

trickle up

2025-2026

Impact Report

High Stakes, Tangible Outcomes

Letter from the President & CEO

Dear Friends and Partners,

This is a critical moment for communities facing extreme poverty. The disruption of major international aid programs, including USAID-supported initiatives, has created new uncertainty for millions of people who rely on these investments to access opportunity and build resilient futures. The need for effective, evidence-based solutions has never been greater.

At Trickle Up, we know timely investments can create lasting change. This year, together with our partners, we supported thousands of women across five countries to strengthen livelihoods, build savings, improve food security, and increase economic agency. Across our programs, participants achieved measurable gains: 89% met their savings goals, 59% achieved food security, and 73% reported increased decision-making power.

These achievements demonstrate what is possible when proven economic inclusion approaches are paired with community leadership and strong partnerships. As we implement our 2026–2030 strategy, we are focused on reaching five million people by expanding solutions that help women and families build lasting economic security.

Thank you for being pivotal in helping us meet this moment with urgency and positive impact.



Lauren Hendricks
President & CEO
Trickle Up

Impact in Action: Stories of Change

Behind every data point is someone building a stronger, more successful future for herself and her family. Across our programs, women transformed their new skills and opportunities into sustainable economic resilience.



Maya Rajbhar
WINGS
Kolkata, India

“Earlier, I worked hard every day just to manage basic household expenses. Today, my hotel provides a stable income, and I can plan for my children’s future with confidence.”

When Maya Rajbhar joined WINGS, she supported her family by selling tea and snacks from a roadside cart, earning just enough to cover daily expenses. After participating in entrepreneurship and financial literacy training, she expanded her business into a thriving hotel serving traditional Bengali meals. Today, Maya earns more than five times her previous daily income, keeps business records, saves regularly, and continues to reinvest in her enterprise. Her success has improved her family’s financial security while inspiring other women in her community to pursue entrepreneurship.



Bryseida
FUERTE
Oaxaca. Mexico

“With the income and savings we’ve built, my husband and I were able to build a larger, safer house for our family.”

Bryseida’s walls are lined with vivid bursts of color: embroidered blouses, dresses, and denim jackets. She used the seed money from FUERTE to buy materials for her embroidery business, and now employs 15 women in her community. She sells her embroidered pieces on Facebook Marketplace, shipping her work across Mexico and even beyond. Her next goal, she said, is to take her business out of their living room and open a dedicated shop where her business can fully take shape.



Carmelina Ichich Ixim
PROINSA, Aldea Santa Cruz, Guatemala

“The results of our new clothing business have exceeded all of our expectations, built by teamwork between myself and my husband.”

From selling homemade ice cream to crocheting and raising backyard poultry, Carmelina has long been active in generating income from home. Through the seed capital received via PROINSA, Carmelina and her husband invested in a new clothing business. Today, the clothing store covers essential expenses such as food, their children’s education, and savings, and their monthly sales reach around Q5,000 (US$651.50), with a 50% profit margin.

Impact at a Glance 2026

Reach

7.700
participants

32.452
people reached

120+
partners

80%
locally led

Scale

Programs implemented in **5 countries:**

- Colombia
- Guatemala
- India
- Mexico
- Cote d'Ivoire

On track to reach
5M people
by 2030

Participant Outcomes

89%
met their savings goals

73%
reported increased agency and decision-making

Cross-Cutting Insights: What We Learned

Digital inclusion is economic inclusion

Access to smartphones, digital financial services, and online learning expanded the opportunities for women to participate in local economies.

Savings remain the strongest foundation for resilience

Across projects, women who consistently saved were better able to invest further in their livelihoods, respond to emergencies, and plan for the future.

Data improves program quality

Real-time digital monitoring and baseline research enabled more responsive, evidence-based implementation of our economic inclusion programming.

Scaling happens through systems

The future of economic inclusion depends on equipping local institutions with proven approaches that they can adapt and sustain well into the future.

Local leadership creates lasting impact

Communities, governments, and local organizations are best positioned to sustain economic inclusion beyond the life of individual projects.

Diversified livelihoods reduce vulnerability

Households with multiple income sources were better equipped to withstand seasonal and economic shocks.

Partnerships multiply impact

Working alongside governments and local organizations extends Trickle Up's reach far beyond direct implementation.



Project Spotlight

MPowered

India

Digital Inclusion Creates Economic Opportunity

2,778 women in eastern India combined livelihood coaching and digital tools to strengthen their household resilience. By pairing smartphones with financial education and ongoing mentorship, MPowered demonstrated that digital inclusion can accelerate women's economic participation while increasing confidence, income, savings, and food security.

By the Numbers

- » **2,778 women** trained
- » 74% of participants **increased their income**
- » 92% of participants **increased their savings**
- » 95% of participants **increased their business confidence**
- » **97% of households** were food secure
- » Smartphone ownership increased **from 8% of participants to 61%**
- » **10:1 social return** on investment

Our Takeaway

Digital access means more than simply owning a smartphone. With proper training and practice, technology helps participants expand their access to markets, financial services, information, and opportunity.

Project Spotlight

CRECE

Mexico & Colombia

Building the Foundation for Scale

CRECE launched in Mexico and Colombia to strengthen financial inclusion and entrepreneurship among Indigenous, Afro-descendant, migrant, and displaced women. During its first year, the project focused on building strong community relationships, collecting baseline data, and building the foundations of the systems needed for long-term impact.



By the Numbers

- » **1,904 baseline surveys**
- » **3,300 Indigenous women** to be served
- » 1,000 women receiving **entrepreneurship support**
- » 20,000 women **accessing digital financial education**
- » **320 Colombia participants**
- » **100 seed capital** recipients

Our Takeaway

Strong research evidence combined with trusted community relationships and locally tailored programming can lay the foundation for sustainable scale.

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