

## **'Breaking the Bottleneck'**



An initiative of *freedom*  
from Hunger

*Being launched in India, Mexico and West Africa*

### **The Problem**

There are more than 800 million people on the planet who are suffering with chronic hunger and poverty. With such a variety of high-quality self-help programs being implemented throughout the world by hundreds of well-meaning organizations, why is progress so slow?

### **Freedom from Hunger's Response**

Freedom from Hunger's five-year strategy calls on us to address this massive problem in new ways on a massive scale. *Reach* (formerly known as the Training Network Initiative, or TNI) is a response to this call for greater scale. It represents an alternative distribution strategy in that it seeks to serve a *greater variety of local organizations* than in the past through a network of low-cost service centers that offer a *greater variety of services* to support groups of very poor women and their families. In short, *Reach* seeks to break this 'bottleneck' between supply and demand of high-impact development tools and services.

### **Reach Mission**

*Reach* brings knowledge, life skills, and linkages to massive numbers of poor, rural women to build futures of health, hope and dignity for themselves and their families. *Reach* does this by leveraging the power of groups and the dynamism of private enterprise to deliver proven services brokered from an array of global development organizations.

### **Reach Goals**

- Broker highly successful courseware, technologies and strategies produced by Freedom from Hunger and other development organizations.
- Strengthen the capacity of a large number of local service agencies to provide poor groups of women and their families with high-impact financial and non-financial services and facilitate linkages to complementary services provided by others.
- Improve the lives of vast numbers of poor, rural women and their families.

### **Reach Structure**

*Reach* is based on a franchise *or* franchise-like distribution model, to achieve impact at massive scale:

- Structured as a decentralized network of low-cost service centers;
- Serves many local service agencies that form and serve groups of poor women; and
- Recovers costs to sustain provision of services over time.

### **Reach Measures of Success**

*Reach* has three fundamental measures of success that support Freedom from Hunger's business plan:

- **Impact:** *Reach* seeks to achieve positive impact in the lives of poor women and the members of their families.
- **Scale:** To make a significant contribution to the massive numbers of chronically hungry people in the world, *Reach* seeks to achieve positive impact among millions of poor people.
- **Sustainability:** To achieve positive impact at a massive scale, *Reach* needs to sustain its service to local service agencies and their services to the poor, rural women they serve.

Revised 10-05