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This book was conceived and developed under the direction of **Criterion Ventures**, a national firm that incubates and scales social ventures that make for a better world.

## What is *Our Day to End Poverty*?

*Our Day to End Poverty: 24 Ways You Can Make a Difference* is a book designed to help people think creatively about taking action on poverty related issues in ways that connect with their talents, skills and interests either alone or in groups. The focus is on getting readers excited about what each of us can accomplish rather than feeling intimidated by the size of the problem. *Our Day* is a great resource for Values Day, whether as the centerpiece of a group discussion activity, a takeaway that urges employees to give back on their own throughout the year, or a roadmap for ongoing group projects within your company.

Companies hunting for ways to increase employee job satisfaction and strengthen their communities can use *Our Day* to show employees how ending poverty can begin with small actions taken throughout the course of an average day. Where many were once paralyzed by the enormity of the problem, fighting poverty becomes a realistic goal that can be achieved if each of us plays a part in the solution. With this new-found achievability and attention from celebrities and world leaders alike, fighting poverty has become a hot topic.

*Our Day to End Poverty* helps readers find their place in the fight by:

- **Breaking it down:** The 24 chapters in *Our Day* parallel the 24 hours in a day and each covers a poverty related issue, providing a wide array of actions your employees can take to fight poverty.
- **Letting readers choose:** With each chapter focused on a different issue, employees can read in a linear fashion or jump around to the issues of greatest interest. *Our Day* is great for group discussion settings or to help groups launch ongoing projects.
- **Drawing connections to daily life:** Here's an example: most people in your company see the importance of technology in their life and work. Chapter 10, *Extend the Reach of Technology* gives answers to questions like: How can we work to expand the reach of technology and give low income communities access to computers and the internet? How do recycling and the use of alternate energy enhance efforts to spread access to technology?
- **Making introductions:** Each chapter in *Our Day to End Poverty* has a helpful resource guide pointing readers to various issue-focused anti-poverty groups and their websites.
- **Keeping it positive:** The authors show how to use the information provided, and they provide heartwarming real examples of real people taking action in each chapter.

*Our Day to End Poverty* is a great way to bring values day into each day of your employees' year by offering both the tools and encouragement that will help anyone make a difference.

***Make your Values Day Our Day to End Poverty***



## ***The Structure of Our Day***

*Our Day to End Poverty* is a book designed for groups of all sizes, with a variety of actions and ideas that will click with the different employees of your company. Varied reactions to the information and opportunities in the book provide fertile ground for discussion, creative thinking, and endless possibilities for either individual or collective action on Values Day and beyond.

The twenty-four chapters in the book are divided into three parts: Morning, Afternoon and Evening. In addition to this metaphoric organization, each of the three parts addresses the issues of hunger, education, work, community and relationships, health care, sustainable environmental practices, and finance. We have also concluded each part of the book with a chapter that provides more thoughts to help shape each person's individual action through giving, volunteering, and advocating.

Each chapter includes inspiring stories of average people who are making a difference. These profiles provide a template for celebrating employee involvement in combating poverty throughout the year.

In each chapter you will also find "Imagine this..." sections - what-if scenarios that invite your employees to think creatively about poverty and how we can end it. Any one of these sections can act as a springboard for a discussion group or as a way to start planning for ongoing action.

*Our Day to End Poverty* was written to connect with the reader's day, from breakfast to bedtime. Whether it's grabbing a cup of coffee or reading before bed, employees will discover connections between their daily activities and the lives of people around the world. The chapters connect poverty to daily activities so that we can both identify with the experiences of others and take action so that, *at the end of our day*, we will know we have made a difference.

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## ***Our Day to End Poverty Table of Contents***

*Our Day* addresses a wide array of issues and we know that any Values Day will not be able to cover all of them. Still, the table of contents is below as a way of demonstrating the broad array of issues covered in the pages of the book. Just as different sections will fit more closely with a given reader's day, different chapters will more closely align with your company's mission, philanthropic goals, or business model.

|  |           |   |            |
|--|-----------|---|------------|
| Preface  | vii       | Chapter 15: Call for Debt Relief                                      | 125        |
| Introduction: Opening Our Eyes to<br>How We Can End Poverty in Our Day | 1         | Chapter 16: Serve with Satisfaction:<br>More Thoughts on Volunteering | 131        |
| <b>Part I: Morning</b>   | <b>13</b> | <b>Part III: Evening</b>  | <b>141</b> |
| Chapter 1: Break the Fast  | 15        | Chapter 17: Extend Hospitality and Create<br>Community                | 143        |
| Chapter 2: Educate Every Child   | 23        | Chapter 18: Spread Literacy   | 151        |
| Chapter 3: Make Work Pay   | 31        | Chapter 19: Improve Transportation Options                            | 157        |
| Chapter 4: Care for Our Children                                       | 39        | Chapter 20: Travel with a Purpose                                     | 163        |
| Chapter 5: Give All Children Healthy Futures                           | 47        | Chapter 21: Save the Lives of Mothers and<br>Newborns                 | 169        |
| Chapter 6: Help Produce a Better Harvest                               | 53        | Chapter 22: Improve Access to Clean Water                             | 175        |
| Chapter 7: Consume with Conscience                                     | 61        | Chapter 23: Increase International<br>Development Aid                 | 183        |
| Chapter 8: Give from the Heart:<br>More Thoughts on Giving             | 69        | Chapter 24: Speak Up for Justice:<br>More Thoughts on Advocacy        | 189        |
| <b>Part II: Afternoon</b>  | <b>77</b> | Conclusion: Dream of a Bright Tomorrow                                | 199        |
| Chapter 9: End Hunger and Malnutrition                                 | 79        | <b>Resources</b>  | <b>203</b> |
| Chapter 10: Extend the Reach of Technology                             | 87        | How to Use This Book with Others                                      | 205        |
| Chapter 11: Expand Access to Microcredit                               | 95        | Guide for the Workplace   | 207        |
| Chapter 12: Encourage Social<br>Entrepreneurship                       | 103       | Index   | 213        |
| Chapter 13: Ensure Health Care for All                                 | 109       | About the Book Team   | 229        |
| Chapter 14: Provide Housing  | 117       |   |            |

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## **Sample questions for group discussion and individual reflection in the workplace**

- What values does our workplace hold that support ending poverty?
- What does our workplace already do to help end poverty (e.g., provide health care coverage, offer child-care assistance, pay a living wage)?
- What resources does our company possess (physical resources such as the building or product, human resources, and also intangible resources like visibility and influence) that we could contribute to help end poverty in our day?
- What are the costs and the benefits to our workplace of taking collective or individual actions to end poverty?
- How can our workplace actively support individual or collective action?
- Are there changes required for employees to take action individually or collectively? Who has the power to put these changes in place?

### **Bulk Purchasing Discounts and Customization Costs**

| <b>Bulk quantity</b>   | <b>Discount</b> | <b>Price per book</b> |  |
|--|-----------------|-----------------------|--|
| 100 – 999  | 40% off         | \$8.97 each           | To take advantage of these discounts and/or the customization option, please contact <b>Marina Cook</b> , Sales Manager, <a href="mailto:mcook@bkpub.com">mcook@bkpub.com</a> , (415) 743-6468 |
| 1,000 – 1,999  | 43% off         | \$8.52 each           |  |
| 2,000 – 2,999  | 45% off         | \$8.22 each           |  |
| 3,000 – 3,999  | 48% off         | \$7.77 each           |  |
| 4,000 – 4,999  | 50% off         | \$7.48 each           |  |
| 5,000 – 5,999  | 53% off         | \$7.03 each           |  |
| 6,000 – 6,999  | 55% off         | \$6.73 each           |  |
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| 9,000 – 9,999  | 63% off         | \$5.53 each           |  |
| 10,000+  | 65% off         | \$5.23 each           |  |
| <b>Customization available for a flat fee for purchases of 2,000+ books</b><br>Custom page inside the book: \$300<br>Logo and/or message on cover: \$850 |                 |                       |  |

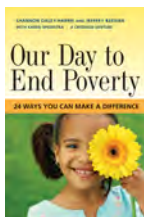
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**Make your Values Day Our Day to End Poverty**

Below is a sample of a Quick Start guide that can be handed out to your employees along with their copy of Our Day to End Poverty. We can send you the files needed to create your own guide or we can work with you to create one for you

## Our Day to End Poverty Quickstart Guide: Values Day



1

To get started, take a quick scan of the back of your copy of **Our Day to End Poverty**. Here you will find thoughts on the book provided by leaders in the global effort to end poverty including Eileen Sweeney of the Motorola Foundation. The introduction offers a good overview of the book and how it is laid out.

2

Through the work of the Motorola Foundation Education has been identified as one priority. Today's discussion will focus on Chapter 2, Educate Every Child. We asked some of you to look at the chapter last week, and one person in each group should be able to report on:

*A conversation with a local teacher about how business can strengthen the schools.*

*Discussion with a student from that school to get their perspective on how business can help*



3

After this report is complete, discuss the ideas suggested among yourselves for 15 minutes

*Are there ideas your team can accomplish, promote, or help with?*

*What steps would need to be taken?*

*What are the resources you have available, and how are the particular gifts and talents of your organization best suited to helping your local school system?*

**Have someone take notes!**

4

Either after or during your brainstorming session, hop on a computer and visit [www.donorschoose.org](http://www.donorschoose.org), a website where teachers post information about resources they need for their classrooms. This website and others like it take the guesswork out of helping schools, and can be another good source for ideas.

5

Spend 5 minutes flipping through some other chapters, and talk as a group about other ways you could make a difference. Consider forming a group to expand your impact beyond Values Day!

*Figured out a way you want to use Our Day to End Poverty? Please, give us a ring, drop us a line, or send us an email to:*

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