

A large group of women and children are gathered outdoors in a rural setting. The women are wearing colorful, patterned saris and headscarves. They are sitting on the ground, some on mats and some on the ground itself. A young boy is standing in the background. The scene is set in front of a simple building with a thatched roof. The overall atmosphere is one of a community gathering or a meeting.

Creating opportunities

November 2020 Update



The BRAC Story

In 1972, Sir Fazle Hasan Abed left his career as an oil executive in London **to return to his home country and do something bigger.**

- BRAC was founded in Bangladesh in 1972 by Sir Fazle Hasan Abed in the wake of a brutal cyclone and devastating war for independence that ravaged the country
- Formerly the Bangladesh Rural Advancement Committee and later the Bangladesh Rehabilitation Assistance Committee, it is now just known as “BRAC”
- The only global-south based international development organization of its scale
- [Video: Sir Fazle Hasan Abed, Up close and personal](#)



Vision

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

Mission

Our mission is to empower people and communities in situations of poverty, illiteracy, disease, and social injustice.





Empowering the poor to take control of their lives

“Poverty is not just poverty of money or income... but also poverty of self-esteem, hope, opportunity, and freedom. People often don’t realize their own activities can change their lives. Once they understand that, it’s like a light gets turned on.”

Sir Fazle Hasan Abed

Founder, BRAC



Get on the good side



**Today, we reach over
100 million people in
11 countries**

BRAC is a global leader in developing and implementing cost-effective, evidence-based programs to assist the most marginalized people in extremely poor, conflict-prone, and post-disaster settings.

Countries of operation





#1 NGO in the world

In 2020,

BRAC was ranked the **number one NGO in the world for the sixth time** by *NGO Advisor*, an independent Geneva-based media organization for its innovation, impact, and governance.



Innovation



Impact



Governance

Nicholas Kristof

of the *New York Times* has referred to BRAC as the **“best aid group you’ve never heard of.”**

Quick Facts

100 million

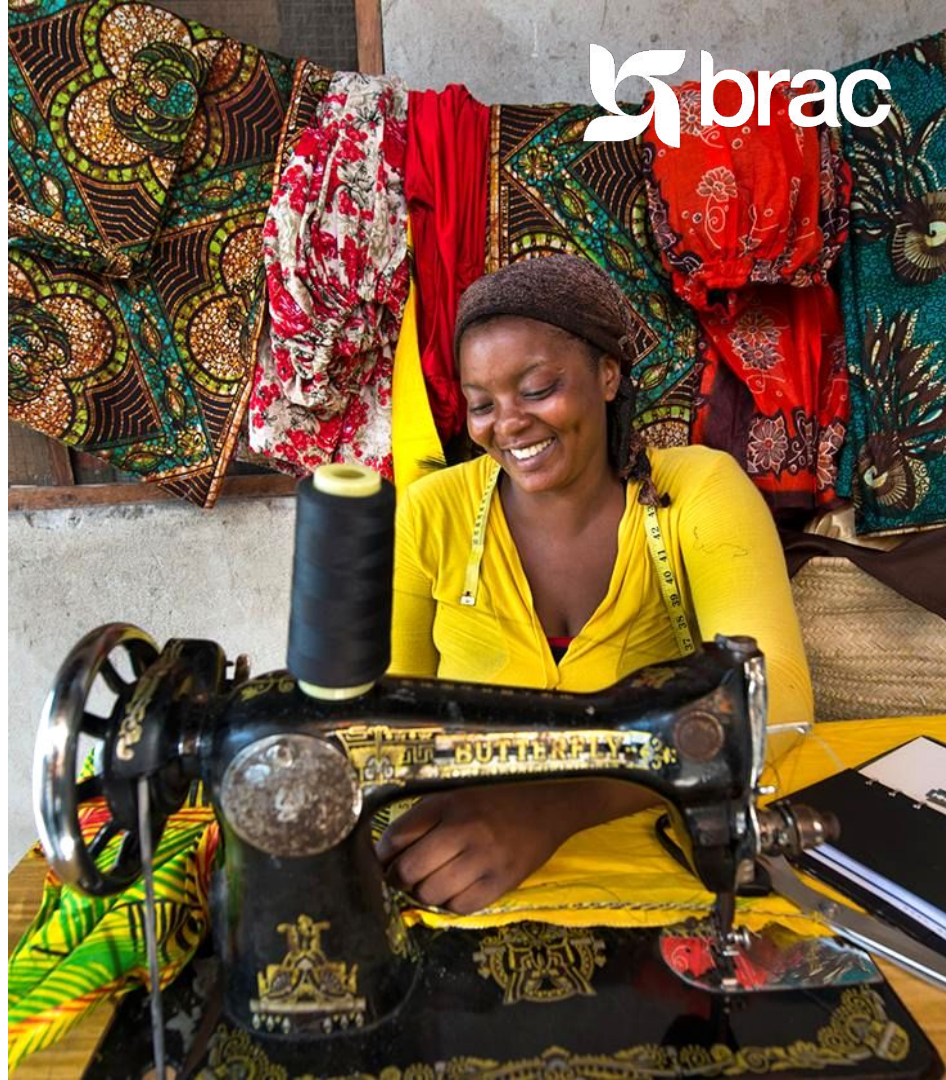
people reached through
BRAC programs

100,000

BRAC staff around the globe

\$1 billion

average annual global budget





Quick Facts

12 million

children graduated from
BRAC schools

14 million

Bangladeshi mothers trained
to make oral rehydration
solution to reduce childhood
diarrheal deaths

50,000

women trained as community
health workers in Bangladesh

Quick Facts

2 million

households transitioned from extreme poverty into sustainable livelihoods

600,000

smallholder farmers trained in climate-smart agriculture or raising poultry and livestock

\$5 billion

in microfinance loans disbursed in 2019





Programs

BRAC takes a holistic approach to addressing poverty, designing complementary, multifaceted solutions. It runs programs in financial inclusion, education, health care, youth empowerment, agriculture, and more; social enterprises; a bank; a university; and one of the world's largest mobile money platforms, bKash.

Financial Inclusion

Access to finance is a universal need for families planning for the future. Financial inclusion can help families weather shocks, increase consumption, invest in businesses, and build stable livelihoods. **BRAC is one of the world's largest providers of financial services for people in poverty, serving over 7 million borrowers, of whom nearly 90% are women.**

[Video | What is financial inclusion?](#)





Health Care

BRAC uses the community health worker (CHW) approach, **training local women as health workers that deliver last-mile health services** and earn money from the sale of basic health goods.

- Maternal, prenatal, neonatal, and child health
- BRAC delivery centers
- Delivery workers and midwives
- Infectious diseases like tuberculosis, diphtheria
- Malaria, HIV
- Oral rehydration solution
- Water, sanitation, and hygiene (WASH)

[Video | Saving lives at the last mile](#)

Education

“A lot of countries think you need to be economically strong to invest in education. I think they ought to invest in education to become economically strong.”

Sir Fazle Hasan Abed

Early childhood

Play Labs in Bangladesh, Tanzania, and Uganda

Primary and secondary

Primary schools, secondary education, and scholarships

Tertiary education

BRAC University, scholarships, and technical training programs

[Video | The power of play](#)





Youth Empowerment

BRAC's youth programs combine social empowerment, economic empowerment, and education to enable young people to reach their full potential. BRAC's programs **empower young people to break the cycle of poverty and unlock their economic potential** through financial inclusion, life skills education, livelihood opportunities, and more.

[Video | Noeline's journey](#)

Agriculture

Smart agriculture has the potential to feed families and empower communities.

**Building
self-sufficiency**

Train farmers in climate-smart agriculture or rearing poultry or livestock

**Value chain
approach**

Link farmers to markets and run social enterprises that provide necessary agriculture inputs and tools

**Innovation and
research**

Conduct research to tackle evolving challenges like climate change

Video | Mary's magic potatoes





Emergency Response

Whether human-made, a natural disaster, or a disease outbreak, BRAC rapidly meets basic needs, inspires resilience, and fosters self-sufficiency for those affected by crisis.

Currently, BRAC is a leading responder to the **Rohingya refugee crisis in Cox's Bazar, Bangladesh** and is also conducting a **comprehensive response to COVID-19** across 11 countries.

[Video | Every child deserves a childhood](#)

Ultra-Poor Graduation

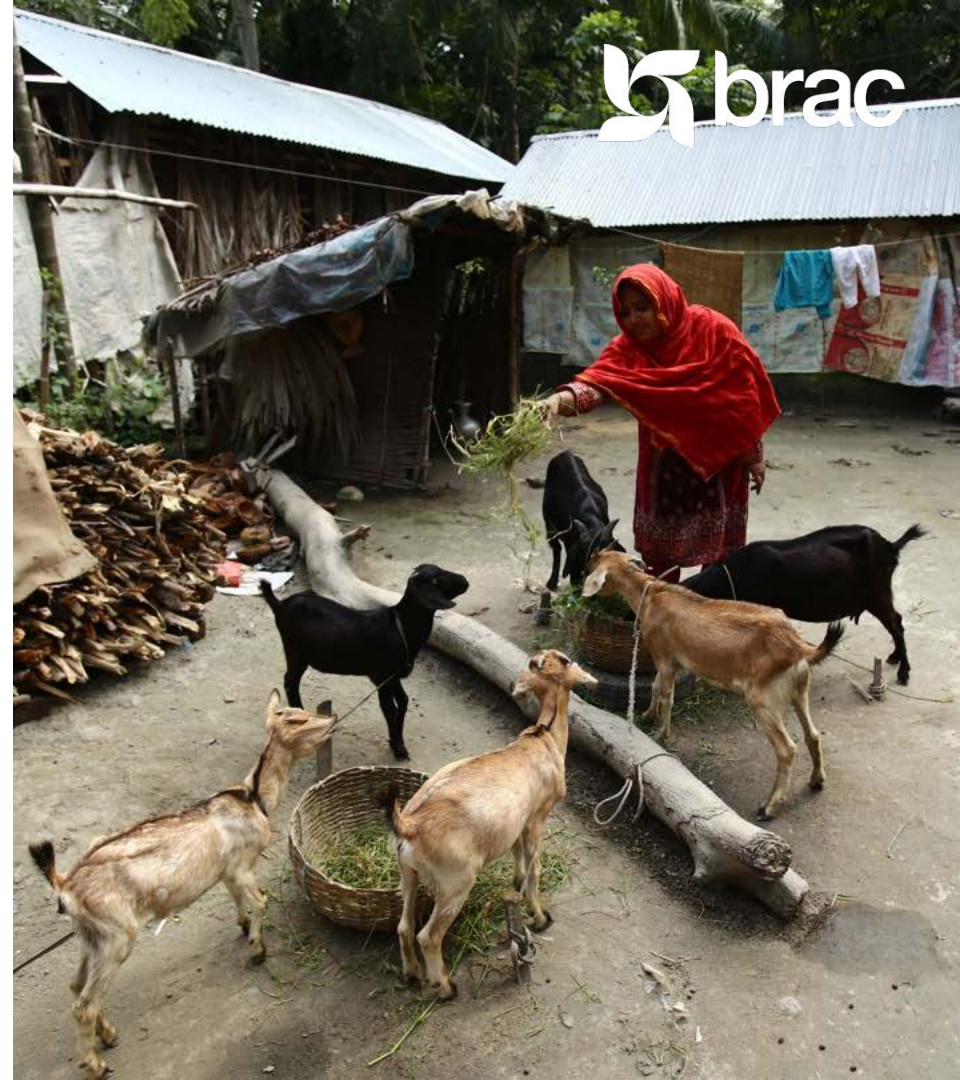
BRAC's flagship Graduation approach empowers women living in destitution **to climb the ladder out of extreme poverty**. It provides women with a productive asset like a goat or cow, support through stipends, and comprehensive training and mentorship to develop a secure livelihood and lift their families out of extreme poverty.

Technical &
life skills
training

Financial and
savings
education

Food,
health,
education
support

**TED talk | 4 steps to ending
extreme poverty**





**Creating opportunities for people to
realize their potential.**

@BRACworld



bracusa.org

