

# The Adventure Project

INVESTING IN PEOPLE TO OUTWORK POVERTY







## **We're The Adventure Project.**

We know the smartest way to fight poverty is by investing in people.

When someone gets a good job, they gain income, purpose, and the power to lift up their community.

# **We've created 3,000 jobs and you can help us do more.**



## THE PROBLEM

# Extreme Poverty is Rising Again

Forty years ago, **40% of people globally lived in extreme poverty**. Today, **there is less than 10%**.

We have made great strides, but extreme poverty is again on the rise.

We believe the best solution to poverty is simple: give people the tools to solve their own problems—and then get out of the way.

In the communities we support, people don't want handouts, they want opportunity. That is why The Adventure Project creates sustainable jobs that allow people to work with dignity and care for their families.



# We Create Jobs That Multiply Impact

For 15 years, we have created jobs in four core areas that impact people living in extreme poverty the most:



## WATER

Women **Water Treatment Operators** are hired to:

1. Maintain recently fixed boreholes
2. Treat contaminated water and sell clean water.



## AGRICULTURE

**Irrigation Agents** are hired to:

Rent pumps and provide support to local **farmers**, increasing crop yields by 400% and their incomes.



## HEALTH

**Community Health Workers** are trained and hired to:

Provide care to pregnant women and children under 5, reducing infant mortality by up to 30%.



## CLEAN COOKSTOVES

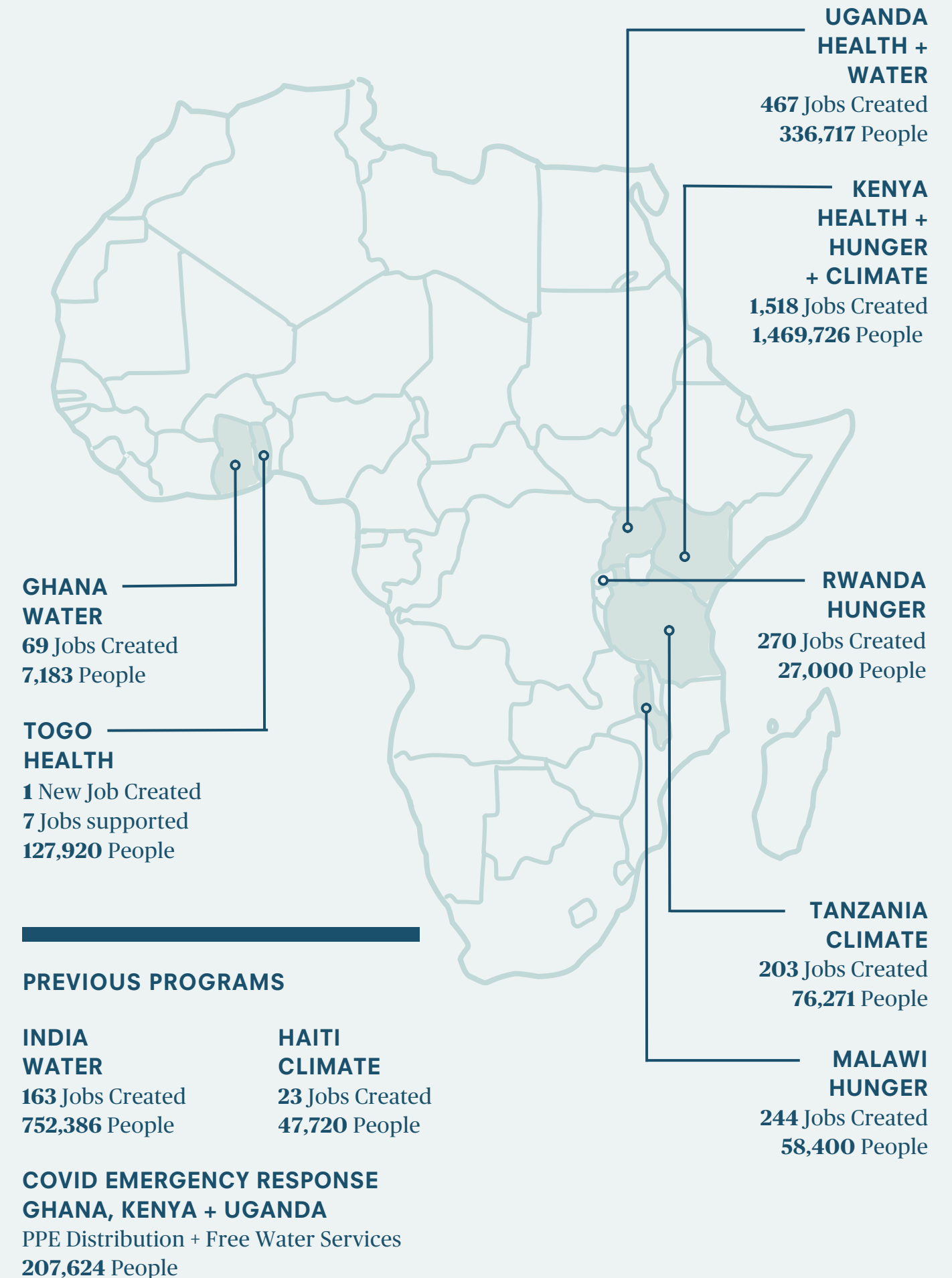
**Stove Artisans** include welders, molders, painters and briquette makers who create stoves and eco-friendly fuel that reduce toxic indoor smoke.

## HOW AND WHERE

# We operate across Sub-Saharan Africa, deliver long-term results and have earned top nonprofit ratings.

### Tracking & Success:

- Vetted local partners ensure impact, scalability, and sustainability
- Mobile data helps us to track impact in real time
- Scaling into Rwanda in 2025 and a total of 8 countries by 2030





## OUR IMPACT

# What a Job Can Do

As a single mother, Linda needed a reliable business to support her family. She had a small seedling farm, but watering her plants was difficult and slowed her growth. Even though she lived near a river, it took her all day to carry heavy cans of water up from the steep riverbed to her greenhouse.

In January 2025, Linda was recruited, trained, and hired as an Irrigation Agent. She received an irrigation pump on loan to use for her business and to rent to farmers in her community for \$1–2 a day, along with business and agricultural training to help her grow.

Now, Linda has expanded her seedling business from 80 to 500 trays and rents to neighbors, increasing her income through rentals and seedling sales. She has fully repaid her loan and owns her pump, while her neighbors have grown from small personal farms to commercial ones.

**One job changed everything. And we've seen it 3,000 times.**

## MEET LINDA

AN IRRIGATION AGENT IN KENYA





## THE SOLUTION

# Our Partners & Their Impact

We partner with brands to create the most impact for their teams, customers, and the world.



### GRANT FUNDING

Catbird, a female-founded jewelry brand, gave \$500K to fund healthcare jobs in Togo—bringing life-saving services to over 50,000 people.



### CAUSE MARKETING

For Earth Day, Lingua Franca NYC generously donated \$100 from every sweater purchase to give 5 women in Kenya new cookstoves and hosted a Q&A in stores.



The New York Times



## THE SOLUTION

# How You Can Partner With Us

**Your support directly creates jobs.**

We take the guesswork out of your impact with our award-winning content updates to show your team and customers the incredible impact you are making globally.

## Cause Marketing Campaigns

Donate a percentage of sales to turn everyday purchases into life-changing jobs. Great for customers who want to give back while they shop.

## Give Back at the Register

You can have your customers donate to The Adventure Project at check-out, creating a big impact without big costs to you.

## Grant Funding

General sponsorship can fund key initiatives of your choice. We will send you award-winning reports with your impact, share our partnership with our network, and offer you perks based on your giving level.

## Customized Partnerships

The bigger the partnership, the more we can customize meaningful, hands-on experiences your team and customers will love.



# Partnership Opportunities For Businesses + Startups

A thoughtful entry point for brands looking to do good—with room to grow as they grow.

## Starter Partner

\$100- \$250/month or 1% of sales

### PERKS:

- Official “**Give Work Partner**” digital badge and logo on TAP’s website
- Quarterly **impact stories + photos** to share on social or newsletters
- Recognition in **TAP’s Annual Impact Report**
- **Social coverage:** co-branded social post(s) announcing your partnership as well as key activations throughout the year.

## Growth Partner

\$500-\$1,000/month or 3% of sales

### PERKS:

- **Everything in Starter, plus:**
- Feature **spotlight in TAP’s newsletter** or blog (10K+ reach)
- Joint **campaign opportunities** (e.g., World Water Day, World Hunger Day, International Women’s Day that reaches thousands of TAP donors)
- **Lunch and Learn:** TAP exec staff or CEO will join your team retreat or all-staff meeting to inspire employees and share volunteer opportunities

## Legacy Partner

\$1,000/month, 5% of sales, or grants above \$15,000

### PERKS:

- **Everything in Growth, plus:**
- **Press + media** spotlight opportunities on one of the various mediums TAP is featured (e.g., podcasts, blogs, major media)
- Exclusive **co-branded content** (videos, reels, or blog features)
- Invitation to **on-the-ground partner visits**, perfect for leadership or employee volunteer engagement

PARTNERSHIP

# Let's Talk

Whether you're a startup or scaling brand, we'd love to co-create a partnership that's as strategic as it is inspiring.



**ASHLEY DITTMAR**

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Chief Development Officer

Ending extreme poverty is possible.  
We hope you say yes.







# Let's Outwork Extreme Poverty Together

[TheAdventureProject.org](http://TheAdventureProject.org)

