

From social protection to economic empowerment

The Generating Better Livelihoods for Grant Recipients (GBL) project is a national pilot initiative aimed at supporting social grant recipients, particularly child-support grant recipients (CSGs), to transition from social security support to sustainable livelihoods through skills development, entrepreneurship and employment pathways.



About FinMark Trust

FinMark Trust is a non-profit organisation that works to help vulnerable people in communities have better access to financial services. We research and study the issues that make it hard for people to use banks and financial services, share our findings with government, funders, policymakers and financial service providers, and help determine solutions for people with limited means to access these services easily. Our role is to start change to that improve enhances financial services in a way that benefits for everyone and improves lives.

Mission

To make financial markets work for the poor by promoting financial inclusion and inclusive growth

Purpose

Solving challenges that impact livelihoods in SADC by developing financial markets for the real economy

Vision

A world in which all people can use affordable, quality financial services to improve their lives

In partnership with

Partners



The Department of Social Development (DSD) is a South African government department responsible for providing social protection and social welfare services to all people who live in the country. The DSD is committed to empowering individuals, families, and communities to achieve their full potential and live with dignity.



The South African Social Security Agency (SASSA) is a national agency responsible for administering social assistance grants on behalf of the Department of Social Development (DSD). Established in April 2005, SASSA centralises the provision of social security assistance to reduce corruption and improve service delivery. SASSA has a presence in all nine provinces and all local municipalities, which positions the organisation as a suitable entity to lead the implementation of the project as they are accessible to beneficiaries.



The National Development Agency (NDA) is a South African government agency tasked with contributing towards the eradication of poverty and its causes. The NDA was established in 1999 and is an agency of the Department of Social Development (DSD) tasked with implementing projects and programmes that aim to alleviate poverty, empower communities and enhance socio-economic development.



BRAC International (Brac) is a non-governmental organisation that focuses on poverty alleviation and sustainable development. One of its key initiatives is the graduation programme, which aims to empower ultra-poor households to lift themselves out of extreme poverty. The programme provides a holistic approach that addresses the multidimensional needs of these households. Brac funds the GBL project and acts as the technical support provider in its implementation.

About the Generating Better Livelihoods project

The DSD, SASSA, NDA, FinMark Trust and BRAC International have partnered in a pilot project called Generating Better Livelihoods for Grant Recipients (GBL). The project aims to help South African families who receive child support grants by finding livelihood opportunities for them to improve their lives.

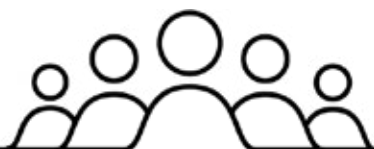
The GBL project started in July 2022 and will run for three years. It is led by FinMark Trust, and together with partners, we are working to connect grant recipients with jobs and skills that can improve their lives in the long run.

What we are doing

We are working with people in the districts and local areas about the pilot project. We have identified the specific areas where we will learn more about how people make a living and what they buy. We are also working with local businesses that can create opportunities for people living in these areas to find opportunities to work and earn income.

Our purpose

There is an urgent need to create opportunities for people who receive social grants to use the funds to improve their lives. We want to find and fill the gaps in skills, create jobs and support people to start and build businesses for themselves and their families.



How we work

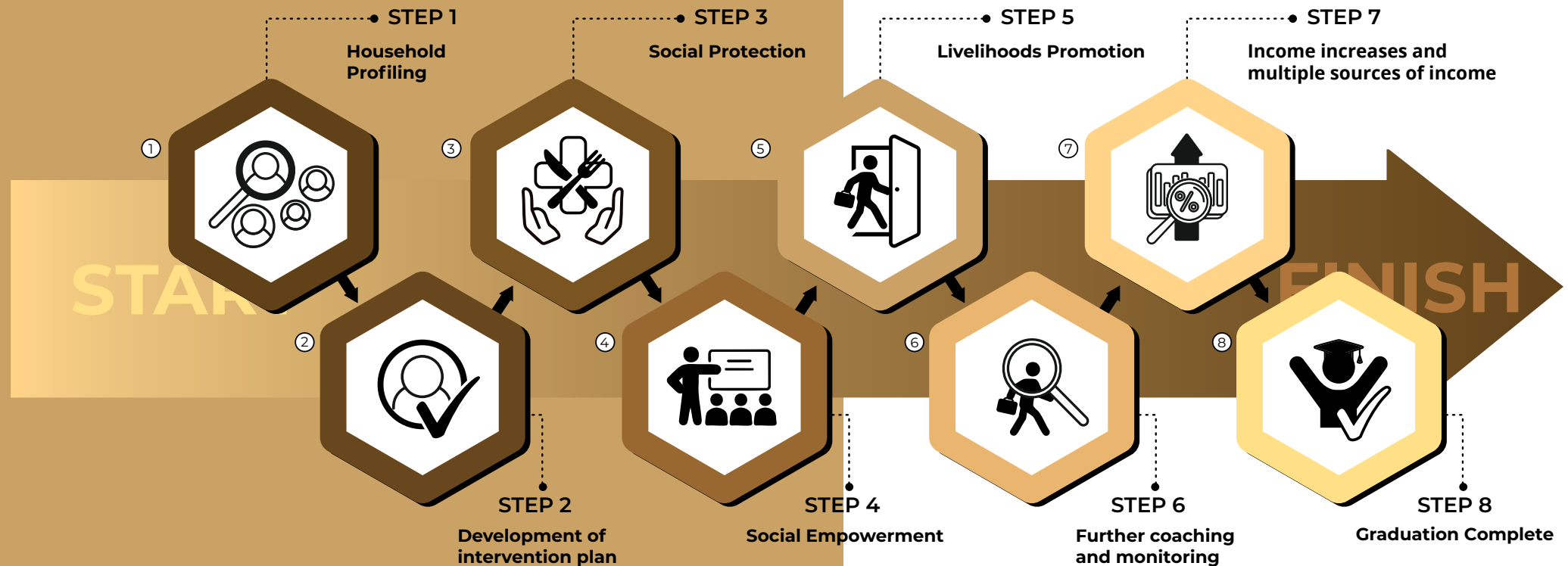
The GBL Graduation Process empowers people participating in the project with a 'big push' out of poverty through a structured, coaching-led approach grounded in four core pillars: social protection, livelihood promotion, social empowerment and financial inclusion.

Participants are supported through eight critical stages – starting with household profiling and tailored intervention planning, progressing through income generation, and culminating in graduation from poverty. This comprehensive framework ensures sustainable advancement and fosters long-term resilience..



THE GBL GRADUATION PILLARS

- SOCIAL PROTECTION**
Provide immediate relief for basic needs
- LIVELIHOODS PROMOTION**
Develop productive income generating activities
- SOCIAL EMPOWERMENT**
Promote inclusion and behaviour change
- FINANCIAL INCLUSION**
Provide income management and increase savings



Meet our team



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GBL Programme Lead



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National Programme
Manager Consultant



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Sebokeng
Gauteng



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Work with us

Community involvement and commitment is important to the success of this project. It will help us find suitable solutions to support better livelihoods for beneficiaries.

Join the WhatsApp group in your community area to learn more about the ongoing and upcoming activities.

Site emails

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Site WhatsApp groups

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