



**YOUR
ONE DAY**
Transforms
**THEIR EVERY
DAY**

DID YOU KNOW?

GLOBALLY
383
MILLION

women and girls live in extreme poverty.

MORE THAN
83%

*of the world's extremely poor women and girls live in Sub-Saharan Africa (62.8%) and Central and Southern Asia (20.9%).**

Like you, Convoy of Hope finds this unacceptable.

We believe every life has value. Because of that, we are determined to bring help and hope to those who are hurting.

When you join Convoy's *One Day to Empower Women*, you're not just showing compassion — you're shouting it from the rooftops! You're proving that you and your business are all about turning compassion into action. It's about living a life of kindness and generosity to make a real difference.

**Statistics obtained from UN Women.*

ONE DAY IS SIMPLE

One of the best ways to do that is as simple as giving just one day's worth of your annual wage.

$$\text{ONE DAY} = \frac{\text{YOUR SALARY}}{365 \text{ DAYS}}$$

It's a small sacrifice that can create a huge ripple effect of generosity. It's about equal sacrifice, not equal giving.



LAGINA'S *Story*

Lagina’s strong work ethic and her love for her children are staples of her character. That’s why the hardest days of her life were the days she came home empty handed, having to tell her children that there was nothing to eat.

“No matter how hard I worked, it was never enough,” she said. “It led them to have no hope.”

Then a new opportunity came and Lagina was quick to accept.

“Convoy of Hope came to the village and gave us seeds to start a family garden. The production of my family garden is the best thing that has happened for my family’s livelihood.”

“I started off with a lot of doubt and fear. What if I can’t pull this off? What if I don’t have what it takes?” Lagina said. But Lagina worked hard and truly implemented the practices Convoy taught her through the Agriculture and Women’s Empowerment programs. Eventually, Lagina was able to rent her own piece of land and harvest her own broccoli. People travel all the way to her village to buy vegetables from her.

Lagina has gone from self-doubt to employing 27 other women in her community.

“I feel so proud and happy because I get to lead these women,” she said.

“I never thought — I never could have dreamed — that I would be doing what I am today. I feel accomplished as a woman to be able to do something different,” Lagina said. “And now I do have hope for the future. I have dreams, and I have plans.”

Three 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.
3. About 10% of Convoy’s budget goes to administration and overhead. That means that 90 cents out of every dollar given to Convoy goes directly to empower women.

YOUR ONE DAY CHANGES HER EVERY DAY

One Day to Empower Women is a simple way for you to end the cycle of poverty for women and girls around the world. This powerful campaign is about equal sacrifice, not equal giving. That's why we've made getting involved simple and straightforward.

Individuals

1. To find your *One Day* giving total, divide your salary by 365 — it's that easy!
2. Choose a day at work to wear your *One Day* sticker to work.
3. For free materials and other resources to share, visit convoy.org/oneday-women.

Businesses

1. Get leadership involved! When they express their hearts for the poor and suffering, they send a powerful message about the DNA of your business or organization.
2. Choose the length of your campaign.
3. For free materials and other resources, visit convoy.org/oneday-women to register.
4. Set a goal for everyone.
5. Encourage your employees to choose a day at work to wear their *One Day* sticker.
6. Give the entire organization an update on how much was raised and celebrate!
7. Call your Convoy of Hope representative if you need additional ideas or encouragement.

4-WEEK SERIES EXAMPLE

WEEK 1

- Share a video.
- Email the *One Day to Empower Women* flyer to your employees and friends.
- Distribute *One Day to Empower Women* stickers.

WEEK 2

- Share another video.
- Ask your organization to share why they care about the poor and suffering within their circles of influence.
- Remind them of the giving date.

WEEK 3

- Share a third video.
- Collect donations or share the QR code below.

WEEK 4

- Announce how many employees participated and celebrate the difference you made.
- Share the “Thank You” video from Convoy of Hope.



A Powerful Sticker

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

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



CONVOY OF HOPE
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NO ONE DAY TO YOUR DAY
EMPOWER WOMEN

