



A MOVEMENT TO END EXTREME GLOBAL POVERTY

Global poverty is a complex and brutal reality, but one thing is clear: no easy solutions exist. However, 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 but 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 follow our convictions. We personally cannot afford to wait any longer and are taking the plunge and are excited to share with you the vision of **One Day's Wages**.

What is One Day's Wages?

One Day's Wages is a grassroots organization and movement by which we hope to inspire millions of people to give their "One Day's Wages" and to renew the pledge each birthday - to fight and end extreme global poverty. 100% of your donations will go directly to fund grants, projects, & organizations that are doing amazing work amongst the poorest of the poor. Our purpose is to promote greater awareness about extreme global poverty, invite simple financial giving, and to provide sustainable relief and empowerment through strategic collaborations. Our vision is to change global issues of injustice affecting millions of people, regardless of race, culture, sex, age, or religion.

Nearly half the world lives on less than us\$2 per day; nearly 20,000 children die of poverty-related causes; 1.1 billion people do not have access to clean water. The statistics are difficult to comprehend but imagine what we can accomplish together.

How will we do this?

Our hope is to create a grassroots, global, and viral movement by integrating three key elements:

Human Relationships + Technology + Vision = Movement

Our aim is NOT to re-invent the wheel but rather to partner and collaborate with others that are already doing incredible work. Our pledge is to invest **100% of all donations** to organizations and partners around the world that are already fighting extreme poverty. In addition to partnering with larger organizations, our vision also includes collaborating with small NGOs [Non-Government Organization] and CBOs [Community Based Organization (<\$100k budget) that are nominated and supported by our ODW members and pass our thorough grant process. We will also engage in larger grants of microfinance, and granting seed money for strategic future ventures. Our firm convictions are that there are organizations, men, women, and children already on the ground that better understand their local context and community. They are doing amazing work to not only fight poverty but building infrastructures to build capacity and sustainability.

Rather than just merely compassion or hand-outs, ODW seeks to help organizations to empower people to lift themselves out of poverty. Through the gift of technology and social media, we will share these stories in hopes of inspiring more to join in our movement.

What is our commitment?

Minhee and I have allocated our entire salary this year (\$68,000) to join the fight against global poverty and covenanted an additional \$32K 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 organization. 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 and recognized by the Internal Revenue Services as an official 501(c)(3) organization. We are working diligently to launch the beta version of our website – <http://onedayswages.org> - by mid June as we move towards the full launch of One Day's Wages in September 2009.

We've set up a temporary office in Seattle, brought on an intern and several volunteers, and will be hiring couple staff in the upcoming year. We have established a Board of Directors and are building relationships for potential members for the Advisory Board and additional members of the Board of Directors. We also have the services of a great lawyer who specializes in non-profit organizations from a reputable Seattle firm. 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 713,000 members as of May 15, 2009. When we're ready to officially launch our organization in September, we'll invite every person in this group to consider joining One Day's Wages.

Additionally, I traveled to South Africa in January 2009 for research, visioning, and relationship building. In April, my wife and I were flown to Washington DC by The ONE Campaign and met with several of their staff and discussed potential collaboration. Later this summer, I'll be traveling to Guatemala for additional visioning and relationship building. Because of the generosity of sponsors, there were and will not be any administrative costs to our organization for these trips.

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 extreme global poverty. Our goal is to raise \$1 million by 2010, \$5 million in 5 years and \$25 million+ in the next 10 years.

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 our 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. We hope to **raise \$150,000** for the Operations Fund by September 2009.

This is why you are receiving this letter. We want to invite you to be part of something special from the beginning; to be part of something that has the potential to impact thousands of people around the world. Join us by making a tax-deductible donation to help seed ODW. **Together, we sincerely believe we can help change the world and collectively, be changed through the process.**

Thank you for your partnership and for dreaming with us. If you have any questions or ideas, please email me at eugene@onedayswages.org. And if you know anyone who might be interested in donating to One Day's Wages, please share or forward this letter. Thank you.

With gratitude,



Eugene & Minhee Cho

- To learn more about our vision and FAQ, visit: <http://tinyurl.com/o4ja6h>
- To join our Facebook Group: <http://fightglobalpoverty.com>
- Follow us on Twitter: <http://twitter.com/onedayswages>
- Donations can be mailed to: One Day's Wages
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