

Butler Law Firm

Funding Application

1. Write an explanation of how your organization will provide the most help to the most people.

Evidence Action will provide the most help to the most people by doing what it does best: scaling evidence-based and cost-effective programs to reduce the burden of poverty for hundreds of millions of people in the poorest places. We bridge the gap between rigorous research and pilot interventions on one hand, and institutionalized programs on the other. By focusing on promising approaches backed by rigorous evidence, we support programs that are measurably effective; by seeking to solve the challenge of scale, we provide cost-effective impact. We operate in six countries across the globe and improve hundreds of millions of lives each year in a measurable way by delivering our evidence-based interventions where the need and opportunity are greatest. We continuously monitor our programs to continue improving upon our models and expanding our reach. Our programs reach over 280 million people globally, contributing to improvements in health, education, and income.

In 2019 we completed our exciting new 5-year strategy, which charts a course to **double our impact** by 2024, measurably improving the lives of hundreds of millions of people and leading the way in evidence-based, cost-effective international development. To achieve this goal, we plan to redouble our commitment to our existing flagship programs and evolve our approach to developing new programs through our new [Accelerator](#). New programs to be tested at scale include iron and folic acid supplementation in India, leveraging the school-based platform developed through our support for school-based deworming to reach millions of children. We are also exploring expanding access to maternal syphilis screening and treatment through supporting governments to scale up use of a new rapid diagnostic test.

We voraciously evaluate, learn and improve our models for scaling with a commitment to transparency on progress, impact, and value for money. We seek to be audacious in changing the way development is done by directing government and donor dollars to interventions that work. We are a “best buy” in international development - as the data shows, the difference between our highly effective programs and others in the field is dramatic.

Consider existing interventions to deworm school-aged children. A 2017 study by MIT’s Jameel Poverty Action Lab (J-PAL) found deworming to be 5x more cost-effective than the second-best intervention for increasing school participation.¹ Four of sixteen evaluated interventions had no effect on participation at

¹ “Roll Call: Getting Children Into School.” J-PAL Policy Bulletin, August 2017.

<https://www.povertyactionlab.org/sites/default/files/publications/roll-call-getting-children-into-school.pdf>

all. The widespread global distribution of intestinal worms – overall 835 million children at risk – and the success of using teachers to distribute medication at schools cost-effectively, provided immense opportunity for scaling this intervention. Evidence Action’s Deworm the World Initiative capitalized on that opportunity, providing support to governments to develop school-based deworming programs that now reach over 280 million children at a cost of less than \$0.50 per child, per treatment. This is one example of Evidence Action’s ability to develop and hone a model with an existing evidence base, moving from promising concept to real-world impact.

By joining with Evidence Action, Butler Law Firm will support us in building a world where hundreds of millions of people in the poorest places have better opportunities and their lives are measurably improved. Achievement of our vision requires an ambitious strategy to drive new program development, by selecting high-potential interventions with massive opportunity for evidence-based, cost-effective impact.

Our flagship programs:

[Dispensers for Safe Water](#)

An estimated 525,000 children under the age of five die from diarrhea each year, often as a result of unsafe water. Childhood diarrhea is still the second-leading cause of childhood mortality. Dispensers for Safe Water installs chlorine dispensers directly next to rural water sources in Sub-Saharan Africa, allowing residents to add a precise dose of diluted chlorine to their jerricans before filling the can with water. The water stays clean for two to three days. Our Dispensers for Safe Water program operates at scale across Kenya, Uganda, and Malawi, providing safe water access to 4 million people today. At a cost of around \$1.28 per person per year, the program is a proven, innovative, and cost-effective approach to increase rates of household chlorination. Dispensers for Safe Water was rated again this year by GiveWell as a stand out charity and the program is also the highest rated nonprofit for clean water by ImpactMatters.

[Deworm the World Initiative](#)

Our GiveWell rated top charity Deworm the World Initiative provides more than 835 million preschool- and school-age children are at risk of parasitic worm infection. The Deworm the World Initiative partners with governments around the world to develop and implement national, school-based deworming programs. These result in treatment of over 280 million children a year, costing on average less than USD \$0.50 cents per child per treatment, with measurable improvements in health, economic, and educational outcomes.

2. Explain how long you have been in operation and describe the processes that you use to evaluate the effectiveness of past campaigns.

Evidence Action was incubated and eventually broke out as its own organization from Innovations for Poverty Action (IPA) in 2013. Based on this ‘DNA’, we have remained keenly focused on ensuring our programs are rigorously evaluated and monitored. We place emphasis on the ability to meet exceedingly high benchmarks for cost-effectiveness and are grounded in sound evidence. Importantly, we have had success in scaling programs that today reach over 280 million people across six countries.

All programs at Evidence Action have a robust monitoring and evaluation framework grounded in a detailed program theory of change. These frameworks include key performance indicators and measurable goals for delivering impact on the path to, and at, scale. Our monitoring and evaluation includes:

1. Data collection design and training: Designs monitoring and evaluation frameworks and research methodologies.
2. Program data management: Designs data collection tools, collects, collates, and cleans data to provide accurate datasets for programs.
3. Data analysis: Conducts analysis on program datasets to ensure that program findings are presented appropriately.
4. Management information systems: Supports programs to conceptualize, design, and implement applications and systems to ensure that programs have timely access to and useful data for day-to-day planning and decision making.
5. Data reporting: Supports programs with timely information in innovative, useful, and clear ways. Translates analyses and research into outputs that can be used by program teams for evidence-based decision making.

In addition, we also undertake costing and cost-effectiveness analyses using actual program costs and results to continuously assess financial performance in light of program impact and use the resulting data to inform programmatic decision making.

Deworm the World Initiative helps governments design monitoring systems to measure effectiveness in achieving intended program results. We also conduct independent monitoring to validate program results, and evaluate the impact of programs in reducing worm prevalence and intensity. In India, for example, Deworm the World Initiative focuses keenly on robust data collection and monitoring processes to accurately assess how many children the program reaches (coverage data) and how well the program is delivered in schools and preschools across the country.

Dispensers for Safe Water employs real-time data to both assess program performance and understand the program's impact on key outcomes. We conduct rigorous monitoring and evaluation to continuously track program adoption rates, dispenser functionality, chlorine stock levels, and a series of other actionable metrics.

We visit both the physical dispensers as well as households in the catchment area to collect this data. Adoption is measured by collecting actual water samples from households and performing an objective test on them (we mix a chemical reagent with the water, and if the sample turns pink, it indicates that chlorine is present). Our monitoring and evaluation teams input this data into mobile phones, which simultaneously provide updates on key indicators to our local, regional, and global offices. We use this real-time data to adjust program operations as necessary, hold staff accountable for targets, and track our impact. As a result, we can proactively address issues related to dispenser functionality or decreasing adoption rates as they occur. Our program design is attributed to Dispensers for Safe Water maintaining adoption rates significantly higher than most alternative water treatment approaches, with an average adoption rate of 58% in 2018.

We rigorously estimate the impact that our dispensers have on the communities that we serve. Dispensers for Safe Water has averted an estimated 2 million+ cases of diarrheal disease and over 2,000 deaths, both in children aged under five. Academic studies show that uptake of chlorine for water treatment reduces diarrhea cases by up to 41% in children under the age of 5². Our bi-monthly adoption rate and population reach monitoring data, in combination with the above evidence, allows us to calculate the impact and cost-effectiveness of our intervention on a regular basis to quantify our results.

3. Provide link(s) to the evaluation of your organization by GiveWell.org.

In recognizing Deworm the World Initiative as a top charity and Dispensers for Safe Water as a standout charity, GiveWell has done in-depth reviews of our monitoring systems and notes that the strength and thoughtfulness of such systems is an important factor in its recommendations.

[Evidence Action's Deworm the World Initiative](#)

[Evidence Action's Dispensers for Safe Water](#)

4. Create a video explaining why your organization will provide the most help to the most people.

[Evidence Action: Evidence-based and cost-effective programs with measurable impact on children's health](#)

Millions of children around the world have big dreams and the potential to achieve them, but many are held back by preventable or treatable diseases, such as parasitic worm infections or diarrhea. We are providing the most help to the most people by tackling these challenges through evidence-based and cost-effective programs that have a measurable impact on children's health and well-being. Across the board our programs bring children closer to achieving their full potential.

[Evidence Action's Deworm the World Initiative](#)

[Evidence Action's Dispensers for Safe Water](#)

[Dispensers for Safe Water: It Takes a Village](#)

5. Attach, or provide links to, your most recent financial statements.

² Bhutta et al 2013. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3806844/>; Arnold & Colford, 2007. <https://www.ncbi.nlm.nih.gov/pubmed/17297049>.

[Evidence Action 2018 Audited Financial Statement](#)

[Evidence Action 2017 Audited Financial Statement](#)