

Light the World Giving Machines

**iDE Brand Marketing Toolkit
for 2024 Volunteers**

iDE Powering
entrepreneurs
to end poverty.



Dear Light the World 2024 Volunteers,

On behalf of everyone at iDE, thank you for all your hard work you put in to make the Light the World's Giving Machines a global success. We are grateful for your significant time, efforts, and dedication to this campaign.

To support your efforts, we created this toolkit for regional committees to use as part of your promotional efforts of the Giving Machines as it relates to iDE. This toolkit includes useful information, links to downloadable assets, and communications guidance that will help you share iDE's global efforts of powering entrepreneurs to end poverty. By creating this toolkit, we hope to address many of the commonly asked questions and requests for information, while creating consistency of our messaging across all the regions where iDE items will be featured in this year's campaign.

Feel free to reach out to Stevie if you have any questions regarding the contents of this deck or HB if you have general questions about iDE's participation in the campaign.

Sincerely,
HB and Stevie

YOUR iDE CONTACTS

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OUR MISSION

iDE creates income and livelihood opportunities for poor, rural households.

OVERVIEW

iDE (International Development Enterprises) is a global nonprofit organization dedicated to ending poverty through the power of entrepreneurship. Our work within agriculture, sanitation, climate change resilience, and gender equality, stands out because we don't simply provide handouts. Instead, iDE believes in powering small-scale entrepreneurs and building robust market ecosystems that lay the groundwork for low income and marginalized people to prosper on their own terms. iDE has almost 1,400 global staff and offices in 12 countries across Africa, Asia and Central America.

iDE believes that

**One entrepreneur can change
their community and millions
can change the world.**

RESOURCES

iDE Quick Facts

- We don't give things away. We [support local entrepreneurs](#) to make positive change in their communities.
- Founded in [1982](#) with programs in [12 countries](#) in Africa, Asia and Central America
- Has impacted nearly [42 million people](#) since founding
- [Global programs](#) range across water, sanitation, and agriculture with particular focus on nutrition, climate resilience, and gender equity
- iDE uses [human-centered design](#) to create programs that respond to needs by listening to the people with whom we work
- Received [Platinum Seal of Transparency](#) from Guidestar's Charity Review since 2017



RESOURCES

General Talking Points

About iDE: iDE is a global on profit with more than 40 years of experience working to powering entrepreneurs to end poverty. Their mission is to create income and livelihood opportunities for poor, rural households.

Values and Impact: iDE believes that one entrepreneur can change their communities and millions can change the world. In 2023, they reached the milestone of impact 40 million people through their programs since their founding in 1982.

Work and Approach: iDE works in 12 countries across Africa, Asia and Central America. They work with entrepreneurs to build and boost businesses in agriculture and WASH (water, sanitation, and hygiene) that support the needs of their communities. They provide training and access to essential resources for entrepreneurs in activities ranging from latrines and menstrual health to nutrition and climate-smart agricultural technologies. Each of their programs are designed to fit the needs of the people within the communities where they work.



Program Design: iDE uses a Human-Centered Design approach to developing their programs, which means they listen to the needs, wants and desires of the communities they serve in order to develop practical and sustainable solutions that fill the gaps in the market and help solve everyday problems. This includes understanding their own definitions of prosperity. This is what iDE means when they say they "start with people."

Women's Empowerment: iDE believes that women are the key to prosperity. When they thrive, their families thrive and their communities thrive. Yet, they often have fewer access to essential resources generally afforded to men. iDE is working to improve this.

Climate Resilience: Climate change is a reality for the people iDE supports. iDE's programs help farmers to be resilient to climate change through access to climate-smart technologies, information sources, and community-led management of natural resources.

Nutrition: 144 million children under the age of six are stunted today because of chronic undernutrition, which can have a lifelong impact. Thanks to support from LDS, iDE is expanding their nutrition programming around the world to improve the availability and access to high-quality diets for mothers and their children.

RESOURCES

Our Global Impact to Date

iDE

In 2023, we reached our audacious goal of impacting 20 million more, in which brought the total number of people impacted to 40 million since our founding in 1982.

Over 8 million

Households Impacted Since Our Founding

Over \$200

Average Annual Income Increased per Household

Over 42 million

Individuals Impacted Since Our Founding

\$15:\$1

Social return on investment (SROI)

RESOURCES

CEO Quote

"iDE is honored to be featured for the third time in the 2024 Light the World campaign in partnership with the Church of Jesus Christ of Latter-day Saints. The Giving Machines foster community and spark generosity for others during this season of giving, making it easy for people to give generously to a wide-range of nonprofit organizations with both local and global reach. Each gift designated to iDE will go directly towards our work powering entrepreneurs to end poverty and creating prosperity for last-mile communities." Elizabeth Welch, Chief Executive Officer, iDE



RESOURCES

Links

iDE

Resource	Links
Donation Link	<ul style="list-style-type: none">• https://www.ideglobal.org/?form=FUNWRHHVXGM
Social Channels	<ul style="list-style-type: none">• LinkedIn - iDE (International Development Enterprises)• Instagram - @ideglobal• Facebook - @iDEorg• X - @iDEorg• Youtube - @iDEGlobalOrg
Website	<ul style="list-style-type: none">• ideglobal.org
Stories, Articles, Reports	<ul style="list-style-type: none">• 2023 Annual Report• Ghana - Accelerating Impact of Food Security (LDS funded project)• Cambodia - Nutritional Program (LDS funded project)• Scaling Nutrition Programming Globally (LDS funding)
Videos	<ul style="list-style-type: none">• Zambia - postharvest loss techniques• Ethiopia - nutrition sales agent• Nepal - farm machinery mechanic

RESOURCES

Logos

- iDE high-resolution logo
 - [Stacked 2-color logo](#)
(preferred)
 - [Stacked reverse logo](#)
(for dark backgrounds)



Powering entrepreneurs
to end poverty.



Powering entrepreneurs
to end poverty.

RESOURCES

Photos

- [Photos](#) to support the iDE Giving Machine Items
- [General Photos](#) of iDE's Global Impact

When using iDE photos, please credit the photographer. Names are listed in the filename of each photo.



RESOURCES

Stories

Amina Bacar is one of iDE's Farmer business advisors (FBA) based in Chimoio, Mozambique. Amina is an aggregator, supplier, and retailer of horticultural products at Katanga market. She started working with iDE late in 2019 when she participated at the business plan training and was linked to farmer field schools in Dombe and Mpandeia to get supplies of potatoes so that she could bulk supply at the market to boost her capital base.

Due to stressful life issues as a woman and wife, Amina was not a happy woman and so she was invited to the couples training iDE organized using the "farming as a family business" strategy. But Amina also asked the iDE team to give her family a customized counseling session, which it did several times. Her husband agreed that she could access a loan using family assets as collateral.

To complement the linkage to potato suppliers, iDE also linked her to supply horticultural products to Gorongosa National Park and COGEF on a weekly basis. With a loan of 50 000 MZM in 2020, she met her clients demand very well and has shown a great sense of resilience because she never stopped even during the unforeseen events that happened in Mozambique like the cyclones and Covid-19.

Amina's personal life has also changed dramatically. She is happier and can now afford to send her children to school and put 3 meals on the table for them daily. Her marriage has also improved, so she said, "What I like now is my husband always consults me to make decisions on financial plans. It's after he saw my business flourishing that he showed me his pay slip, and I felt sorry for the peanuts he is getting as a government worker. His respect for me is increasing on a daily basis." She is also advocating for other women to get financial support, so that they do not depend on anyone for survival.



AMINA BACAR

Read more about Amina in our [40 Under 40 Stories](#).

RESOURCES

Stories

In the heart of Copán's northern region lies Sesesmil Primero, a community brimming with hope and resilience. At the center of this community's transformation is Yuri Guerra. As the President of the Sesesmil Primero Group, Yuri embodies the spirit of progress and resilience embedded in her community.

The catalyst for this remarkable change came in the form of a poultry initiative. For Yuri, this initiative was not just about raising birds; it was a gateway to acquiring invaluable knowledge about bird care and management. This newfound expertise has not only empowered her to engage in successful poultry production business, but has also equipped her with the confidence to tackle challenges head-on.

The poultry project has proven to be more than just a learning experience; it has been a source of motivation and personal growth for Yuri and her fellow community members.

"It has been a great opportunity for us; we are motivated."



Read more about Yuri in our [2023 Annual Report \(pp. 10-11\)](#)

One Chicken

Donate a high-quality chicken
to a rural family in need.



ITEM #1:

Chicken - \$7

Donate a high-quality chicken to a rural family.

EXPLANATION

Chickens offer sustainable nutrition and income. Chickens play a vital role in transforming the lives of vulnerable families by providing them with a sustainable source of protein through fresh eggs and the opportunity to generate supplemental income by selling surplus eggs.



ITEM #1: **Chicken - \$7**

Donate a high-quality chicken to a rural family.

STORY

Farhana Yeasmin, 24, remembers what it was like when her husband was the family's sole earner. Because he was a day laborer and made little money, they struggled to even pay for basics. And if he couldn't find work, the family sometimes skipped meals.

With assistance from iDE, Yeasmin chose to rear chickens and was provided with a brood of 18 healthy birds. Over the next two years, Yeasmin was also provided with technical support and learned to use earthen bowls, which the chickens prefer to lay their eggs in.

Yeasmin now regularly prepares meals of eggs or chicken meat, fulfilling the protein requirements of her family's diet. She's also established a contract with a wholesaler and sells about 200 eggs a month, earning roughly 3,000 Bangladeshi Taka (US\$35), which provides a healthy buffer against days when her husband cannot find work.

Photo of Farhana and her chicken available [here](#).

Two Shovels

Provide a farmer with shovels to increase farm productivity.



ITEM #2: Two Shovels - \$14

Provide a farmer with shovels to increase farm productivity.

EXPLANATION

Agricultural tools like shovels enable families to grow their own food. In countries facing chronic food insecurity, tools like shovels increase local food production while reducing reliance on food imports. They also contribute to a sustainable livelihood, contributing to long-term economic stability and resilience to external challenges.

ITEM #2: Two Shovels - \$14

Provide a farmer with shovels to increase farm productivity.

STORY

Among the poorest of the poor in Oromia, Ethiopia, Lemecha Bobe and his family were living on fallow land. Lemecha learned about excavation ponds during an awareness meeting on natural resource management held by iDE. By studying the natural flow of groundwater within a watershed, iDE's agriculture experts determine where to place excavation ponds. It takes 5 people who all live within the same watershed to commit to the project. They work together for 3-4 months, pooling their labor. Digging a pond per year, they continue working together until they each have a pond on their own land.

Two years after the worst drought in decades, Lemecha's family finds peace in an impressively diverse garden surrounded by the protection of a natural fence. They grew lettuce, beetroot, swiss chard, avocado, cabbage, coffee, and papaya. Next year, Lemecha will employ a technique called "crop rotation" which keeps the soil healthy. Lemecha's family is eating a greater variety of nutritious foods than when they were buying food from the market.



Photo of women available [here](#).

Farmer's Workwear

Provide a rain jacket, boots, and work overalls for a farmer.



ITEM #3: Farmers Workwear - \$39

Provide a rain jacket, boots, and work overalls for a farmer.

EXPLANATION

Exposure to chemicals, pesticides, and harmful substances is common in farming. Workwear designed to protect against these elements helps reduce the risk of health problems. Proper workwear, like durable gloves, boots, and protective clothing, can prevent injuries and reduce the risk of accidents. Good workwear is designed for comfort and functionality, which can enhance productivity.



ITEM #3: Farmers Workwear - \$39

Provide a rain jacket, boots, and work overalls for a farmer.

STORY

Prudence and her husband own two plots of land, multiple hoes and buckets as well as a chemical sprayer. Her husband owns the sprayer and is the one that can decide how it is to be used, but the land and other non-mechanized equipment are jointly owned. When Prudence or her husband use the chemical sprayer on their crops, it is important that they wear protective workwear including a rain jacket and boots to keep the chemicals off their bodies and stay healthy.

*Photo of Prudence * (bottom) and man in workwear available [here](#).*

Photo of Prudence (bottom) only has verbal consent from the subject and not signed consent*

One Goat

Provide a family with a goat for a nutrient-dense source of food and milk.



ITEM #4:

Goat - \$52

Donate a high-quality goat to a rural family.

EXPLANATION

From their behavior to their eating patterns, goats are easy to raise and supply marketable produce. For small farmers, goats are much less expensive to raise than cows or buffalo. Their diet mainly consists of grasses and shrubs, allowing them to survive even through inclement conditions such as droughts and crop failure.



ITEM #4:

Goat - \$52

Donate a high-quality goat to a rural family.

STORY

Konti is in her mid-60s and not married. She is physically strong and does her part willingly in the labor of farming. She is part of a group of female-headed households who have received training from iDE on natural resource management, and collaboratively steward the natural resources in their watershed. With help from the women in her group, she has dug a large pond in her backyard, and she raises sheep and goats. Goats are relatively inexpensive to acquire and maintain compared to other livestock. They can thrive on less-quality feed and a variety of forages, making them well-suited for areas with limited resources. Goats provide multiple products that can be used or sold, including meat, milk, cheese, and fibers like cashmere or mohair. This diversity helps farmers like Konti generate income from various sources.

Photo of Konti (bottom) and young woman with goat available [here](#).*

Photo of Konti (bottom) only has verbal consent from the subject and not signed consent*

Water Pump

Help a tiny farm ensure yield in the dry season with a sure water source.



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ITEM #5: Water Pump - \$248

Help a tiny farm ensure yield in the dry season with a sure water source.

EXPLANATION

Water pumps provide a consistent and reliable source of water for irrigation, which is essential for crop growth. In areas where rainfall is irregular or insufficient, water pumps help ensure that crops receive the necessary water, leading to better yields and more stable food supplies. With access to water pumps, farmers can cultivate crops more effectively, extend growing seasons, and potentially grow a wider variety of crops.



ITEM #5: Water Pump - \$248

Help a tiny farm ensure yield in the dry season with a sure water source.

STORY

It's a bright sunny day at Doña Joselinda Manueles's farm. She walks over to her water pump and turns it on. Almost immediately, the pump starts spinning dizzily away. The dry, broken soil begins to darken as the water travels through her drip irrigation kit, and water droplets come into contact with the baby lettuce plants. Behind her there is a small pond, which not only supplies water for irrigation, but is also where she keeps her tilapia fish harvest.

Doña Joselinda's family is one of several families who have benefited greatly from iDE's irrigation technologies. Once only coffee producers, the Manueles have managed to diversify their harvests due to low pressure drip irrigation systems that iDE has made available to them. Now, Doña Joselinda grows enough tomatoes, lettuce, and green beans to feed her family; she even has a surplus of vegetables that she sells in the local market.

Photo of Doña Joselinda (bottom) and man with water pump available [here](#).



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