



Leader's Guide

A woman with dark hair tied back, wearing a pink t-shirt with a floral pattern and the text "TOLÉN Hear", is smiling and washing her hands in a sink outdoors. She is surrounded by green foliage and a red pot is visible in the foreground. The background is slightly blurred, showing more greenery and a building structure.

YOUR ONE DAY *Transforms* THEIR EVERY DAY

SHE HAS UNTOLD *Potential*

When women and girls receive job training and education from Convoy of Hope's Women's Empowerment program, they move beyond today's challenges and discover a brighter future. With your help, women are given the tools and mentorship they need to start their own businesses and feed their own children. Girls are taught the values and principles that will help them navigate difficult circumstances. They are learning that God has a plan for their lives. He sees them and they are not alone.

The Women's Empowerment program has given real hope and the tangible love of Jesus to tens of thousands of women and girls in places like Nepal, El Salvador, the Philippines, Ethiopia, and more. Around the world, their businesses are experiencing a 97% success rate in the areas of farming, tailoring, food service, and poultry. With newfound skills and their dignity restored, they are changing the futures of their families and communities.

Thank you for giving "One Day" to transform their every day. Because of your generosity and compassion, women and girls are no longer waking each day to fear. Instead, they are waking up to hope.

May God bless you for caring and giving.



Hal & Doree Donaldson
Founders, Convoy of Hope

ONE DAY IS SUPPORTED

As you're considering a strategic partner for the future ... look at these guys. Look close. You will love what you will see. You will see smiles on faces, needs being met, and people ministering to the least of these.

These guys really do what they say. They deliver the love of Jesus. They deliver hope. They help people see that their future can be better than their past — and that the best is yet to come.

Rob Ketterling
Lead Pastor
River Valley Church, Minnesota



DID YOU KNOW?

**388
MILLION**

The global estimate of how many women and girls live in extreme poverty.

83%

Percentage of the world's extremely poor women and girls who live in Sub-Saharan Africa and in Central and Southern Asia.

Like you, Convoy of Hope finds this unacceptable.

We believe every life has value. Because of that, we're determined to bring help and hope to the hurting.

Statistics obtained from the 2022 Women Count Data Hub and the partners of the Women Count program.

“The King will reply, ‘Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.’”

Matthew 25:40 (NIV)

ONE DAY IS SIMPLE

By participating in Convoy of Hope’s *One Day to Empower Women* campaign, you are demonstrating to your community that you and your church are not content with simply feeling compassionate — you are committed to live a life of kindness and generosity to help others.

One of the best ways to do that is to give one day of your life! So what does that look like?

ONE DAY = 9 WORKING HOURS OR 2 MINUTES OF EVERY WORKING DAY FOR A YEAR

Everyone in your congregation can participate in transforming the lives of women and girls by giving one day of their annual wage.

It’s about equal sacrifice, not equal giving.

YOUR ONE DAY *Transforms* THEIR EVERY DAY

Four big reasons to participate:

1. Women throughout the world gain the job training, resources, and education they need to break the cycle of poverty in their families and communities.
2. You get the awesome opportunity to transform lives and eternities.
3. Your generosity increases the generosity of others.
4. Your generosity demonstrates God's compassion toward the poor and suffering.



ONE DAY IS BIBLICAL

You extend kindness to others and to the Lord.

Matthew 25:40

By empowering women, you provide food and better access to safe drinking water for their children and families.

Matthew 25:35

Women are taught how to earn income to feed more families.

2 Corinthians 9:10

It opens your eyes to the genuine needs of people and gives you a tangible way to be part of the solution.

Deuteronomy 15:11

You receive a blessing from the Lord.

Proverbs 19:17



Sophie's Story

Sophie, once the owner of a lucrative farm in Kenya, watched her success come crashing down when a devastating drought robbed her of her ability to provide for her family.

“There was no rain. The people left our area,” Sophie said. “They were moving their cattle to other places that weren’t so dry. My customers were gone and my crops wouldn’t grow.”

The drought took a toll on Sophie's land, her business, and her family. She watched her livestock die and began to worry how she would feed her children.

"With no rain, my business collapsed," said Sophie.

Sophie had previously participated in Convoy of Hope's Women's Empowerment program in Kenya. She learned how to save money, how to lead a successful business, and how to maintain hope and positive values.

"I had gained confidence in running a business and I knew I could do it again," she said.





So Sophie soon started a new business: a gas station. Her new business boomed in ways a farm never could during a drought. Sophie was, once again, providing for her family and others in her community.


“It has been a blessing,” she said. “Through Convoy, I was able to start businesses that have helped me be a blessing to the church and community. I thank God for Convoy of Hope because they completely changed my life.”

We are a nonprofit, faith-based organization that has helped more than 200 million people worldwide.

Our work is made possible by:

- Staying transparent, which is evident by the **Four Star Charity Award** we've received from Charity Navigator every year since 2002.
- Wisely stewarding the faithful generosity of many churches, individuals, and companies each year.



A close-up photograph of a woman with a weathered face and a headwrap, carrying a large stack of flatbread on her shoulder. She is wearing a patterned shirt and a red sash. The background is blurred, showing a warm, orange-toned structure.

“Now he who supplies seed
to the sower and bread for
food will also supply and
increase your store of seed
and will enlarge the harvest
of your righteousness.”

2 Corinthians 9:10 (NIV)

QUICK TIPS FOR SUCCESS

- 1** We recommend that leadership engage with the *One Day to Empower Women* campaign. When you express your heart for the poor and suffering, you will send a powerful message about the DNA of your church.
- 2** Choose the length of your campaign. We recommend 2 to 3 weeks. Consider using a holiday, such as Easter, Mother's Day, Thanksgiving, or even Super Bowl Sunday.
- 3** For free materials and other resources, go to **convoy.org/oneday-women** to register.
- 4** Set a goal for everyone to participate! As you know, your church members will likely rise to any challenge your leadership sets for them. If your church held a fundraiser last year, consider asking them to meet or exceed what they gave last year.
- 5** Encourage your church to choose a specific day at work to wear their *One Day* sticker. Our hope is that it sparks opportunities to share with others about the good work they are doing through Convoy of Hope.
- 6** Give the entire congregation an update on how much was raised following your campaign. Celebrate the good work you did together!
- 7** Call your Convoy of Hope representative if you need additional ideas or encouragement. We're here to serve you.

4-WEEK SERIES EXAMPLE

WEEK 1

- Show a video.
- Distribute the handouts and stickers.
- Ask your church members to consider giving.
- Announce the giving date.

WEEK 2

- Show another video.
- Ask your congregation to share why your church cares about empowering women within their circles of influence.
- Remind them of the giving date.

WEEK 3

- Show a third video.
- Distribute giving envelopes.
- Collect the donations.

WEEK 4

- Announce how much your church generously gave.
- Celebrate the difference they made!



A Powerful Sticker

Wearing the One Day sticker in the workplace is a powerful statement. Doing so tells the world that your church is determined to fight injustice, poverty, and suffering.

Encourage your people to proudly wear their One Day sticker on the day they choose to work for people in need.



*Celebrate the difference
you and your organization
made in just One Day.*

Send donations to:

Convoy of Hope
Attn: **Corporate One Day (Women)**
P.O. Box 1125
Springfield, MO 65801

Or visit:

convoy.org/oneday-women



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