



## Grameen Foundation's 25th Anniversary

Dear Friends of Grameen,

Thanks to our committed and passionate donors, partners, and staff, Grameen Foundation is privileged to mark its 25th anniversary in 2022. **We invite you to join us in celebrating a quarter-century of achievement in empowering low-income people, especially women, with the tools and knowledge they need to break the cycle of poverty.**

Through the end of 2022, we will launch a series of external communications to celebrate past milestones, and share how, based upon our foundation of past successes and learnings, Grameen Foundation is uniquely positioned to deliver bold and transformational strategies to relieve the suffering of people living in poverty. The centerpiece of our celebrations will be a hybrid in-person and virtual event on **October 20, 2022** at the NASDAQ Entrepreneurial Center in San Francisco, California.

**Mr. Don Gips, CEO of Skoll Foundation and former U.S. Ambassador to South Africa**, will be our featured speaker as we honor the past, showcase the present, and envision the future of Grameen Foundation.

Since Grameen Foundation's inception in 1997, we have built on the storied history of our partner organizations, Freedom From Hunger and Meals for Millions, to help millions of people gain access to the tools they need to end poverty. We are poised to leverage this experience, knowledge, and data to expand Grameen's Community Agent Network, our most effective anti-poverty initiative to date.

We invite you to partner with us as a sponsor of Grameen Foundation's 25th Anniversary. Together, we can celebrate our achievements and elevate awareness of Grameen Foundation to **an audience of people we believe may be as important to you as they are to us: a community passionate about empowering women, alleviating suffering, and spreading equitable prosperity around the globe.**

We thank you for your consideration.

With warm regards,

Peter Cowhey  
Grameen Foundation  
Chairman of the Board

  
CF

Carlos Fonseca  
Grameen Foundation  
Board Member & Chair of 25th Anniversary  
Steering Committee

### 25th Anniversary Steering Committee

**Brent Chism**  
*Interim President & CEO,  
Grameen Foundation*

**Carlos Fonseca**  
*Chairman,  
Grameen Foundation  
25th Anniversary Steering Committee  
International Markets Head,  
Strategy, Planning & Analytics,  
Transunion*

**Jenny Darlington**  
*Senior Results Analyst,  
Capital Group*

**Katharin Dyer**  
*Board Member, Strategic Advisor,  
CMO, and AI Professional*

**Neela Saldanha**  
*Founding Director,  
The Centre for Social and  
Behaviour Change (CSBC),  
Ashoka University*



## About Grameen Foundation and The Community Agent Network

**Our Mission:** Grameen Foundation empowers the poor, especially women, to create a world without poverty or hunger.

People living in poverty don't just lack money. They lack access to information and resources the rest of us take for granted. They have more than enough will to overcome poverty and hunger. What they lack is a way.

That's why Grameen Foundation exists: Like you, we're deeply committed to making sure people living in poverty have sustainable, self-directed paths toward a more prosperous future. **Since 1997, we have created tools and resources to help people help themselves.** Tools built to address poverty's interconnected root causes in a sustainable way. **Since setting a goal in 2016 to reach 25 million people by 2025, Grameen has impacted nearly 15 million people.**

Our ultimate goal is scale and sustainability. We research to understand the varied nuances of poverty's problems at the local level, concentrating on barriers women and smallholder farmers face. This helps us understand conditions on the ground, monitor progress, and assess impact. Then we apply lessons learned to scale-up the most promising solutions, such as the Community Agent Network.

**The Community Agent Network is an evidence-based model for training poor women and youth to become last-mile service providers for the neighborhoods they serve. Not only are they the catalyst for positive change in their communities, but they also become entrepreneurs in their own right, increasing their families' wealth and well-being.** While technology is critical to our success in delivering financial inclusion to women and increasing poor farmers' productivity and yields, Community Agent Networks have been the real catalyst for change.

Because they serve their own communities, local Agents are able to overcome their neighbors' distrust of technology to effectively deliver digital financial and agriculture solutions, as well as hygiene and health information, such as COVID-19 prevention resources. What's more, Agents can serve to alleviate gender-based violence, child labor, and other challenges female microentrepreneurs face.

Grameen launched our first Community Agent pilot in the Philippines in 2015. Since then, we have proven the impact of the model by building Agent networks in India, Philippines, Uganda, Burkina Faso, and Ghana.

## Partner to Support Grameen Foundation's 25th Anniversary

Grameen Foundation is celebrating 25 years of empowering people, especially women, to end extreme poverty permanently.

**Since 2016, we have reached nearly 15 million people through local agents trained to deliver financial access, farming plans, and holistic education programs to their communities.**

You have the opportunity to invest in the movement to end poverty sustainably and equitably. Together, we can accelerate this momentum through the next 25 years and beyond, creating scalable climate-smart, gender-sensitive solutions for people experiencing extreme poverty.

We invite you to promote your dedication to this cause by partnering with Grameen at the level that best fits your organization.

Level and Benefits	Empower \$10,000	Enlighten \$5,000	Inspire \$2,500	Connect \$1,000
Partnership in helping to connect women to the services and education they need to permanently exit poverty!	X	X	X	X
Promotion of your name and logo as signature sponsor of the event in both in-person and virtual collateral	X			
Sponsored content piece (e.g., featured article, ad creative) in email publication	X	X		
Recognition in all email and print newsletters leading up to the event (email newsletters distributed to 20,000 people, and print newsletters mailed to 10,000 people)	X	X		
Recognition in all printed promotional materials leading up to the event (2-3 mailed pieces)	X	X	X	
Recognition in all event email marketing (At least five emails)	X	X	X	X
Recognition in all event social media marketing (at least five social posts)	X	X	X	X
Company featured on event presentation slides and graphics	X	X	X	X
Company featured on event website and registration site	X	X	X	X
VIP Seating at the hybrid live event	For 10 people	For 8 people	For 2 people	
Invitation to a private dinner with our CEO and Board Members	For 10 people	For 8 people	For 2 people	
Prominent recognition in all post event thank you communications	X	X	X	X
<b>Amount used for direct program support (above event costs)</b>	\$8,000	\$4,000	\$2,000	\$800
<b>Amount used for event costs</b>	\$2,000	\$1,000	\$500	\$200



## Grameen Foundation's 25th Anniversary

**Yes!** I would like to become a sponsor of Grameen Foundation's 25th Anniversary celebration.

- I would like my business name / name to be anonymous
- I would like my gift to be used for a matching fund

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Name of Business/Group (as it will appear in the all promotions)

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Contact Name and Title

Authorized Signature

Phone Number

Fax Number

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Email

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Address

City

State

Zip

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**Please select the sponsorship or donation level:**

- Empower Sponsor \$10,000
- Enlighten Sponsor \$5,000
- Inspire Sponsor \$2,500
- Connect Sponsor \$1,000
- Other Donation Amount \$ \_\_\_\_\_

**Payment Method** (Please make checks payable to Mobility Outreach International):

Check    Check Number Enclosed \_\_\_\_\_    Check Will Be Mailed By \_\_\_\_\_

Pay Online: <https://XXXXX>

Please charge my:    Visa    MasterCard    American Express    Discover

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Credit card #

/

Expiration month/year

Security code (back: 3 digits or AmEx: 4 digits)

Signature

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**Please complete, sign, and return this form by as soon as possible to:**

Grameen Foundation  
1400 K Street NW, Suite 1255  
Washington, DC 20005  
(202) 628-3560

**Questions?** Contact Heidi Peterson at 206-719-1248/hpeterson@grameenfoundation.com