

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.

\$15M

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