



Miller Center

for Social Entrepreneurship

Name of social enterprise: All Across Africa

Mission statement: Alleviating poverty by creating markets and jobs for rural men and women in Africa.

Webpage: www.allacrossafrica.org

GSBI (2016) business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr10MvFKTYAszISYUvq>

Headquarters: San Diego, CA

Location(s) of research: Rwanda and Uganda

Impact to date: 3,000+ artisans provided a source of income; this increased household income potentially benefits 18,000 lives total. 100% of artisans have access to education and healthcare services, 60% have increased ability to save.

Background: Since All Across Africa began GSBI two years ago, Miller Center has partnered closely with it to refine its social impact metrics and secure impact investment. Launched initially in Rwanda, All Across Africa has expanded to Uganda and other African countries. In 2017, a team of fellows conducted social impact research, with deliverables found here

<http://www.globalsocialbenefit.institute/portfolio/all-across-africa2017.html>

The enterprise combines the provision of artisan livelihoods with other social interventions, such as reading and financial literacy education.

The challenge: Help All Across Africa refine its social impact reporting. Specifically, to better understand which of their interventions have the greatest impact, and how many years of working as an artisan is necessary to lift a woman's household out of poverty. This research project will compare the five years of work in Rwanda with the new ventures launched in Uganda, to address questions of interest to the enterprise and its investors.

Action research products needed:

1. A social impact study, building upon the 2017 research project, to better understand the efficacy of the social enterprise's social interventions, and the relationship between length of employment and exiting poverty.

Student skills needed: Interviewing skills, cross-cultural communication, mixed social science methodologies.

Keywords: social impact assessment, financial literacy, artisan livelihoods.