

# Breaking Down Barriers to Prosperity

The DMDO is a social enterprise in Tanzania breaking down barriers to prosperity so people can take charge of their lives.

Through innovation and our *Impact Multipliers*, we offer donors **\$100 of Value for \$50 of Investment**<sup>1</sup>.

## Barriers to Prosperity

We believe that individuals are prosperous where they have the *opportunity* to improve their economic, social and political well-being through the exercise of their own free will

While different communities will have their own barriers peculiar to their location and environment, we know that there are **cornerstone barriers** that block people's capacity to prosper:



- **Sickness & Disease** can stunt children's growth and retard development and exclude adults from productivity.
- **Poor Education** deprives children of a springboard to employment.
- **Malnutrition** causes stunting and interrupts brain development among children.
- **No Capital or Credit** means individuals cannot invest for future income.
- **Negative Mindset** limits individuals' opportunity to improve their well-being.

## WASH +

We have spent recent years refining our **WASH +** model, which will use *Impact Multipliers* to provide a **uniquely compelling impact value**.



## WASH

<u><b>Clean Water Supply</b></u>	<p>We <b>deploy capital</b> to drill boreholes and pump water through miles of pipes within communities so all households have <b>ready access to clean and safe water</b>.</p> <p><b>School attendance</b>, especially for <u>girls like Asha</u>, who would otherwise travel many hours for water. <b>Avoid water-borne diseases</b>. Input to enhanced crop yield to <b>improve nutrition</b>, like for <u>Fadhili</u>. Facilitates <b>improved sanitation</b>, like for <u>Said</u>.</p>
<u><b>Sanitation</b></u>	<p>We <b>deploy capital</b> to build toilets and waste disposal facilities in schools. <b>Marketing and business model innovation</b> <u>incentivise individuals like Shakira</u> to build latrines.</p> <p><b>School attendance</b> for <u>girls during menstruation</u>. Avoid sicknesses (gastro-enteritis, diarrhoea) that <b>reduce nutrition and stunts growth</b>.</p>
<u><b>Hygiene</b></u>	<p>We <b>deploy capital</b> to build hand-washing facilities in schools. We engage community influencers to promote handwashing and other basic hygiene practices.</p>

<sup>1</sup> Calculated based on average communities and donor investment required were it not for DMDO innovations.

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	Hygiene practices prevent the spread of viral and bacterial disease, allowing for school attendance,
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<u><b>Access to Credit</b></u>	We execute World Vision's ' <u>Savings for Transformation</u> ' programme. Facilitate the formation and operation of Saving & Credit Groups, unlocking income generation opportunities.
<u><b>Mindset Change</b></u>	We engage communities through ' <u>Empowered World View</u> ', a programme adopted from World Vision, our implementation partners. Proven to be an effective catalyst for individuals to take charge of their own paths to prosperity, in whichever form they wish it to take.

## *Impact Multipliers*

<u><b>Water Reinvestment Programme</b></u>	Facilitated by <u>pre-paid metres</u> , which DMDO has championed in the region, water tariffs (much less than currently paid) are reinvested into the communities. Funds set aside within community for <b>repair &amp; maintenance of water systems</b> . DMDO recovers investment and reinvests in operations. Enables <b>100% of donations fund capital infrastructure on the ground</b> .
<u><b>Household Connection Financing</b></u>	We have developed a new structure that will <b>crowd in debt from local banks</b> to take water to households. Using bank debt to take water from donor-funded networks to households significantly <b>enhances donor impact</b> and <b>amplifies WASH benefits for communities</b> .

## Why DMDO?

We know that individuals and institutions have many options for their generosity and this can be overwhelming. We try to simplify things.

Giving through intermediaries **can feel inefficient and wasteful**.

Direct giving to an African social enterprise can seem **risky**.

The work can **feel remote** and leave a donor **feeling disconnected**.



**100% of donations will go to the villages and crowd in capital.**



We provide **transparency**.



We provide **meaning and understanding**.

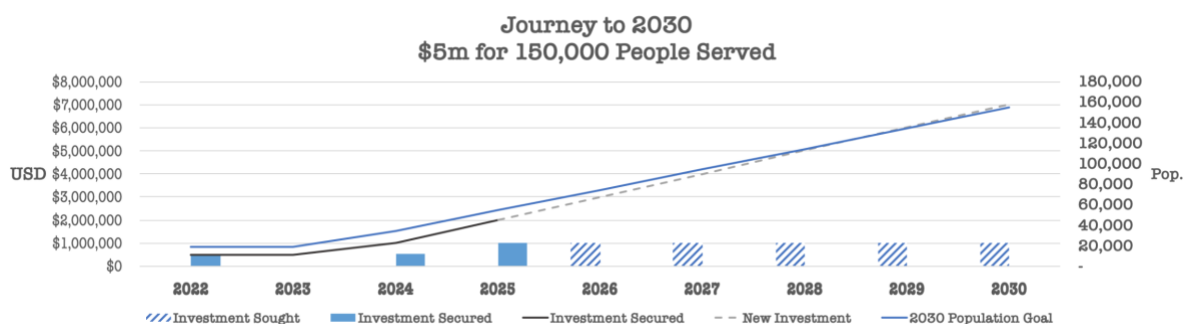
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## Our Funding Model

	Donor	DMDO	Bank	Total	
WASH	\$180	\$30	\$0	\$210	
+	\$0	\$40	\$0	\$40	
<i>Impact Multipliers</i>	\$0	\$0	\$110	\$110	
Household	\$180	\$70	\$110	\$360	People 4
Community <sup>2</sup>	£90,000	£35,000	£55,000	\$355	2,000
Cluster <sup>3</sup>	£900,000	£350,000	£550,000	£1,800,000	20,000
Investment	50%	19%	31%	100%	

## Journey to 2030

We are looking to raise \$5m to secure our Road to 2030.



## How to Support Us

Browse our [website](#). Keep in touch with our work on Instagram and YouTube. [Subscribe](#) to our [Newsletters](#) and [Monthly Financial Reports](#).

Please [get in touch](#) with us to discuss how you can support us on our journey.

<sup>2</sup> These are averages. The population of the community is unrelated to the investment, especially infrastructure; a small population could need a borehole and a large population could just need piping network.

<sup>3</sup> The DMDO tackles one cluster of 10 village communities approximately every 18 months.