

MICRO-ENTERPRISE **PROPOSAL**

ServeNow
Procrastinate later

By partnering with *ServeNow*, income generation brings the unpaid pastor or widow to regain Jesus' hope for the future. Your gift has the power to change lives today and for generations to come!



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The Heart of God

Scripture teaches about God's love for people living in poverty — and our responsibility to help. We believe that God's heart is for the poor. Why should ours be any less?



Psalm 140: 12

"I know that the LORD secures justice for the poor and upholds the cause of the needy."

God's heart is for the poor. He works to defend the rights of the poor and sustains them. What would our world look like if we took up this cause?

Matthew 25: 35-40

God loves the needy so much that he identified with the poor in their deepest and most basic needs. As followers of Jesus, God invites us to serve the poor and make a lasting impact in the Kingdom!

Luke 12: 33-34

Does your heart look like God's, or is it of the world? Because where your treasure is, that's where your heart will be also.

Helping the Poor

ServeNow's Micro-Enterprise program is a life-changing resource that the most vulnerable, who live in extremely poor countries, can use to start a business and generate income.

You can help us provide small grants to empower the poorest of the poor to start their business. Groups are formed, and then a percentage of their profits pool together to enable further grants, thus multiplying recipients to benefit even more.

Each country starts a small business uniquely:

- Vegetables, Fruit, or Juice Stand
- Basket Weaving
- Raise and Breed Pigs or Goats
- Barbershop or Salon
- Soap Making

You can equip the underpaid pastor or single mother with the tools needed to escape poverty sustainably.





Micro-Enterprise Examples

Small business looks different in each country. You can diversely serve according to the need and nation!



Country Facts

ServeNow's Micro-Enterprise program will help provide small-business opportunities and combat poverty in 12 nations!



Benin

More than a third of the 13 million population live below the poverty line.



Burundi

One of the poorest countries in the world with 70 percent of the population living in poverty.



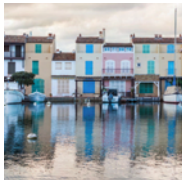
Ethiopia

Nearly one-third of the population lives in poverty — 40.3 million people.



India

Estimated that 63 percent live in extreme poverty, but likely more due to the COVID-19 pandemic.



Ivory Coast

46 percent live below the poverty line, at \$1.22 USD per day.



Kenya

About 35.6 percent of people live on less than \$1.90 USD per day.



Madagascar

75 percent of Madagascar's people live below the poverty line.



Malawi

Over half the Malawian population (50.7%) is poor.



Nigeria

70 percent of people nationwide live below the poverty line.



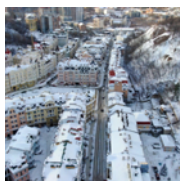
Tanzania

Majority of the population experience extreme poverty.



Togo

One of the poorest nations with high poverty — rural areas doubled (58.8%) than urban areas (26.5%).



Ukraine

The war has pushed 7.1 million more people into poverty, undoing 15 years of progress.

Outcomes

Income generation is a powerful way that you can share God's love with people living in poverty and transform their lives.

Invest in Economic Change

Small business owners buy necessary supplies that contribute to the local economy.

Help Provide Education

When parents generate income, they can provide an education for their children.

Break the Cycle of Poverty

Once children receive education, they will be prepared for their future families and generations.

By investing and empowering a small business, the underpaid pastor or mother can escape poverty.

Your one-time gift to the Micro-Enterprise program keeps on giving. The most vulnerable will be able to make enough money to feed, clothe, and educate their children—impacting generations to come!



The Story of Teresia



Imagine being a mother of four children in a slum area of Africa. While you are a follower of Jesus, your husband is not.

You sell maize to try to generate enough income to survive another day and provide food for your family. It is hard work to carry it around village to village to sell it. You do this because you cannot afford your own shop where people can come and purchase it from you. You work long hours, day and night. While your kids express a desire for education, there is no way you can afford to send them to school which requires tuition.



"Forever grateful"

This was exactly the situation of a woman named Teresia in Kenya. Because of people like you, Teresia was able, through *ServeNow's* Micro-Enterprise program, to sell maize and other produce, and open her own shop. But more importantly, she described her kids as "chubby" because they have food to eat. Now one of her daughters also attends high school.

Give Today

ServeNow invites you to show God's love and combat poverty through our Micro-Enterprise program.

The outlined projects total \$213,978. On average, every \$450 gift helps one person, or \$4,500 supports one group of 10. Hundreds of the most vulnerable living in poverty need your help!

Will you invest in life-changing resources and live out God's heart for the poor? Combat poverty and give today!

Online

Scan the QR to give Micro-Enterprise.



By Check

Mail a check payable to *ServeNow*, 1817 Austin Bluffs Pkwy #110, Colorado Springs, CO 80918.

Planned Giving

Unleash the benefits of a non-cash gift through Stock Appreciations, IRA Distribution, Estate Planning, etc. Contact our team by phone or email.

Total	\$213,978
Ethiopia	\$20,000
India	\$5,880
Ukraine	\$18,648
Kenya	\$2,835
Benin, Burundi, Ivory Coast, Madagascar, Malawi, Nigeria, Tanzania, and Togo.	\$166,615

End Of Proposal

THANK YOU



As a partner, you can support this Micro-Enterprise program that is changing lives all around the world. You can help share God's love for people living in poverty and transform their lives for generations to come.



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