



Leader's Guide

YOUR ONE DAY *Transforms* THEIR EVERY DAY

TOMORROW DEPENDS ON TODAY

From feeding over 600,000 children around the world every school day to providing disaster survivors with bags of groceries following life-altering events, feeding people is at the core of what Convoy of Hope does.

With the support of friends like you, *One Day to Feed the World* powerfully demonstrates that the biggest needs can be met when the biggest hearts come together. When you take part in *One Day*, you're not just providing nutritious food for vulnerable communities. You're giving the gift of hope and a brighter future.

Thank you for joining us to create *One Day* that will transform their every day.

A handwritten signature in white ink, reading "Hal Donaldson", with a long, sweeping underline.

Hal Donaldson

President, Convoy of Hope



DID YOU KNOW?

2.33
BILLION

people are currently facing food insecurity. Of that, 864 million people are severely food insecure, posing grave risks to their health and well-being.

692
MILLION

people live below the \$2.15 per day poverty line worldwide.

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.

**These statistics were obtained from reports published by the U.N. World Food Programme and World Bank Group.*

ONE DAY IS SIMPLE

By participating in Convoy of Hope's *One Day* campaign, you are demonstrating to your community that you 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 = $\frac{\text{YOUR SALARY}}{365 \text{ DAYS}}$

Everyone in your organization can participate in transforming the lives of impoverished and hungry people by giving one day of their annual wage.

It's about equal sacrifice, not equal giving.

YOUR ONE DAY *Transforms* THEIR EVERY DAY

Three big reasons to participate:

1. People throughout the world are empowered to break the cycle of poverty in their own lives.
2. You get the awesome opportunity to transform lives through education.
3. Your generosity increases the generosity of others.





Joseph's Story

"Sometimes I feel like I want to grow up really fast so I can help my mom." Poverty often robs children like Joseph the chance of just being a kid.

Joseph, a boy in the sixth grade in Zambia, used to go to school some days without any food because his mom couldn't pay the rent, cover school fees, and afford to feed her children at the same time.

His mom works hard, but she still had to take out loans to continue paying for school fees, rent, and new clothes for her children. Her income isn't enough to consistently feed her family.

Before Convoy started the feeding program, Joseph's friends would sleep in class so they could forget about the pain of hunger. Now, he and all his peers are fed consistent, nutritious meals.

"Most of us won't stop coming to school," Joseph said, "because we know at school we are going to find food, we are going to eat, and we are going to be healthy and satisfied. I'm very energetic. I get to think properly when I'm doing class work. It becomes easier ... because of the food program I even get to play."

Joseph doesn't have to grow up faster than any other child. He can be a kid because he doesn't have to think about how to help his mom, make sure his sisters are fed, and get food for himself.

"Like you are helping us, I pray to help others. I want to follow in your footsteps," Joseph said.



Shantal's Story

- Maui Wildfires

In August of 2023, deadly wildfires raged through Maui, Hawaii. Houses, neighborhoods, and entire communities were decimated. Thousands of acres burned. More than 100 people lost their lives. Thousands of families lost their homes.

After the fires, people from towns like Lahaina were forced to take shelter in hotels, friends' homes, and even tents. Nine months after the fires, families still grappled with displacement.

Single mom Shantal has moved seven times since the fires. Her rental home in Lahaina was completely consumed.

With a young son in his toddler years and a baby on the way, Shantal needed

a stable place to call home — a luxury in a community left in ashes.

Convoy of Hope partnered with FEMA and two local furniture stores — BedMart and HomeWorld — to furnish the FEMA-provided rental homes for those left displaced in Maui.

In April, Shantal moved into her permanent rental. After months of instability, she could take a breath, stay in one place, and prepare for her baby.

Convoy of Hope provided beds, a baby crib, dressers, a dining table and chairs, and a couch for Shantal's new home.

"I am extremely grateful beyond words for your generosity and kindness," Shantal said. "Thank you for this huge blessing."



Arcelid's Story

- Guatemala

"You have to do it for your son,"
Arcelid's mom told her.

Before becoming a mom, Arcelid dreamed of becoming a hairstylist. But without resources, support, and confidence, that dream felt impossible to reach.

"I hit bottom. I felt alone. I felt hopeless," Arcelid said.

Then Arcelid had a baby to care for. Her mom sent her information to CADA, Convoy of Hope's Center for Outreach, Development, and Friendship in Guatemala. There, Arcelid found a community that supported her, and she learned the skills she needed to become a successful hairstylist — she even teaches other women at CADA.

"I came back to life," she said. "I started dreaming again. I had hope again."

Arcelid found hope. Resiliency. She saw her dreams fulfilled. And she's providing for her son.



Dhan's Story

- Nepal

Dhan, a farmer in a small village in Nepal, spent many years cultivating crops solely for survival. But four years ago, her life — and the lives of many women in her village — changed when she joined Convoy of Hope's Agriculture program.

The cyclical nature of crops like millet, corn, and wheat created a lot of downtime for the farmers in the village.

"This made us feel like we weren't being productive — like we weren't doing anything of importance," Dhan said. "We also didn't earn very much to save, if anything. This caused us to perpetually live in poverty. There was also a lot more tension in the village ... more fights."

In the program, Dhan learned how to grow different crops year-round using high tunnels, which protect plants and allow them to thrive even in difficult weather conditions — and she now has nine on her own farm! She grows a variety of crops, but tomatoes are her favorite.

"It is a joy to see the tomatoes as they grow and know how much income they can bring," Dhan said.

Now, Dhan is looking to the future. She plans to shift her focus to crops that require less labor but produce higher yields, such as oranges, lemons, and avocados. These are long-term investments that take time to mature, but with her training, Dhan is confident that these crops will provide greater financial security for her and her family.

"I'm thankful to Convoy for what they've done!" Dhan said.

Convoy of Hope is a faith-based, nonprofit organization that has helped more than 250 million people in more than 130 countries worldwide.

CONVOY OF HOPE
TRANSFORMS THEIR EVERY DAY
YOU FEED THE WORLD
ONE DAY AT A TIME
YOU CAN MAKE A DIFFERENCE

QUICK TIPS FOR SUCCESS

1 We recommend that people in leadership engage with the *One Day* campaign. When you express your heart for the poor and suffering, you will send a powerful message about the DNA of your business or organization.

2 Choose the length of your campaign. We recommend 2 to 3 weeks. Consider using a holiday, such as Mother's Day, Thanksgiving, or even Super Bowl Sunday.

3 If you haven't already, visit convoyofhope.org/oneday to order materials and download videos.

4 Set a goal for everyone to participate! As you know, your employees will likely rise to any challenge your leadership sets for them. If your organization

held a *One Day* fundraiser last year, consider asking them to meet or exceed what they gave last year.

5 Encourage your employees 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 organization an update on how much was raised following your *One Day* 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 employees to consider giving.
- Announce the giving date.

WEEK 2

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

WEEK 3

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

WEEK 4

- Announce how much your organization 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 organization is determined to fight poverty, hunger, 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**
P.O. Box 1125
Springfield, MO 65801

Or visit:
convoy.org/oneday

