



## THE PATRON CHALLENGE

### The Book

*Faces of Opportunity* is a well-written, engaging book that showcases the impact of Opportunity International's microfinance programs around the world. This small coffee table book features compelling short narratives and striking client photos. The overarching idea behind the book is that the microfinance story is told most compellingly through individual narratives rather than anonymous statistics.

In addition to "classic" client stories (e.g., a woman who gets a \$80 loan and opens a small shop), *Faces of Opportunity* also shares client stories from the cutting edge of our work (e.g., mobile banks, microinsurance).



FRONT COVER

BOOK SPECS: Hard Cover, 6" by 6", 80 pages

### The Patron Challenge

The Patron Challenge presents a new opportunity to encourage more Canadians to support microfinance and to share Opportunity's work with a broader audience. Through your gift, you will increase our capacity to make this captivating book available to as many people as possible, inspire others to join our work, and raise leveraged funds for our CIDA (Canadian International Development Agency) sponsored project in Ghana and Mozambique.

#### *Here's how it works:*

All gifts designated and pledged to the Patron Challenge before June 30, 2010 will be pooled together into a matching grant fund. This matching grant fund will then be made available to new Opportunity donors and existing supporters who start or raise their monthly giving. A similar matching grant challenge in 2008 triggered an overwhelming response—\$465,000 was given to the entrepreneurial poor (including all matching funds) as many new supporters gave generously.

Funds given through the Patron Challenge will be applied to Opportunity's microfinance projects in Ghana and Mozambique. Our current matching grant from the Canadian International Development Agency (CIDA) provides an additional \$63 for each \$100 donated towards our projects in Ghana and Mozambique. All told, the total leverage achieved through the Patron Challenge will more than double each gift from a new donor.

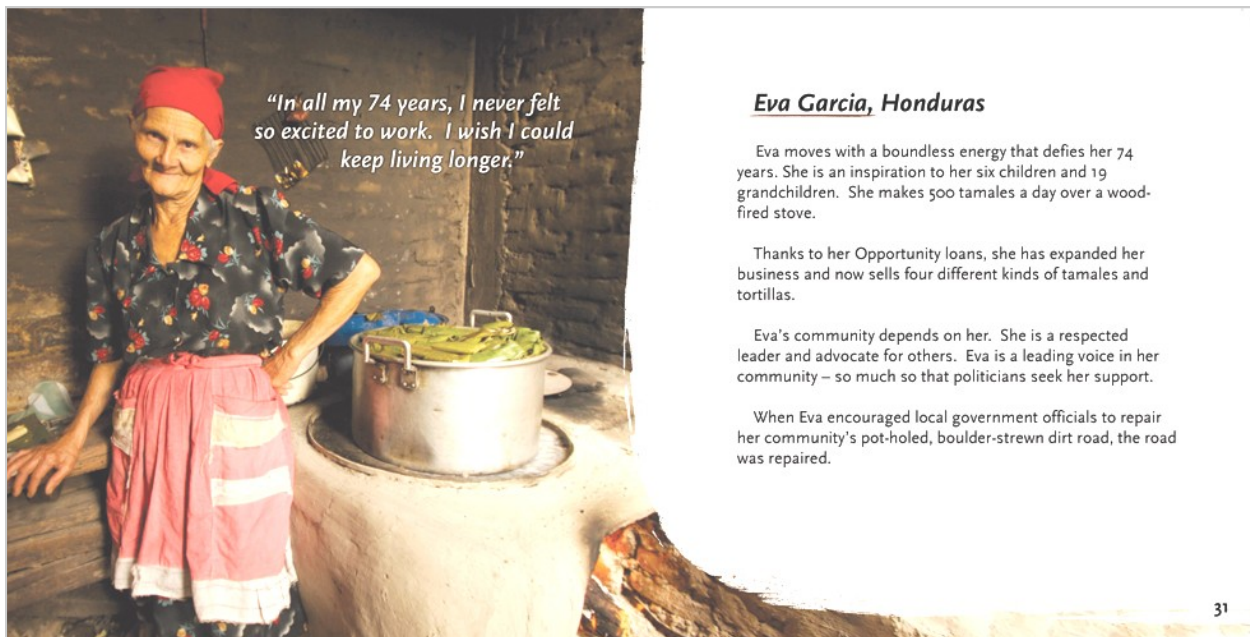
This year's Patron challenge will also advance public awareness about microfinance within Canada. 10% of the funds given to the Patron Challenge will be designated to make *Faces of Opportunity* available to Canadian schools and libraries from sea to sea. The remaining 90% will be allocated to the matching grant challenge.

#### *Join the Patron Challenge.*

As a Patron, you become a Face of Opportunity, joining hands with the entrepreneurs depicted in this book. Consider partnering in this endeavour to support impoverished entrepreneurs, share their stories, and raise up new advocates on their behalf with your donation of \$25,000.

## THREE PURPOSES OF THE BOOK

1. **Relating Opportunity's microfinance work to a broader audience.** The client stories in this book are readable and accessible, relating the impact of microfinance from the beaches of Indonesia to the drought-prone fields of Malawi. Opportunity International Canada is pursuing a wide array of distribution channels for the book including bookstores, community groups, service clubs, churches, online retail outlets, and Opportunity International Canada events.
2. **Engage Canadians in our mission.** The book will be a key resource to communicate Opportunity International Canada's mission and inspire partnership on behalf of people living in chronic poverty. *Proceeds from the sale of these books will go to help more families in the developing world.*
3. **Education.** This book is intended for a broad readership and has been written without banking and international development jargon. It is our hope that this book could explain microfinance in a compelling way to pre-teens, grandmothers, doctors, entrepreneurs, educators—Canadians from a wide variety of backgrounds.



SAMPLE TWO-PAGE SPREAD

## For more information

For more information about the Patron Challenge, feel free to contact our National Office:

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