

Our Vision

**We Envisage a World Filled with Thriving Communities,
Where Health and Social Problems Cannot Rise.**



At AIDInc our mission is *to reduce poverty and mitigate the impacts of social and health problems on our communities through innovative capacity building and public-private sector programming approaches*. AIDInc. is an international development research and consulting company founded in 2004, in the Caribbean by academic lecturers and specialist consultants, in close partnership with community actors and decision-makers. Our UK satellite unit was formed in 2008 with the focus on building strategic and funding partnerships between LAC operations, donors, and global development organizations.

Although we have recently restructured, AIDInc was originally formed to fill an urgent need for comprehensive policy and health/social research and skills-building in the Americas (North America, South America, Caribbean, Canada) region and to operate as a program management unit for mobilizing regional and international research and consultant teams, in delivering hands-on technical assistance, national and regional surveys, rapid reviews to inform policy issues and debates and manage implementation short medium and longer term program and projects. We use our expertise in quantitative and qualitative techniques to identify, measure, monitor and evaluate problematic issues, system dynamics, outcomes across priority health and social community and organizational development issues in the regions we target. We also develop and implement evidence-based policies, strategies, and program solutions to alleviate identified issues and their impacts.

The organization began to scale-down its operations towards the end of 2014 to reposition its business model and strategic approach in response to fast evolving international development landscape and market demand. Our decision to reposition was also fueled by the impending transition from the Millennium Development Goals (MDGs) towards the in the official launch of the bold and transformative 2030 Agenda for Sustainable Development and the newly emerging SDGs. AIDInc has since re-emerged in 2019 with a

new approach to making impact in its social empowerment, policy, and program development approaches. Our approach recognizes that the fastest most sustainable route to increasing socioeconomic impacts that are felt at all levels of the economic pyramid to grass roots of the hardest to reach communities, are attained through increased job creation and business growth in key sectors. Together with core partners we couple job creation and entrepreneurship building strategies with our expertise in developing tailored social and health empowerment initiatives. These are the key factors required to promote sustained livelihoods and increase access to necessary goods and services for communities and households to thrive and reap economic gains from generation to generation.

Our value proposition lies in the fact that we are a boutique research and consulting organization and establish long-term partnerships both with individual experts and with small and mid-sized businesses and NGOs that are also lean and efficient in their operations. Together, we position ourselves to make value-added and sustainable impacts in pivotal development programs and policies. We add value to the delivery of our initiatives by seamlessly building-in social, participatory, learning and partnership-building approaches that ensure that once an intervention or project is completed, the knowledge, attitude, structures, and commitment to the goals remain behind, and ongoing actions are operational through well-informed networks and realistically achievable operational partnerships.

Why we are better. As a result of our low overheads, we are able to be flexible and to adequately tailor and adapt our approaches and inputs and respond to evolving and newly revealed needs of demand driven or high-risk projects by bringing the best minds and experts to the table at all strategic and pivotal points in the process. We believe that together this makes us stronger and better positioned to deliver exactly what our clients need *...plus more...* We ensure that clients, through the ecosystems and networks we leave behind, can call on our individual experts through low-cost individualized arrangements, for updated inputs or advise beyond our project phases

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Making Markets work for Sustainable Development

We envision a world where all communities thrive and the adverse impacts of business operations are non-existent... Where all markets work towards sustainable development.

Our Mission is to strengthen the purpose, positioning, and profits of businesses to drive positive impacts on the development of local and global communities.

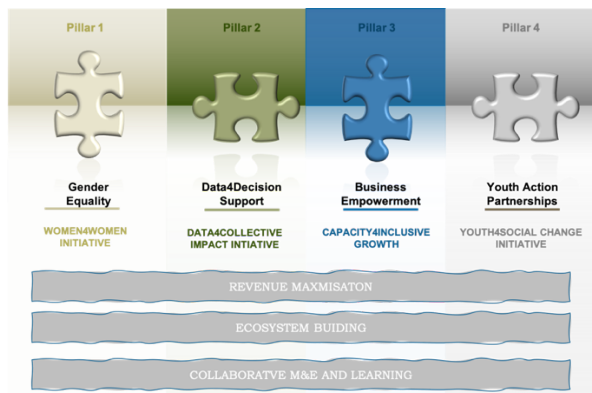
Our Purpose: is to help raise awareness and actively increase businesses’ innovation and leadership in local and global communities by maximizing the impacts of their operations and profits on the achievement of the global SDGs.



MWG’s concept has emerged as a result of its founder’s and advisors’ passion for business innovation, combined with over 120 years of combined expertise in international development impact and spending 18-months testing the concept. Since rolling-out our pilot strategy we have continued to successfully support small, medium and growing businesses through a one-to-one 4-phase model:



In addition, we support our clients in designing and implementing actions and operations that increase their local or global social impacts. We operate across four Development Pillars:



All pillars are underpinned by our crossing-cutting ecosystem and partnerships coordination strategies, evaluation and learning, and a focus on commercial revenue maximization by releasing cash flow needed for sustaining purposeful investments. We advise and hold hands with our clients - NGOs, SMEs, social enterprises and corporates - to increase their reach and impacts on the UN Global Sustainable

Development Goals (SDGs) as we deliver services including business model and strategy refinement and roll-out, social impact marketing, CSR ecosystem

partnership building, revenue assessment and maximization, and design and implementation of development programs around our 4 pillars, to create the social business innovation necessary for businesses to meet the needs of identified beneficiaries. We bring the following value-added capabilities:

(1) **We Manage Programs** and tackling social, health & economic inequalities and access issues from an international development lens through our sister organization – Associates for international development and their international development partners

(2) **We Build on, and translate successes** from elsewhere, across sectors, industries, and countries

(3) **We use our experiences and expertise in scaling-up and growing** businesses alongside their development program impact: We do this by strategically restructuring the operations of commercially focused businesses that have *under-tapped social motivations*, to identify & strengthen their strategic resources, capabilities and potential, to maximize their impacts on the SDGs and to participate effectively in resource-sharing ecosystem partnerships within underserved communities and countries.

(4) **Globally networked resources and specialist skills** that lie within our profitable yet socially motivated businesses to deliver on the goals of donor-funded international development program. We do this by bringing such businesses together to create sustainable solutions that fit with each of their social mission and mandates and are delivered seamlessly through their business operations, skills, and Know-how *to create functional and highly effective entrepreneurial growth ecosystems in target countries*. When businesses join in this way, as *a force for good*, we seamlessly leave behind positive far-reaching outcomes, relationships and networks that are sustainable well beyond the project period.

(5) **We Ensure that our actions are data-informed** and harmonized with our donor partners, for sustained business growth and job creation in underserved communities, in ways so that economic benefits are felt downstream as well as upstream by communities, investors and governments.

(6) **We Build successful fundraising** collaborations with investment partners. Our added strength arises from our operational agility and ability to adequately tailor and adapt approaches and inputs and respond to evolving needs of demand-driven projects by bringing the best minds and experts to the table at all strategic and pivotal points in the process. Through the ecosystems and networks that we leave behind, as well as resource-sharing CSR partnerships, we provide hands-off support mechanisms through which our beneficiaries can call on our partners, for hands off inputs or advice beyond our intensive start-up or scale-up phase

Contact us at: