

## Q2 2018 IMPACT SCORECARD

At Sama, we believe that giving work is the most powerful solution to ending global poverty. We use technology and private sector methods in new ways to measurably improve access to dignified work and job training for people who wouldn't otherwise have the opportunity.

In understanding our progress toward the goal of transforming lives, we rigorously measure, assess, and report how effectively our programs lift people, their families, and their communities out of poverty.

Our system of impact measurement includes surveys and studies that teach us about every worker and student—their lives, their families, and their experiences. We believe in mixed methods of evaluation, combining longitudinal surveys, assessments, interviews, and in-field measurements to understand our multidimensional impact.

Fidel, Nairobi

# 45,313\*

People impacted since 2008

## 10,206

Workers

## 31,537

Income  
Dependents

## 3,570

Students

\*Does not include the number of patients treated by Samahope (16,917).

## Q2 2018 IMPACT SCORECARD

| <b>Samasource</b>                        | <b>Q1 2018</b> | <b>Q2 2018</b> | <b>2008-Present</b> |
|--|----------------|----------------|---------------------|
| <b># of Students Trained</b>             | <b>253</b>     | <b>222</b>     | <b>3,570</b>        |
| <b># of People Moved Out of Poverty</b>  | <b>68</b>      | <b>201</b>     | <b>10,206</b>       |
| <b># of Dependents Impacted</b>          | <b>210</b>     | <b>621</b>     | <b>31,537</b>       |
| <b>Digital Basics</b>                    | <b>Q1 2018</b> | <b>Q2 2018</b> | <b>Q2 2017</b>      |
| <b>Overall Employment Rate*</b>          | <b>53%</b>     | <b>51%</b>     | <b>N/A</b>          |
| <b># of Trainees- BPO</b>                | <b>211</b>     | <b>202</b>     | <b>257</b>          |
| # Hired at SamaDC                        | 28             | 38             | 77                  |
| # Hired at Other Employers               | 0              | 6              | 35                  |
| <b># Trainees- Online Freelancing</b>    | <b>42</b>      | <b>20</b>      | <b>43</b>           |
| <b>Impact Workforce Demographics</b>     | <b>Q1 2018</b> | <b>Q2 2018</b> | <b>Q2 2017</b>      |
| <b># of Active Workers (EoQ)</b>         | 1,948          | <b>1,898</b>   | 1,118               |
| Kenya                                    | 1,496          | <b>1,470</b>   | 660                 |
| Uganda                                   | 344            | <b>312</b>     | 277                 |
| India                                    | 108            | <b>116</b>     | 181                 |
| <b># of New Hires</b>                    | 68             | <b>201</b>     | 225                 |
| Average Age                              | 26             | <b>24</b>      | 25                  |
| % Female                                 | 53%            | <b>50%</b>     | 39%                 |
| % Male                                   | 47%            | <b>50%</b>     | 61%                 |
| % Previously Underemployed or Unemployed | 52%            | <b>80%</b>     | 76%                 |
| Lift in Livelihoods**                    | 8.1x           | <b>5.8x</b>    | <b>3.9x</b>         |

## Our Long-Term Impact



LIFT IN INCOME  
**4.3x**

Our monitoring and evaluation system enables us to learn about the impact of employment with Samasource beyond a worker's tenure with us. From 2013 through 2016, we ran surveys to understand the type of outcomes former workers move on to. The preliminary results have been encouraging and we've used this data to improve our model significantly over the years.



SUCCESSFUL  
OUTCOMES  
**84%**

We are encouraged by the preliminary results and look forward to exploring these long-term outcomes with an experimental study. In 2017, we launched a multi-year Randomized Control Trial in partnership with Massachusetts Institute of Technology (MIT) and Innovations for Poverty Action (IPA). We look forward to sharing these results once they are available in 2019-2020.

\*Overall Employment is defined as the cumulative number of employed Digital Basics graduates divided by the overall cumulative number of Digital Basics graduates.

\*\*Calculated based on Samasource owned and operated Delivery Centers in East Africa.



# SAMASOURCE SCORECARD METHODOLOGY

## METRIC: NUMBER OF INDIVIDUALS MOVED OUT OF POVERTY

**Assumptions:** We define poverty as making less than local living wage. We define movement out of poverty as earning a salary above local living wage. The number of individuals is determined by those that are trained and hired- regardless of tenure.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys, payroll audits, and former worker audit interviews. The number of new workers trained and hired is derived from SamaHub data.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** Local living wage levels have been advised by expert advisors from ILO, Microsoft CSR, SAI, Fair Wage Guide.

## METRIC: INCOME DEPENDENTS IMPACTED

**Assumptions:** We define dependents impacted as individuals who benefit from a Samasource worker's income, as reported by the worker.

**Data Source(s):** Our primary source of data for this metric is derived from follow-up surveys, administered online to every single Samasource worker. This survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment interventions.

## METRIC: INCREASE IN INCOME (AT SAMASOURCE)

**Assumptions:** We assume that Samasource employment provides the primary source of income for that individual.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. Our supplemental sources of data for this metric are derived from household surveys, payroll audits, and former worker audit interviews.

**Confidence:** Because 100% of workers are required to complete these surveys, we have over 95% confidence that this value is representative of total impact.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment interventions.

## METRIC: INCREASE IN INCOME (AFTER SAMASOURCE)

**Assumptions:** In this metric, we are calculating total attributable incremental income for the average Samasource worker. Total refers to the fact that this represents cumulative earnings for their period and Samasource plus three years after that. Attributable means we are tying all these quantified earnings to their experience at Samasource because we are only looking at incremental income.

**Data Source(s):** Our primary sources of data for this metric are derived from baseline and follow-up surveys, administered online to every single Samasource worker. The baseline survey is completed within two weeks of starting employment. The follow-up survey is completed within two weeks of the three-month tenure mark. The post-Samasource survey is conducted one to three years after a worker has left. The survey samples a randomized subset of former workers that have worked with us for a minimum tenure of three months- a time which we consider critical for a basic program intervention (work experience).

**Confidence:** Our primary source of data for this metric are derived from rolling post-Samasource surveys, that we conduct on a random subset of exited workers. Workers that have exited for six months or more are eligible for this pool. We've conducted three sets of post-Samasource surveys in Kenya and India between 2013-2015. Uganda was most recently added in 2015 .

**External Validation:** This outcome metric is a standard measure of success in workforce development metrics. Specifically, a three-year measurement of attributable income is seen as a proxy for long-term, sustained outcomes.

## METRIC: PERCENT POST-SAMASOURCE SUCCESSFUL OUTCOMES

**Assumptions:** We define a post-Samasource successful outcome as either continued formal employment, further education, or both. We define post-Samasource formal employment as employment that pays above living wage, is full-time, and is stable. We define post-Samasource education as any type of formal education or vocational training.

**Data Source(s):** Our primary source of data for this metric is derived from post-Samasource surveys. This survey is conducted six months to three years after a worker has left. The survey samples a randomized subset of former workers that have worked with us for a minimum tenure of three months- a time which we consider critical for a basic program intervention (work experience). We've conducted three sets of post-Samasource surveys in Kenya and India between 2013-2015. Uganda was most recently added in 2015 .

**Confidence:** Based on our rolling workforce, we have 95% confidence that sample estimates are within 10% of total population estimates of this metric value, within each geography.

**External Validation:** This outcome metric is a standard measure of success in economic empowerment and workforce development interventions. As an example, YearUp defines positive outcomes as job placement and/or college enrollment.