



# Adelante



## *Allies of Adelante Toolkit*

Allies of Adelante are individuals or groups who help secure access to economic opportunities for underserved women in Honduras. Allies set goals related to their interests or for their respective groups as it relates to Adelante Foundation activities, fundraising, partnership development, and awareness-generating campaigns. Allies of Adelante are provided tools to fundraise, engage, and raise awareness. We hope you'll join us in our effort to support this important work!

*Why join Allies of Adelante?*



Over 70% of Hondurans live below the poverty line, which makes Honduras the second poorest country in Central America. Of this population, women are among the most vulnerable. They are challenged daily by food insecurity and health problems, primarily due to low household income.

Adelante's work is based on the assumption that Hondurans living in poverty have the talent, the ingenuity, and the strength to transform their lives and their nation — all that many of them need is a little capital to be able to get started. By providing small business loans and education, women in Honduras are able to break cycles of generational poverty and lead empowered lives.



### Mission

To empower enterprising women with the least opportunity to achieve economic self-sufficiency

### Because...

Microfinance is not charity – it empowers women to pursue opportunities. Entrepreneurs retain ownership of goals and accomplishments and experience sustainable economic development.

## Adelante Foundation - By the Numbers



## Adelante Loan Products

Individual



Group



Agriculture



Education



Water & Sanitation



Home



# Allies of Adelante Toolkit



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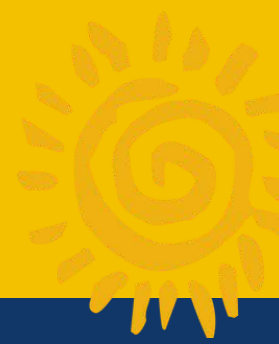


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# Volunteer / Become an Ambassador



## Volunteer

We welcome individuals and groups who can initiate a project or offer a service that could contribute to the success of Adelante either in the United States or in Honduras. Some existing and ongoing needs we have:

**PR & Marketing** ★ **Translation Services** ★ **Board/Committee**

**CSR / Partnership Development** ★ **Advisor Involvement** ★ **Gaming/Streaming**



## Become An Ambassador

There are many ways to amplify the message and mission of Adelante.

- Share information about the power of microfinance and the unique challenges in Honduras: Invite Adelante to speak to a group or on a podcast that you know of
- Connect and share information with other influencers
- Visit Honduras with us and meet Adelante staff and clients.

**[Click here to contact Adelante and learn more.](#)**

# Fundraise with...



Adelante partners with Givebutter to make it easy to raise awareness and funds! Support Adelante by:

- Asking for donations instead of gifts on your birthday
- Running a race
- Picking a challenge
- Hosting an event
- Getting your company involved in a match or sponsorship

Make sure to set a goal of how much you wish to raise, and in what amount of time. Contact Adelante to learn more or start a Givebutter campaign by following the steps below. Benefits associated with fundraising levels located on following page.

Givebutter offers two ways for donors to create campaigns:

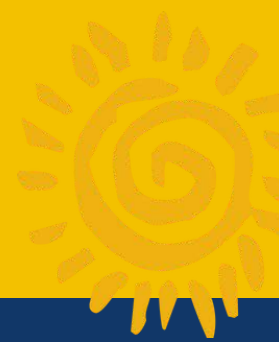


- 1. Become a Team member**
- 2. Create your own account & connect it to Adelante**

Both are easy ways to get started! To become a team member, contact Adelante and we will help you get started on a campaign. To create your own account, go to <https://givebutter.com/>, create an account, create a campaign, and then [click here](#) for step-by-step instructions.

If you have any questions, please [contact Adelante](#) or Givebutter for help.

# Donate



A great way to get started as an Ally of Adelante is to make a donation. Adelante offers a number of ways to donate and help improve the lives of women in Honduras. No gift is too small.

## Ways to give

- Make a single or monthly **monetary donation**
- Donate in **honor of someone you love**
- Donate **cryptocurrency**
- Become a **Legacy Donor**
- Shop and support Adelante with **Amazon Smile**
- Give a **Gift of Stock**
- Donate a **vehicle**

Any gift or donation has a significant impact. Donations can be made online, via mail, or by phone. Click on the various options above for more details or contact us at [info@fundacionadelante.org](mailto:info@fundacionadelante.org)



# Allies of Adelante Benefits

Raising funds for Adelante, qualifies you for the following:

## MAKE A DIFFERENCE LEVEL

\$500

Aim to make a difference in the lives of impoverished women

- Highlight on Adelante Social Media Outlets
- Public Recognition on Annual Adelante Donor Materials

## EMPOWERMENT LEVEL

\$1,000

Empower women to start and grow enterprises

- All Listed Above Benefits
- Link to Your Social Engagement Platforms

## DELIVERING DIGNITY LEVEL

\$2,500

Provide a hand up vs a hand out, ensure autonomy & dignity

- All Listed Above Benefits
- Custom Content & Collateral Provided + Presentation Opportunity

## ENABLING ENTERPRISE LEVEL

\$5,000

Micro loans PLUS education is a recipe for success

- All Listed Above Benefits
- Tailored Media Kit Promoting Partnership & Press Release Push

## PATHWAYS OUT OF POVERTY

\$10,000

Break intergenerational cycles of poverty with financial inclusion

- All Listed Above Benefits
- Earned Media in Relevant Publications and/or Public Radio

## BE A CHAMPION LEVEL

\$25,000

Help Adelante expand into regions we have not had the capacity to reach

- All Listed Above Benefits
- Visit Honduras - Flight, Client Visit + Accommodations for 2 Nights Included



# Additional Ways to Get Involved



## Fundraise with Tiltify

Tiltify is a streaming platform that allows streamers to fundraise for an organization or cause as they play video games. **Contact Adelante or visit Tiltify to learn more.**



## Partner with Adelante

Are you interested in getting your brand involved with Adelante? Work with us to develop mutually beneficial fundraising campaigns, co-branded merchandise, media, and/or experiences that have an incredible impact. **Contact Adelante or click here** to learn more.



## Impact Tour

Adelante offers supporters and interested parties the opportunity to learn more about our work in Honduras. Choose an experience that ranges from a half day up to a full five days. You will can meet Adelante staff in La Ceiba or any of our branch offices, travel to rural villages, connect with microfinance clients, and visit businesses enabled by Adelante Foundation. This unique experience provides visitors a deeper understanding of our microfinance model, the work we do to alleviate poverty, while also enjoying other sites of interest. **Contact Adelante or click here** to learn more.



# Learn more

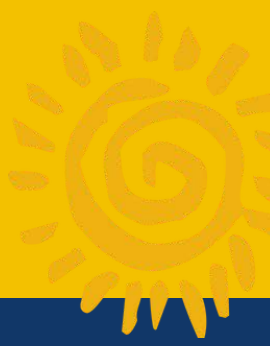


The first and the most crucial step we can take is to learn about places like Honduras – the history, culture, and the unique circumstances the local population faces. Explore the struggles and ambitions Hondurans face and share your learnings with those around you to help cultivate deeper understanding, empathy and respect. Consider reading and discussing books or documentaries (some options listed below). An Adelante Ambassador would be happy to join the group and share information about the context specific to Adelante Foundation.

- Half the Sky by Nicholas D. Kristof and Sheryl WuDunn (documentary also available on Prime)
- The Blue Sweater by Jacqueline Novogratz
- Banking to the Poor and Creating a World Without Poverty by Mohammad Yunus
- Development as Freedom by Amartya Sen
- The End to Poverty by Jeffrey Sachs



# Contact Us



We would love to hear from you and happy to chat or answer any questions



## USA or Honduras

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## Learn more

[www.AdelanteFoundation.org](http://www.AdelanteFoundation.org)

