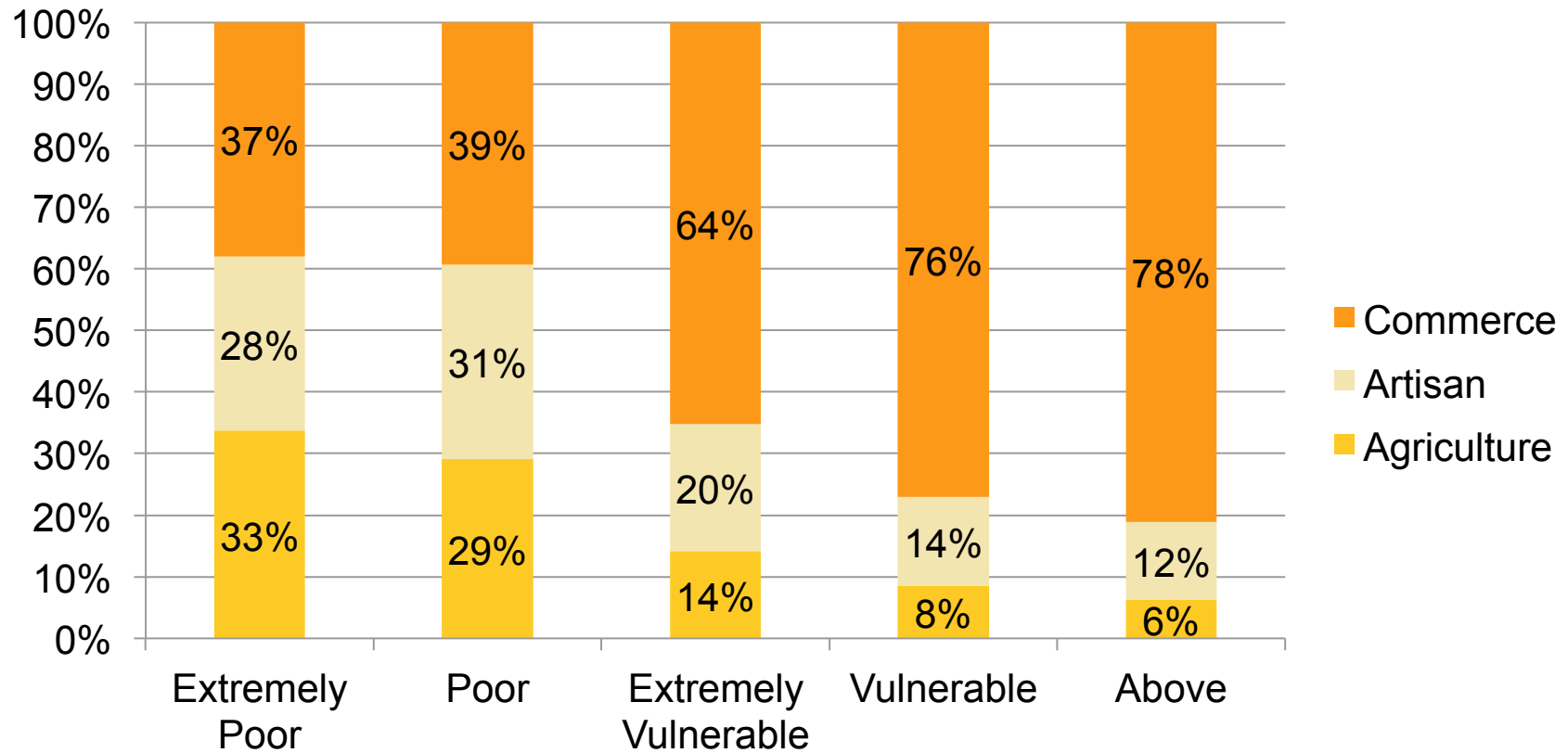
Avg Net Income (paired)



How did your income change after becoming a client?		
Answer	Avg # of Cycles	Count
Increased substantially	4.10	200
Increased a little	4.06	634
Remained the same	3.85	370
Decreased a little	3.06	53
Decreased a lot	2.00	4
Grand Total	3.95	1261

Use of findings


Poverty Level by Sector



For every successive cycle, a client is more likely to improve poverty score

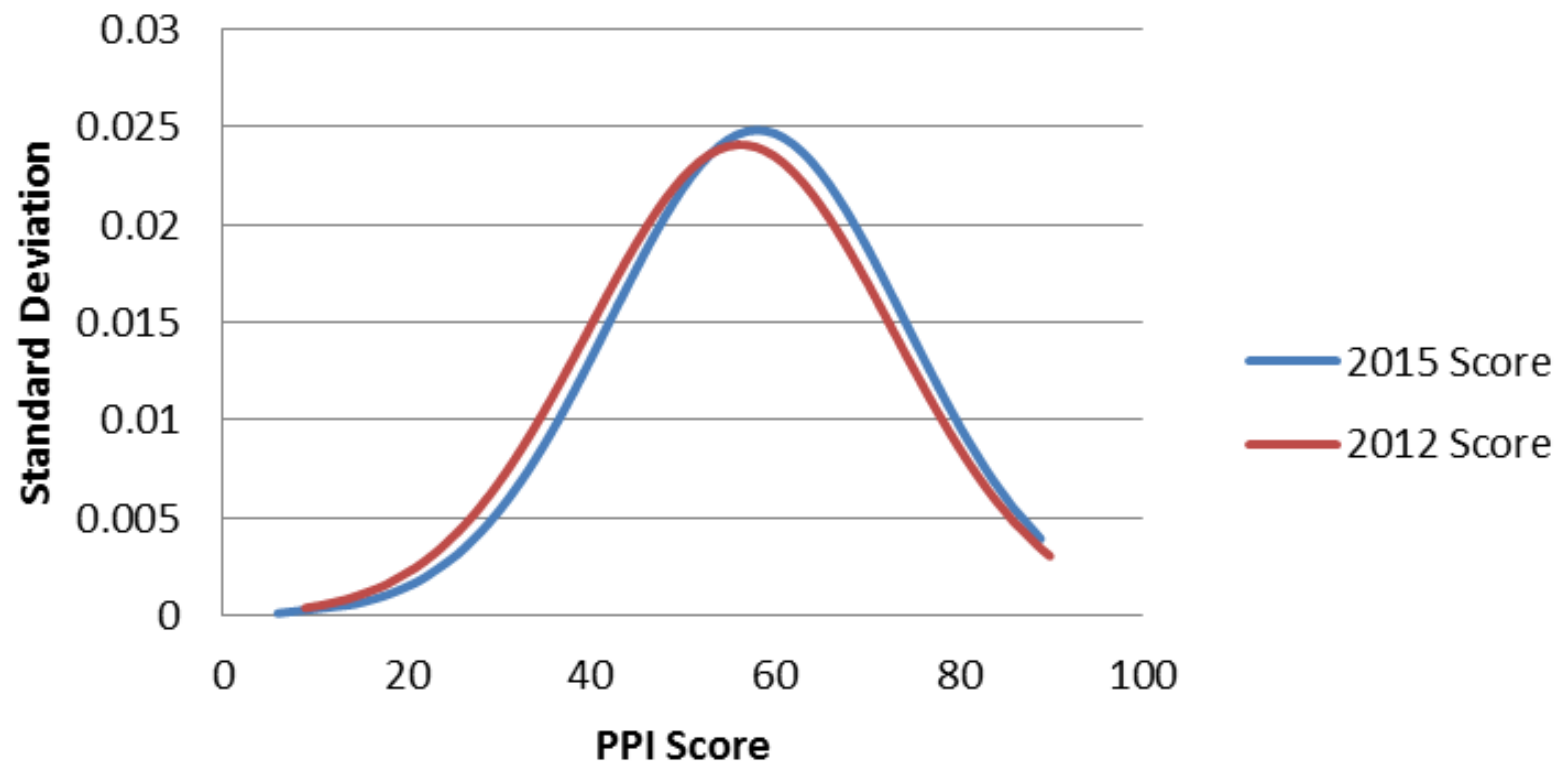
- based on PPI 2013 to 2014, 1,913 observations, $p < 0.1$

Poverty Likelihood	Poverty Likelihood Change (2013-2014)			No. Clients
	Backward	Stayed	Forward	
Extremely Poor	N/A	31%	69%	35
Poor	2%	79%	19%	879
Extremely Vulnerable	26%	42%	32%	365
Vulnerable	32%	43%	25%	339
Above	42%	N/A	N/A	295
Total	18%	61%	20%	1,913



Target Market

Change PPI Score - paired



569 observations, $p < .01$

Business Evaluation

- Collected annually for 4 years
- Collected by facilitators in repayment meeting
- Indicators included –
 - Monthly Revenue/Expenses
 - # of Employees
 - # Business control tools used
 - Inventory Value
- Results were inconclusive
 - Did not make sense
 - Did not triangulate with other sources



What we have learned

1. Baseline data builds profiles
2. Representative samples require strong process controls
3. Take advantage of tested survey instruments
4. Outcomes must be clearly linked to program activities
5. Client objectives are diverse
6. Context matters



What we have learned

7. Regular reporting to ensure serving target market
8. Involve clients in setting objectives
9. A lot of data is good, but application of data is better

Current plans

1. Re-design of methodology and tools
2. Mixed methods evaluation
3. Evaluate PPI methodology
4. Leverage technology for field and for reporting

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Thank you

- For follow up, please contact: info@sptf.info, francesinha@edarural.com
- Please note: presentations and recordings from all Outcomes Working Group Meetings are being posted to the SPTF website, working groups page:
<http://sptf.info/sp-task-force/working-groups>