

# Supporting Financial Resilience in Rural America

**GiveDirectly**

*In partnership with Jeff Atwood and Elizabeth Burton*



## Rural Americans face persistent poverty.

Poverty rates in rural towns are 27% higher than in urban areas, and 80% of U.S. counties with long-term poverty are in rural America.

## But few philanthropic dollars reach rural areas.

Despite the clear need, few guaranteed income programs have been designed specifically to support rural communities.

## We're aiming to fill this gap.

With support from Jeff Atwood and Elizabeth Burton, we're sending \$1,500/month, no-strings-attached, for 16 months to roughly 1,800 people across rural WV, NC, and a third region to come.

## Cash can unlock the American Dream for these families.

Dozens of U.S.-based studies show that no-strings-attached cash supports people to take steps towards a more prosperous future.

### Recipients will be able to:



**Reliably get to work and invest in their homes.** Families can fix their cars and improve their living conditions.



**Welcome healthier, stronger babies.** Moms can focus on nutrition and check-ups, not just making ends meet.



**Handle surprise bills without panic.** From medical bills to child care, families won't have to choose between essentials.



**Feel less stressed and more in control.** With basics covered, people can plan ahead instead of living day-to-day.

## A study of economic mobility in rural America.

With our research partner, **OpenResearch**, we'll assess critical and unanswered questions:

- What are the advantages and limitations of cash in a rural setting?
- What needs are specific to rural communities?
- What, beyond cash, creates greater stability and opportunity for rural families?

## Here's how you can help.

We're seeking a group of bold funders to scale our impact.

**\$3M**

Research

Fund mixed-methods research to help answer questions around how to best spark economic mobility in the rural U.S.

**\$1M+**

Go deeper

Help us reach more families in the counties where we're already active.

**\$16M**

Expand

Enable us to launch in a new county and spread this program to diverse geographies.

### Research in the U.S. shows unconditional cash can:

- Improve birth outcomes for moms
- Boost school performance
- Help families afford basics necessities
- Reduce short-term stress for parents
- Lower child welfare reports
- Cut back rent debt