

“I felt compelled to commit myself to educating people, helping them change their minds and have more hope.”

— Gilbert Goudayi,
VABEP executive director

Helping Beninese Prevent HIV and Increase Income



VABEP presented HIV prevention education to this group in the Adogleta district of Cotonou, Benin, in March 2007.

Summary

Year-one investment: \$42,372

Total investment: \$127,724

Expected change: 10,120 lives

Cost per life impacted: \$12.62

Project duration: 36 months

Sector: Health

Focus: HIV/AIDS

Organization: Volontaries Associes Pour le Bien-Être des Peuples (Volunteers' Association for People's Well-Being, VABEP)

Location: Benin

Geneva Global ID: 073283

Delta Score: *(What's this? See page 7.)*

5.41

Our recommendation and fit within overall Initiative

This project effectively addresses Cotonou's HIV prevalence, which is twice the national average, by focusing on prevention efforts and income-generating activities among women. This project is consistent with the Initiative's goal of driving down infection rates in Cotonou, as well as with the Beninese government's plans to address the disease.

Expected Change

An investment of \$127,724 expands VABEP's efforts to provide HIV prevention education, microloans and business training to poor Beninese women. A total of 10,120 people will be impacted, some in multiple ways:

- **8,500 women** commit to sexual abstinence or monogamy
- **900 women** seek voluntary HIV counseling and testing
- **550 female entrepreneurs** and family members benefit from increased income
- **170 women** are trained to educate others in HIV prevention and participate in women's support groups

Project overview

Poverty and a lack of HIV education make Beninese women vulnerable to infection; some are exposed to the virus through traditional practices such as polygamy, while others must turn to prostitution for survival income. This project combines HIV prevention education with loans and training to help women start and grow small businesses, working in Cotonou's districts of Avotrou-Akpakpa, Agbato-Akpakpa, Saint Cécile, Zooungo and Hlwacodji. Thousands of women will commit to premarital sexual abstinence or monogamy, reducing their risk of contracting HIV, while hundreds of people will benefit from increase family income.

Vision

Gilbert Goudayi,
VABEP executive director

"I had led programs in rural areas where the level of poverty has a great impact on the lifestyle of people. People are careless and they are open to any kind of situation. I have seen people cut down by their own ignorance because of their carelessness. I felt compelled to commit myself to educating people, helping them change their minds and have more hope, at the same time engaging in profitable businesses.

With the progress of HIV infection, many women in slums and rural areas are really vulnerable, as ignorance and traditions

does not allow them to decide to protect their own lives.

"I have seen people cut down by their own ignorance."

"Since I got involved in grass-roots development, I feel satisfied, as I am daily helping and

boosting people's lives. Our concern in VABEP is to organize youth camps for students during vacations, and to have a consistent evangelistic outreach in the communities, where we hold open-air meetings to lead people to Christ. VABEP has a network with churches, social groups and community leaders to help in the planning and the supervision of project implementation. VABEP also organizes Bible studies in the income-generating groups, and uses HIV discussion groups to communicate the Gospel, leading some members to the saving knowledge of Christ."

Snapshot



What's wrong

Cotonou's location along a major West African corridor makes it a stopping point for truckers, immigrants and tourists, as well as the prostitutes who serve them. Cotonou is ringed by slum areas with prostitutes and drug abusers. Both groups are at high risk of HIV infection.

What's right

Rural Beninese migrate to and from Cotonou to seek work, so cutting the infection rate in Cotonou can have a nationwide effect. Given resources, community organizations in Cotonou can turn around rising HIV infection rates and help avoid an AIDS epidemic.

Project budget

Item	Year 1	Year 2	Year 3	Total
Business loan fund	10,686	10,686	10,686	32,058
3 facilitators	4,800	4,800	4,800	14,400
Half of project manager salary	3,600	3,600	3,600	10,800
Transportation to HIV testing and counseling	1,776	3,552	5,328	10,656
Stipends for income-generation trainers	3,000	3,000	3,000	9,000
Equipment and transportation for HIV awareness campaigns	2,500	2,500	2,500	7,500
Food and lodging for trainees	2,000	2,000	2,000	6,000
Stipends for trainers of peer educators	2,000	2,000	1,500	5,500
Midterm and final evaluations	0	2,500	2,500	5,000
Stationery	1,000	1,500	1,500	4,000
Video projector, camera and monitor	3,923	0	0	3,923
Transformer, generator and fuel	1,667	980	980	3,627
Transportation	1,200	1,200	1,200	3,600
Quarterly audit	1,000	1,000	1,000	3,000
Office utilities, service and maintenance	920	920	920	2,760
Office communications	870	870	870	2,610
Office rent	530	530	530	1,590
Public address system	400	400	400	1,200
Furniture	500	0	0	500
Total	\$42,372	\$42,038	\$43,314	\$127,724

Picturing Life Change



Entrepreneurial women aided by VABEP gather in Cotonou's Adogleta district to learn about HIV prevention in March 2007.

Key implementer data

Project investment vs. annual budget

- First-year project investment is 30 percent of VABEP's total 2006 income
- VABEP has six full-time workers, two part-time workers and 160 volunteers

Up close

"I am a single mother with three children. I live in an abandoned building. I used to go to the market to wash plates for people who sell food, and I would gather the leftovers to feed my children. I heard about an organization that helps people, and I went to meet them. I was surprised when after they listened to my story they decided to give me a loan if I was ready to do something on my own. I started to sell coal in the compound where I live, and I realized that many people needed it. I am able to fix up the room where I live, and I can feed my children with no problem."

– Eugenie Zinsou of Cotonou

Track record

VABEP has 11 years of experience in HIV prevention education, voluntary HIV counseling and testing and income generating activities in Cotonou. In 2006 and 2007, VABEP reached 26,593 people with prevention education, including 2,522 who sought counseling and testing. A total of 72 people who tested positive for the virus were referred to health centers for treatment and care. VABEP also increased the income of 2,725 family members through microloans to 882 women. The repayment rate in 2006 was 92.4 percent.

Bogue Koffi, a Geneva Global Network member in Benin, visited VABEP's operations. Koffi cited evidence of the organization leadership's integrity, and found no corruption or misuse of donor funds. "VABEP mobilizes the community to implement projects and focuses on specific target groups. These help them achieve maximum results. I also strongly witness the integrity, transparency and quality of work they deliver to the beneficiaries," Koffi says.

Gilbert Goudayi, VABEP's executive director, is a graduate of the National University of Benin in Cotonou, where he majored in economics and management. He has nine years of experience managing HIV prevention and poverty reduction projects. Goudavi served as the director of the Projet de Microfinance et de la Commercialisation (PROMIC, Microfinance and Marketing Project), a government initiative in northern Benin's Borgou and Alibori departments. Goudavi "is trustworthy and has a good reputation in the community," Koffi says.

Leonard Adjakije, project coordinator, is a medical doctor and has five years of experience in health-related and poverty reduction projects.

VABEP has a strong network with other implementers and donors, including:

- Projet Plurisectoriel de Lutte Contre le SIDA (Multisectoral Project for the Fight Against AIDS), Cotonou
- Programme National de Lutte Contre le SIDA (National Program for the Fight Against AIDS), Cotonou
- Africare, Cotonou

Board members:

- Messan Adjoavi, president
- Madeleine Afade, secretary general
- Estele Domingo, treasurer
- Hypolite Yaovi, planning

Depth analysis

Urgency



Relates to critical unmet needs and underserved people and the window of opportunity to achieve optimal results.

Essential need



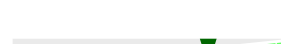
Based on a hierarchy of needs with life and death issues scoring high, promoting self-improvement scoring low.

Depth of impact



Identifies how thoroughly projects affect individuals. Complete or thorough transformation scores high. Light impact or difficult-to-measure results score low.

Endurance of impact



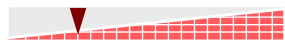
Refers to how long changes last among individuals. Life change that lasts a lifetime scores high. Life change that diminishes and needs to be replenished scores low.

Risk analysis

Aggregated project risk. This score is a compilation of six categories of internal and external risk for this project.



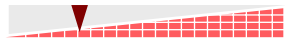
Context



Reflects regional risks outside the organization's control that could prevent project goals from being achieved.

Widespread traditional practices such as polygamy and multiple sex partners, as well as an increasing flow of migrants from other countries, increase the spread of HIV.

Clarity



Refers to clear links among project design and scope and estimated Life Change impact, and reflects design risks.

Peer educators may drop out of the program, though financial incentives and community recognition will help retention.

Coherence



Refers to clear links among the project, the organization's experience and the Strategic Initiative goals, and reflects related risks.

The project aligns with the goals of the Initiative and national policy to counter the spread of HIV through behavioral change and poverty alleviation in specific groups and areas.

Credibility



Refers to the organization's reputation, and reflects risks related to the organization's governance and integrity of its leaders.

References support VABEP's effectiveness and the integrity of its leadership. Financial statements are externally audited. No Board members are employed by the organization.

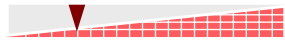
Capability and capacity



Refers to the organization's ability to achieve project goals, and reflects risks related to leadership, staff and finances.

VABEP leadership and project staff have been in place for more than four years. VABEP's executive director and project leaders have adequate experience in similar projects.

Continuous improvement



Refers to the organization's record of monitoring, evaluating and improving projects, and reflects related risks.

VABEP has effective plans in place to monitor progress and final impact of the prevention education program, as well as repayments of loans.

Overall key risks

- This project does not provide referrals to care for HIV-positive people, or for orphans and vulnerable children
- Income-generating activities are vulnerable to economic instability

Up close

"I use to sell food for the people in my area to feed my family, and was able then to send my two children to school. But after the death of my husband, I became sick and lost everything in caring for my sickness. I became healthy after some time, but could not gather money to start my trade. I became desperate and I [visited] churches and public places to ask for money to feed my children, who [had] left school because of lack of money. It was during this period that I had the opportunity to meet the staff of VABEP, who came to our area for sensitization on HIV.

"Since the time I met the staff of VABEP, they have been following me to encourage me to start an activity and to leave the life I was living. I told them that I was active but the death of my husband and my sickness has seriously affected me. They then gave me a loan of \$40 to re-open my business. ... I am now stable – doing my business, caring for my children – and I am ready to send them back to school as I am saving money every week to keep them in school."
– Madeleine Alogbo

SUMMARY The following document, a logical framework (log frame), is a standard development tool that links project budgets, activities and outputs to the project benchmarks and provides a way to review the project at a glance.				INDICATORS	VERIFICATION
Time Period	Beneficiary Group	Target Number	Type(s) of Life Impact	Indicators of Impact	Cite means of assessing indicators
9 months after receipt of funding	Women at risk	1,000	Understanding transmission of HIV/AIDS	Number of women committing to sexual abstinence or monogamy	Signed written commitments
9 months after receipt of funding	Women at risk	150	Increased healthy behavior	Number of women seeking voluntary counseling and testing (VCT) and returning for test results	Clinic records Reports from peer educators and facilitators
9 months after receipt of funding	Peer educators	30	Ongoing involvement of peer educators in peer support and accountability groups	Number of peer educators with ongoing involvement in peer support and accountability groups	Monthly reports from facilitators
9 months after receipt of funding	Women at risk	350	Increased household income	Improved nutrition and increased number of meals per day Paying school fees, buying uniforms for children, children attending school Ability to afford basic household supplies Number of women and family members gaining income from safe work	Beneficiaries' testimonies Reports from family members and facilitators Monitoring and evaluation reports
21 months after receipt of funding	Women at risk	2,500	Understanding transmission of HIV/AIDS	Number of women committing to sexual abstinence or monogamy	Signed written commitments
21 months after receipt of funding	Women at risk	300	Increased healthy behavior	Number of women seeking voluntary counseling and testing (VCT) and returning for test results	Clinic records Reports from peer educators and facilitators
21 months after receipt of funding	Peer educators	60	Ongoing involvement of peer educators in peer support and accountability groups	Number of peer educators with ongoing involvement in peer support and accountability groups	Monthly reports from facilitators
21 months after receipt of funding	Women at risk	450	Increased household income	Improved nutrition and increased number of meals per day Paying school fees, buying uniforms for children, children attending school Ability to afford basic household supplies Number of women and family members gaining income from safe work	Beneficiaries' testimonies Report from family members and facilitators Monitoring and evaluation reports

SUMMARY The following document, a logical framework (log frame), is a standard development tool that links project budgets, activities and outputs to the project benchmarks and provides a way to review the project at a glance.				INDICATORS	VERIFICATION
36 months after receipt of funding	Women at risk	5,000	Understanding transmission of HIV/AIDS	Number of women committing to sexual abstinence or monogamy	Signed written commitments
36 months after receipt of funding	Women at risk	450	Increased healthy behavior	Number of women seeking voluntary counseling and testing (VCT) and returning for test results	Clinic records Reports from peer educators and facilitators
36 months after receipt of funding	Peer educators	80	Ongoing involvement of peer educators in peer support and accountability groups	Number of peer educators with ongoing involvement in peer support and accountability groups	Monthly reports from facilitators
36 months after receipt of funding	Women at risk	550	Increased household income	Improved nutrition and increased number of meals per day Paying school fees, buying uniforms for children, children attending school Ability to afford basic household supplies Number of women and family members gaining income from safe work	Beneficiaries' testimonies Reports from family members and facilitators Monitoring and evaluation reports

YEAR 1 OUTPUTS: Specific deliverables necessary to produce the Impact results stated above

Time Period	Output Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
3 months after receipt of funding	Prevention education material prepared and distributed to peer educators 30 peer educators selected 3 facilitators selected Training materials, stationery purchased	Number and type of prevention education materials prepared Number of peer educators selected Number of facilitators selected Number and types of training materials and stationery bought or prepared	Committee meeting minutes, discussion points Management meeting minutes Receipts
9 months after receipt of funding	40 peer educators trained and deployed HIV/AIDS prevention education provided to 3,000 people 150 people referred to public VCT clinics 350 women receive loans and business training	Number of peer educators trained and deployed Number of women educated in abstinence or monogamy Number of people receiving VCT Number of women receiving loans and business training	Activity reports from training Beneficiaries' testimonies Number of women referred to VCT Clinic reports Weekly attendance reports of accountability group and peer educators meeting

YEAR 1 ACTIVITIES: Tasks in the project necessary to produce the above outputs

Time Period	Activities Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
3 months after receipt of funding	Prevention education material prepared and distributed to peer educators 30 peer educators selected 3 facilitators selected Training materials purchased	Preparing prevention education materials for peer education Number of peer educators in process of selecting beneficiaries	Reports of encounter logs tallying people participating Reports on progress of preparing materials, peer educators and facilitators Human resources department report Receipts for equipment purchased
9 months after receipt of funding	30 peer educators trained and deployed HIV/AIDS prevention education provided to 6,000 people 150 women receive VCT 350 women receive loans and business training	Number of peer educators trained Number of prevention education sessions and attendees Number of women referred to VCT Number of women receiving loans and business training	Report on peer educators training event including date, location and number of participants Report on numbers of peer educators trained, age and gender of trainees; location, date and type of training Report summarizing encounter logs that include number and ages of women identified for income generating activities Family members' testimonies

YEAR 2 OUTPUTS: Specific deliverables necessary to produce the Impact results stated above

Time Period	Output Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
21 months after receipt of first funding	Prevention education material prepared and distributed to peer educators 30 peer educators trained and deployed 6,000 people trained through peer education in HIV prevention 300 people receive VCT 450 women receive business training and loans Midterm evaluation conducted	Number and types of prevention education materials prepared Number of peer educators trained Number of people receiving HIV prevention training Number of women receiving VCT Number of women and family members benefiting from income-generating activities Result of midterm evaluation	Beneficiaries' testimonies Number of people receiving VCT Clinic reports Weekly attendance records of accountability group meeting Quarterly reports from ongoing HIV prevention education meetings Spot check during prevention education Midterm evaluation document

YEAR 2 ACTIVITIES: Tasks in the project necessary to produce the above outputs

Time Period	Activities Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
21 months after receipt of first funding	Prevention education material prepared and distributed to peer educators Midterm evaluation conducted 60 peer educators trained 6,000 people receive HIV prevention education 300 people receive VCT 450 women receive business training and loans	Preparing prevention education materials for peer education Number of peer educators trained Number of women receiving VCT Number of women receiving business training and loans	Report on peer educators training event including date, location and number of participants Report on numbers of peer educators trained, age and gender of trainees; location, date and type of training Report summarizing encounter logs that include number and ages of women identified for income generating activities Family members' testimonies

YEAR 3 OUTPUTS: Specific deliverables necessary to produce the Impact results stated above

Time Period	Output Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
36 months after receipt of first funding	Prevention education material prepared and distributed to peer educators 80 peer educators trained and deployed 9,000 people trained through peer education in HIV prevention 450 people receive VCT 550 women receive business training and loans Final evaluation conducted	Number and type of prevention education materials prepared Number of peer educators trained Number of people receiving HIV prevention training Number of women receiving VCT Number of women and family members benefiting from income-generating activities Result of final evaluation	Beneficiaries' testimonies Number of people receiving VCT Clinic reports Quarterly reports from ongoing HIV prevention education meetings Spot check during prevention education Final evaluation document

YEAR 3 ACTIVITIES: Tasks in the project necessary to produce the above outputs

Time Period	Activities Completed	Indicator of Completion	<i>Cite methods of determining status of Outputs</i>
36 months after receipt of first funding	Prevention education material prepared and distributed to peer educators 80 peer educators trained 5,000 people receive HIV prevention education 450 people receive VCT 550 women receive business training and loans Final evaluation conducted	Preparing prevention education materials for peer education Number of peer educators trained Number of women receiving VCT Number of women receiving business training Final evaluation in process	Report on peer educators training event including date, location and number of participants Report on numbers of peer educators trained, age and gender of trainees; location, date and type of training Report summarizing encounter logs that include number and ages of women identified for income generating activities Beneficiaries' testimonies

Geneva Global's Strategic Initiative Approach

1 Plan

Geneva Global's specialists and client investors explore solutions to local problems that result in clearly defined social change.

2 Identify

Determine Strategic Initiative goals and objectives.

1. Explore needs, focus of investment and availability of local implementers.
2. Engage potential implementers and funding agencies to clarify plans.
3. Refine granting strategy and conduct a baseline study.

Qualify

Conduct due diligence.

3 Fund and monitor

Disburse funds, build capacity and monitor progress:

1. Disburse funding after agreements are signed.
2. Share best practices.
3. Monitor projects against agreed-upon milestones.

Evaluate

Compare performance with goals and objectives to gauge impact:

1. Compare performance with baseline data.
2. Record lessons learned.
3. Celebrate achievements.

A Strategic Initiative is a solution-oriented approach designed to catalyze Life Change. It requires careful communication and planning among local leaders in a project area, Geneva Global staff and the client investor. The results benefit all involved.

Key ingredients for each Strategic Initiative include:

- Establishing clear and measurable goals for social change through a landscape study, a granting strategy and a baseline study.
- Selecting effective implementing organizations whose programs and projects align with the established granting strategy and provide the best local approaches to address local needs.
- Collaborating and sharing knowledge among funded organizations to encourage effective use of best practices. This may happen in many ways, including implementer conferences, workshops and client site visits facilitated by Geneva Global.
- Conducting ongoing monitoring and evaluation of funded projects, as well as communicating with implementers and donors on the progress of the Strategic Initiative projects.
- Conducting a final evaluation of the Strategic Initiative to determine the measurable and lasting Life Change achieved.
- Exploring how additional funding could enable the most effective implementing partners to continue addressing the most critical needs in the region. This encourages expansion of the most effective organizations and programs through results-based funding. In the end, the best of the best expand their work, improving the marketplace among social entrepreneurs.

A Strategic Initiative is a portfolio of multiyear projects within a specific geographic area. Through collaborative investment from multiple client investors, a Strategic Initiative results in clearly defined social change, often focused on a single issue or developmental sector of global priority.

Projects are researched and chosen to create portfolios that will achieve results greater than the sum of the projects. A Strategic Initiative spans three to five years. Grant amounts for individual projects within a Strategic Initiative are typically \$1 million or more, but will vary according to geography, capacity of local implementers and the specific issues addressed.

Who is Geneva Global?

Geneva Global Inc. is an advisory services firm providing independent research and guidance for highly effective and rewarding giving within the developing world. Beginning with careful listening and leveraging extensive field expertise, Geneva Global provides a combination of insight, access, and influence so donors can invest in life-changing giving.

What is a *Delta Score* and how is it calculated?

The Delta Score is a universal measurement that makes it possible to compare projects, regardless of type or location. The Delta Score calculates the depth and breadth of Life Change from a project and compares it to the most common form of international giving, child sponsorship. The scoring system is calibrated so a Delta Score of 1 equals successful sponsorship of one child. This means a project with a Delta Score of 7 is expected to produce seven times more Life Change than if an equivalent amount of money were spent on child sponsorships.

What do you mean by expected *Life Change*?

One of the most serious flaws in traditional philanthropy is the lack of ways to measure success. How do you know whether your contribution did any good? We define Life Change as a direct, material and measurable difference in the quality of a person's life. A life is changed when an AIDS orphan is integrated into a loving family, when a mother achieves economic security by starting a small business, when an infant's life is saved by a vaccine, when a girl completes her education or when a slave becomes free from bondage.

What is the *Risk analysis* and how is it determined?

Based on Geneva Global's extensive experience, projects are only recommended that have acceptable levels of risk. However, tolerance for risk varies among donors. Geneva Global finds, researches and recommends projects that range from daring to stalwart. The Risk analysis provides an at-a-glance indicator to help you match your desired amount of risk for a particular project.

What is the *Depth analysis*?

The Depth analysis provides an at-a-glance indicator to help you gauge the overall priority of the recommended project. Looking at a range of project assets, this measure provides a global perspective of the uniqueness, time-bound urgency, depth of impact and length of expected change. All measures to help you clarify the comparable value of this recommended project.

Whom do I contact to fund this project or ask questions?

We welcome the opportunity to discuss this project with you and explore opportunities for tax-deductible investment in this specifically targeted Life Change. If you do not have a specific Geneva Global advisor to assist you, please contact Christine Messa in our client services department (in the United States, 610-254-0000; or CMessa@GenevaGlobal.com).



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