



Greetings. I trust that this letter finds you well. Please give me five minutes to explain the vision of a humanitarian organization my wife Minhee and I are starting in the Fall of 2009 and into which we are pouring our lives.

Global poverty is a complex and brutal reality, but one thing is clear: no easy solutions exist. Many agree that it is within our capacity to eradicate **extreme** poverty if governments, leaders, nongovernmental organizations (NGOs), and individuals work together on the major barriers as cited by organizations like UNICEF: (1) food, (2) water, (3) sanitation, (4) health care, (5) shelter, (6) education, (7) information, and (8) access to services. Governments must do their part in four major areas: debt cancellation, fair trade, decreasing corruption, and increasing aid to affected countries. Equally important is **the role of individuals**. We need to be burdened by the realities of a world where so many are suffering and dying. We don't get a free pass. We need to examine our lifestyles, priorities, and sense of compassion—and act.

For a few years, Minhee and I have been convicted to act but have not had the courage to obey. We personally cannot afford to wait any longer and are taking the plunge and are excited about giving life to a nonprofit humanitarian organization called **One Day's Wages**.

What is One Day's Wages?

One Day's Wages [ODW] is a new international nonprofit organization dedicated to fighting the very complex and staggering reality of **global poverty**. Nearly half the world lives on less than us\$2 per day; nearly 27,000 children die of poverty-related causes; 1.1 billion people do not have access to clean water. The statistics are difficult to comprehend.

ODW's purpose is to promote greater awareness about global extreme poverty, invite simple financial giving, and to strategically provide sustainable relief. One Day's Wages seeks to change global issues of injustice effecting millions of people regardless of race, culture, sex, age, or religion.

Our strategy is simple: through the creation of a viral global movement and community, we invite each person to give **one day's wages** for the fight against global poverty. If a person's wages for a single day can not save the world, they can dramatically impact a person's life; consider then what millions giving their daily wages and **renewing the pledge each birthday** of each year could accomplish.

How will we do this?

Our hope is to create a grassroots, global, and viral movement by integrating three key elements: **human relationships, compassion & justice, and technology & human creativity**.

Our goal for the organization is to create a global community for the purposes of: 1) information and education [awareness], 2) financial donation and distribution [action], and 3) collaboration and innovation [activism]. Our goal is to **invest 100%** of all donations to small organizations and partners around the world that are already fighting extreme poverty. While not exclusive, our vision is to focus on small NGOs [Non-Government Organization] and CBOs [Community Based Organization (<\$100k budget) around the world and engage in larger grants of microfinance, and granting seed money for future ventures. Our firm convictions are that there are men, women, children, and organizations [official and unofficial] already on the ground that fully understand their local context and community. They are doing amazing work to not only fight global poverty but building infrastructures to lift people out of poverty.

Our goal is to raise \$1 million by 2010, \$5 million in 5 years and \$25 million+ in the next 20 years. Ideally, our goal is to raise as much money as possible and redistribute 100% of those funds around the world to the fight of global poverty.

What is our commitment?

Minhee and I have allocated our entire salary this year (\$66K) to join the fight against global poverty and covenanted an additional \$34K in the new couple years. We are not wealthy. We are an average middle-class family, but nevertheless we are blessed to be able to make choices to help start this foundation. We are selling some of our possessions to release finances to make this contribution to start ODW. We share this not to boast of our altruism but to convey that we are not asking others to consider joining us without first making a personal and family commitment.

What is our progress?

We have incorporated in the State of Washington, received our EIN number, opened up our bank account and are able to receive tax-deductible donations, and are working diligently on launching the beta version of our website in the coming months. Our 501(c)(3) application was initially received by the IRS on May 30. Despite an initial non-issuance from the IRS, we are now working with a law firm and a lawyer specializing in non-profit law to actively work with the IRS in order to receive our status and are very confident that we'll receive our 501(c)(3) issuance during the summer of 2009.

We've set up a temporary office in Seattle for \$150/month, brought on one part time staff and several volunteers, and are building relationships for potential members for the Advisory Board and Board of Directors. We are also working on creating a Launch Team – a group of people around the world that will serve as the ambassadors and advocates of One Day's Wages. Our group on Facebook [<http://fightglobalpoverty.com>] has stunningly surpassed 500,000 members as of March 31, 2009. When we're ready to officially launch our organization, we'll invite every person in this group to consider joining One Day's Wages and aid us in helping promote One Day's Wages by simply inviting all of their networks to consider our vision.

How is ODW unique and how can you help?

While large, established organizations such as World Vision, Mercy Corps, Catholic Relief Services, and others are already doing wonderful work, our hope is to create a different and unique model. We will establish two funds in our organization.

The "Giving Fund" will give away **100% of every donation** to the cause of fighting global poverty. Our year's salary will go to this fund to help jump-start the collaboration. We are currently reviewing NGOs and CBOs to support. It is through this fund that we hope to eventually raise millions of dollars (while simultaneously giving it away) to fight global poverty.

The "Operation Fund" will cover our organizational costs. While numerous people have offered to volunteer their time, we also plan to hire couple employees in the near future to assume vital roles for implementing the strategic plan. Minhee and I will volunteer our time as members of the Board of Directors and I will lead the organization as the Executive Director (non-paid). Our additional giving will go to this fund in order to develop the necessary infrastructure and hope to **raise an additional minimum \$150K**. We hope to have at least 100K in the Operation Fund by the end of this year which we believe will sustain the organization for at least 24 months while the movement gains momentum.

This is why you are receiving this letter. Without obligation, we ask you to take some time to pray and consider contributing to help seed ODW. As I shared above, we hope to raise at least \$150k. Would you consider making a one-time tax-deductible gift of any amount? Would your organization or church be willing to make a monthly or one time donation? You can mail your donations to the address below. If you are unable to give right now but want to pledge a donation, please let us know.

Thank you for your partnership and for dreaming with us. We are blessed to be convicted and compelled to help change the world through One Day's Wages and we pray you might consider joining us. **Together, we sincerely believe we can help change the world and collectively, be personally changed through the process.** If you have any questions or ideas, please email me at seattlejediknight@gmail.com. And if you know anyone who might be interested in donating to the seed funds for One Day's Wages, please share or forward this letter. Thank you.

Working towards a day when global extreme poverty is no longer,



Eugene & Minhee Cho

- To learn more about our vision and FAQ, visit: <http://tinyurl.com/5k7w6c>
- To join our Facebook Group: <http://fightglobalpoverty.com>
- Video Introduction: <http://www.youtube.com/watch?v=e-d4uL9QKmA>
- Video of recent research trip to South Africa: <http://vimeo.com/3797428>
- Donations can be mailed to: One Day's Wages

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