



ECONOMIC DEVELOPMENT | Honduras THRIVE 2030

Progress Report

October 2024–March 2025

SUMMARY

In the first half of fiscal year 2025, World Vision's THRIVE 2030 program created partnerships, increased participants, and helped farmers improve livelihoods. We also built on the launch of THRIVE Plus to prepare more advanced producer groups to connect with buyers.

THRIVE 2030 starts second year

During the reporting period, the program:

- Gained two new partners: EFI Solutions, an aromatic products exporter, and Cultivos del Norte, a Tabasco chili processing and export company, to bring better market opportunities to farmers.
- Registered 10,722 households (86% of the life-of-program target) and reached 77,152 participants.
- Adjusted program targets after the FY24 registration revealed smaller family sizes across THRIVE countries. Early programming in Honduras focused on cajas rurales, group-owned rural credit cooperatives that differ from World Vision savings groups. As programming shifted toward savings groups, related indicators initially lagged, affecting targets like market access and group lending. With ongoing monitoring, we expect to get back on track in FY26, as gradual improvements in savings groups are anticipated to drive gains across other indicators over time.
- Helped producer groups reach sales of \$1.94 million, exceeding

the FY25 goal of \$1.8 million. The sales included \$850,647 by individuals and \$1.09 million by groups. The coffee value chain accounted for most of the sales, with significant price increases compared to previous years.

- Guided 340 members of producer groups to grow crops for farm-based markets: eight at the international level, 133 at the national level, and 199 at the local level.
- Enabled 1,309 members in 99 producer groups to adopt business models based on identified value chains and develop production plans.
- Completed a baseline evaluation.

Momentum builds with THRIVE Plus

THRIVE Plus, designed for producer groups that are more prepared to engage with buyers, established a partnership with HALBA Foundation, part of the Swiss chocolate producer Chocolats HALBA. The partner will provide technical services and market access.

In other THRIVE Plus highlights, we:

- Registered 1,234 participants who represent 558 households.
- Helped two coffee cooperatives linked to THRIVE Plus to build relationships with potential foreign buyers through participating in coffee fairs.
- Trained 239 participants in our Women Leadership School to equip women to grow businesses linked to local value chains.



Growers in the Association of Agricultural Producers of Gocia once farmed without first thinking about market needs for volumes and quality. That resulted in low prices for their products and low incomes for the farmers. Through THRIVE 2030, they reorganized, changed their mindsets, and established strategic connections with buyers. Association members Adán Melgar and Alfonso Vásquez carried out the first market-aligned planting in greenhouses and open fields. They harvested and sold nearly 6 tons of tomatoes for a gross income of \$3,870. They reinvested their earnings in crop production, food, education, and better health for their families. In another long-term business relationship, growers are following a planting plan across eight plots totaling 37,630 square feet, equally divided between chili and tomato value chains. Thanks to the technical support of THRIVE 2030, growers have increased production by 25%—from 8 pounds per plant to 10 pounds.

CHALLENGES AND KEY LEARNINGS

THRIVE 2030: Some savings groups face challenges with technology, which has slowed adoption of the DreamSave application, used by 99 out of 465 groups so far. Mitigation measures include having DreamSave users share their experiences with groups not yet adopting the technology. Also, many families travel together from November to January to harvest coffee, making it difficult to participate in training. We will conduct training in the evenings or on weekends and offer intensive training once the harvest is over.

THRIVE Plus: Access to agricultural credit has decreased due to rising interest rates following recent shifts in Honduras' exchange rate policy. We plan to promote and increase funding from VisionFund. Also, cuts to USAID have impacted strategic partners, as well as producers who were previously receiving direct support. We will increase efforts to recruit private sector partners.

THRIVE LIFE-OF-PROGRAM UPDATE



*The goal was reevaluated and updated in FY25.

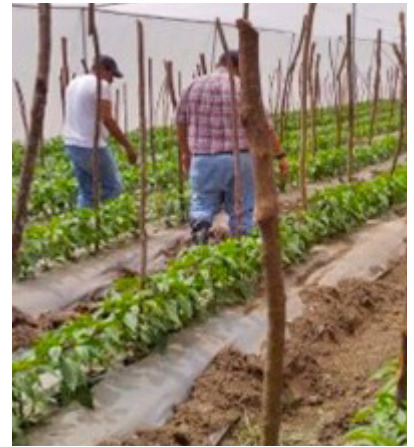
PLANS FOR THE NEXT SIX MONTHS

THRIVE 2030: We will continue to register households in new area programs, present baseline findings and update implementation strategy, and have VisionFund (World Vision's microfinance network) evaluate producer groups for a new "Credi-enterprise" loan product.

THRIVE Plus: We will complete household registrations, launch a baseline evaluation, start developing business plans for 18 producer groups, link coffee producers with national and international buyers, work with VisionFund to provide producer loans, and continue women's leadership training.

THANK YOU

We appreciate your generous support to help farmers lead better lives. As one producer group said, members are on a journey to prove "that with planning, training, and market access, small producers can achieve a sustainable future."



World Vision commissioned an external value-for-money analysis of all five original THRIVE country programs (Honduras and four in Africa).

Key findings showed that across all programs, THRIVE's benefit-cost ratio was 6.67, meaning that every \$1 invested returned \$6.67 in economic benefits. For Honduras alone, the ratio increased to 8.20, meaning every \$1 returned \$8.20 in economic value to farmers involved in the original THRIVE program.



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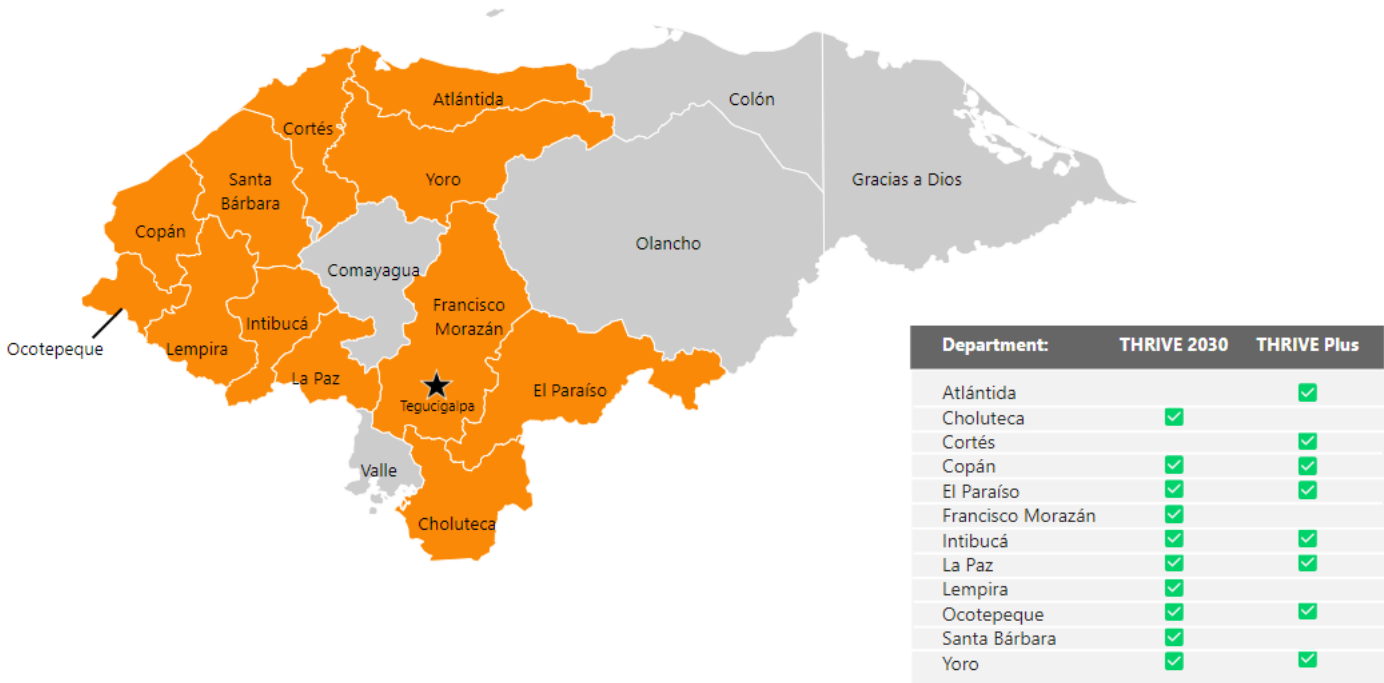
75 YEARS OF BELIEF



World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

THRIVE 2030 PROGRAM MAP

The Honduras THRIVE 2030 Program carries out interventions in three zones: Central East, Lenca, and North West.



LIFE-OF-PROGRAM THRIVE 2030 CORE ACTIVITIES

| | Biblical Empowered Worldview Training # Direct Participants | Savings Groups # Active Members | Market Knowledge and Access Training # Direct Participants | Lending to Savings Groups (FAST) # SG Members Accessing Loans | Cumulative Savings by Savings Groups (USD) | Portfolio of Loans to Savings Groups (USD) | Total People Reached # Direct and Indirect Participants |
|-----------|---|---------------------------------|--|---|--|--|---|
| Projected | 40,000 | 27,420 | 4,200 | 957 | \$1,261,440 | \$404,630 | 148,068 |
| Actual | 31,920 | 5,678 | 1,032 | 168 | \$571,883 | \$82,397 | 125,044 |
| % | 80% | 21% | 25% | 18% | 45% | 17% | 85% |

| Status Key | |
|------------------------------------|--|
| 80–100%+ of life-of-program target | |
| 50–79% of life-of-program target | |
| 0–49% of life-of-program target | |

Note: The projections above include FY23-FY25. Actual numbers include FY23, FY24, and the first half of FY25. Because cumulative projects account for the full fiscal year, actual numbers will typically be lagging after the semiannual period and pick up after the full annual period is complete. In Honduras, THRIVE 2030 launched in FY24, which means the country has had less time to build its program.

FINANCIALS

Program spending October 2024 through March 2025

| | Life-of-Program Budget FY24-FY30 | Program-to-Date Expenses | FY25 Annual Budget | FY25 Annual Expenses |
|--|-------------------------------------|-----------------------------|-----------------------|-------------------------|
| Core Activity | | | | |
| Biblical Empowered Worldview Training | \$ 649,110 | \$ 96,389 | \$ 218,200 | \$ 39,364 |
| Saving Groups Established and Operating | 1,203,609 | 420,343 | 338,272 | 140,744 |
| Market Knowledge and Access Training | 4,422,834 | 527,807 | 939,713 | 135,067 |
| Loans to Savings Groups | 5,072,777 | 236,185 | 680,248 | 42,445 |
| Technical Support and Field Program Management | 7,332,148 | 1,452,477 | 954,324 | 429,612 |
| Program Quality Assurance | 982,134 | 169,325 | 161,879 | 48,830 |
| WVUS Program Management and Fundraising | 5,004,208 | 862,750 | 824,812 | 248,802 |
| TOTAL | \$ 24,666,820 | \$ 3,765,274 | \$ 4,117,448 | \$ 1,084,865 |
| National Field Office Contribution | 4,649,989 | 314,276 | 818,200 | 89,656 |
| World Vision U.S. Contribution | 20,016,831 | 3,450,998 | 3,299,248 | 995,208 |