



Together, we can erase poverty through the power of small business

Our MicroFinance Partners include:

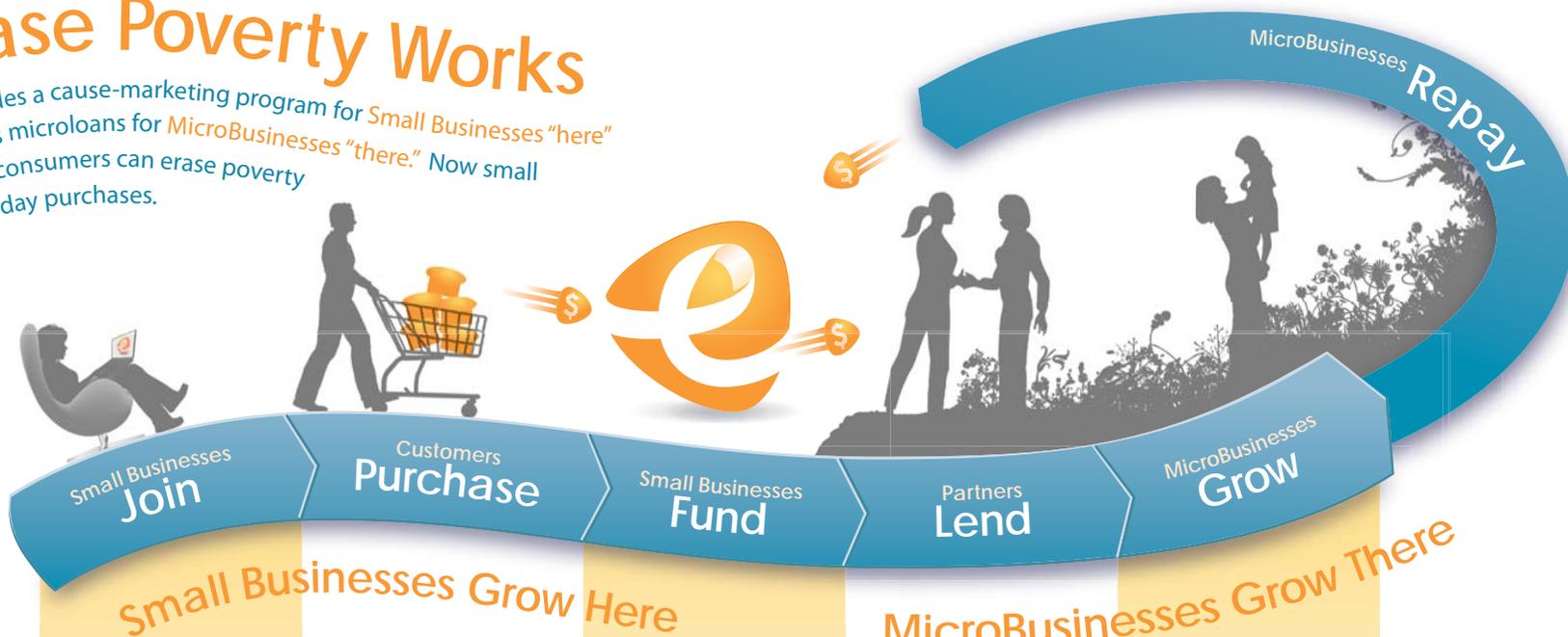


Opportunity International



# How Erase Poverty Works

Erase Poverty provides a cause-marketing program for Small Businesses "here" that directly funds microloans for MicroBusinesses "there." Now small businesses and consumers can erase poverty through everyday purchases.



## The Story

### Meet Bethany the Baker



- Bethany owns a small bakery in North America. She bakes the best bread!
- She wants to use her business to make a difference, but she's super busy.
- Then along comes Erase Poverty...

- **Bethany joins the Erase Poverty Program** and creates a special offer—"10% of bread sales funds microloans through Erase Poverty."
- She uses co-branded posters, flyers, website banners and social media to spread the message.
- Even her staff get excited to make a difference.

- Customers looking for a local bakery that cares find Bethany's listing on ErasePoverty.org.
- Bethany's new customers notice that this bread costs the same, but buying it will help erase poverty.
- **Customers purchase more bread and her business grows faster through increased sales.**

- **Bethany funds microloans with the 10% of the bread sales** and chooses bakers in Africa by logging into her Erase Poverty member account.
- Erase Poverty manages the portfolio of microloans through an established network of MicroFinance (MF) partners.

### Meet Bahati the Baker



- Bahati owns a bakery in a village in Africa and needs a bigger oven.
- Erase Poverty's MF partner forms a microloan group with Bahati and her peers to train them.
- Then the **MF partner lends Bahati \$380.**

- **Bahati's bakery grows exponentially!**
- She earns a return of 800% on her microloan.
- Now she can provide for her three children.
- She also hired two more people to help run her growing bakery. Now they can provide for their families as well.

- Each week, Bahati meets with her peer group to make loan repayments and receive education.
- **Within 12 months, Bahati repays her loan** and her bakery thrives.
- Now the money can be loaned again to another MicroBusiness owner—Barghavi the Baker in India.
- And the virtuous circle continues...

## The Facts

43% of small businesses would give more to charity if there was an easier way.

A study showed that cause marketing lifted sales by 28-78% for tested products.

79% of consumers would switch brands if the product supported a good cause.

The United Nations states that MicroFinance is essential to ending extreme poverty.

90% of the need for microloans is unmet for the self-employed working poor.

For every \$100 in microloans funded, 10 people benefit from increased household income.

Global repayment rates average 97%, allowing funds to be reloaned many times over.

"When we saw that Katie Gardner Photography supported Erase Poverty, we chose her over the other companies."

Customer of [www.KatieGardnerPhoto.com](http://www.KatieGardnerPhoto.com)

[stories.erasepoverty.org](http://stories.erasepoverty.org)

Consumer that cares?

**Sign the Eraser**

[sign.erasepoverty.org](http://sign.erasepoverty.org)

Small Business that cares?

**Join the Program**

[join.erasepoverty.org](http://join.erasepoverty.org)

# Small Business? Join the Program!

Now you can grow your business through cause-marketing *and* use your business for lasting good by funding microloans for people working their way out of poverty. The program is easy to use, effective and affordable. Join today!

## Do Well...

### Reach New Customers

Benefit from publicity that draws consumers to your membership listing at [erasepoverty.org](http://erasepoverty.org).

### Get the Competitive Edge

When trying to attract socially-conscious consumers, cause-marketing is the tie-breaker that gets you the sale.

## By Doing Good.

### Directly Fund Microloans

With 40% of your membership fee, you'll give a hand-up, not a hand-out, to hardworking Moms and Dads.

### Increase Your Impact

For every additional \$100 in microloans you fund, an average of 10 people will benefit from increased household income.

## Use This Co-Branded Marketing Toolkit

### Directory Listing Profile with Premium Status



### Customized Posters



### Email Templates



### Social Media Messaging



### Digital Badges



### Mobile Links



### Plus More...

- Web Banners
- POS Materials
- Press Releases
- Logs

Small Business that cares?

Join for **\$99/month**

or \$1098/year with a bonus

Want a free consultation?

Call **619.333.0942**

[consult.erasepoverty.org](http://consult.erasepoverty.org)