



# **ANNUAL REPORT**

ONE DAY'S WAGES | **2010**





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## Director's Update

2010, our first full year, was an incredible year. Because of your generosity and support, we've awarded five grants to small but compelling NGOs and fully funded three partner projects in Ethiopia, Kenya, and Nepal. Amazingly, you've helped raise over \$100,000 for the Haiti Relief Fund and over \$30,000 for the Pakistan Relief Fund. In total, we've raised over \$530,000 since our launch only 15 months ago in October 2009.

While we're astonished and humbled by the funds we've raised, we're constantly reminded that it's not just about the money. It's about a movement of simple generosity as a diverse group of supporters come together to create a more compassionate and just world. So many people chose to take that step of simple generosity and give their one day's wages, while others created personal campaigns encouraging their many friends and family to take that step of giving one day's wages. Some of our great stories from 2010 include Esther running her first marathon, breakdancers coming together to host an ODW event, and the birthday campaigns of both four-year-old Naomi and Amy from Australia.



## Director's Update

The past year also marked an important swing in the ODW movement, one we hope will continue into 2011 and beyond, as business, schools, and religious communities partnered with us on a larger group level. These partnering groups include Morrison Academy Kaoshiung (Taiwan), Lakeland High School (Idaho), Salem Covenant Church (Connecticut), and eAegis (Florida). We also continued to form strategic partnerships with likeminded nonprofits, including the much-acclaimed ONE Campaign.

This movement of simple generosity has captured the fascination of many, garnering attention in numerous media outlets, including another mention in the *New York Times*, in 2010. Our 2010 Inaugural Gala was sold out and a huge success. Of course, our goal is not to simply be known; publicity needs to translate to action and difference-making. Remember, we don't have to be rock stars, billionaires, or famous to make a difference. Generosity doesn't start when we have a lot, it begins the moment we start breathing. This will change the world.

Sincerely,  
Eugene Cho  
*Co-founder, director*

# Map of Activity

One Day's Wages is a movement of people, stories, and actions to alleviate extreme global poverty. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ac convallis elit. Aenean id arcu ut ligula egestas tristique eu sed massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



## A Child's Right

2010 marked our partnership with A Child's Right (ACR) to provide five schools and two orphanages in Siem Reap Cambodia with water purification systems, installation, and maintenance for 10 years. ACR has a history of providing water purification and hygiene education to children and we are excited to point our donors to them.



## Charity:Water

Through our partnership with Charity:Water, our donors provided \$25,000 for sanitation and clean water to an Ethiopian primary school. Approximately \$20,000 funded the construction of sanitation equipment (sinks and toilets) while \$5,000 was directed toward the building of a water well to provide clean water for the entire school.

# Map of Activity



## Create Change

In 2010 we began the process of establishing a matching grant with Create Change to support the Ghana Girls Education Program. The generosity of One Day's Wages donors will work to cover school fees, books and materials, personal items, and boarding supplies necessary for the education of 50 girls in northern Ghana.



## Haiti Relief Fund

After a January 2010 earthquake took the lives of over 300,000 and displaced at least 1,000,000 others, our donors sprang to action through the Haiti Relief Fund — raising more than \$100,000 for the efforts of World Concern and Partners in Health for disaster relief, cholera treatment and education, small business grants, etc.

# Map of Activity



## Krochet Kids Intl.

In late 2010 we began the process of forming a partnership with Krochet Kids International to create sustainable employment for women in Lima, Peru. Krochet Kids Intl., with the help of the ODW community, will work to create workshop space for at least 10 women and kick-start a larger cycle of employment and empowerment.



## Nuru

We reached a partnership with Nuru in 2010 that will provide \$15,000 in loan capital for Nuru's agriculture program in Kuria, Kenya. Program beneficiaries (approximately 70 families, or 350 individuals) will use these funds for seeds, fertilizer, and other farming materials, leading to an average annual profit of \$369.40 USD per family involved.

## Map of Activity



### Pakistan Relief Fund

July 2010 floods claimed nearly 2,000 lives and put approximately one-fifth of Pakistan underwater. Responding to this tragedy, our donors supplied World Vision and the Kashf Foundation with over \$30,000 to distribute medicine, food, and basic supplies through our Pakistan Relief Fund, which continues in 2011.



### UAOWF

In 2010 we approved a \$5,100 grant to the United African Orphans and Widow's Foundation (UAOWF), providing 400 chicks to 40 HIV/AIDS who use the birds to gain profitable skills. Each project participant receives chicken management training and passes on 10 chicks from their chicken's first brood to an incoming program participant.

# Map of Activity



## SDRF

Sustainable Development Research Foundation (SDRF) works with Thailand's at-risk HIV community. ODW set up a matching grant with SDRF and our donors gave \$25,000 toward SDRF's Livelihood Project, providing training and maintenance for tilapia ponds that families use to market and sell fish to build a sustainable income.



## Zimele

In late 2010, we approved a grant to Zimele, a South African organization providing care for HIV/AIDS patients. This matching grant will go toward supplies and transportation for volunteers and patients. This gift will lead to job creation and training and the infrastructure necessary to provide care to over 4,000 people over the grant's two-year term.

# Financial Report

## INCOME

Private donations	\$422,665
Administrative fund	\$61,401
In-kind gifts	\$12,100
Fundraising	\$6,507
Cost of goods sold	\$1,500

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**ALL INCOME** **\$504,173**

## EXPENSES

### *Payroll & Benefits*

Operations Director	\$27,000
Benefits	\$2,586
Payroll taxes	\$3,493

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*Total Payroll & Benefits* \$33,079

### *Programs*

Awards/grants paid	\$248,627
Credit card fees	\$6,431

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*Total Payroll & Benefits* \$255,058

### *Operating Expenses*

Accounting services	\$1,000
Advertising	\$974
Bank charges & fees	\$165
Computer & monitor	\$1,233
Fundraising: t-shirts	\$931
Fundraising: Annual Gala	\$13,150
In-kind gift expenses	\$2,106
Legal fees	\$275
Licenses & registrations	\$60
Meals (staff meetings)	\$1,580
Office expenses (supplies, postage, rental)	\$1,029
Professional development (meetings)	\$284
Rent	\$6,900
Travel (airfare, transportation, lodging)	\$1,895
Utilities (cell phone)	\$920
Website (contract, hosting)	\$1,510

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*Total Payroll & Benefits* 33,012

**2010 INCOME** **\$504,173**

**2010 EXPENSES** **\$321,149**

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**NET INCOME** **\$183,025**

# Directory

Special thanks to the One Day's Wages Advisory Board and Board of Directors for the vision and sacrificial leadership necessary to lead a movement to alleviate extreme global poverty.

## *Advisory Board*

Trace Bundy  
*Musical artist*

Jack Chen  
*Immigration compliance law, Microsoft*

Shane Claiborne  
*Author and activist  
Founding Partner, The Simple Way*

Carla Legg  
*Marketing Project Manager, Starbucks*

Adam Phillips  
*Faith Relations Manager, ONE Campaign  
Minister, Evangelical Covenant Church  
Chair Person, Micah Challenge USA*

## *Board of Directors*

Eugene Cho  
*Co-founder, One Day's Wages  
Director, Q Café*

Steve Brain  
*Technology Director, Amazon.com*

Minhee Cho  
*Co-founder, One Day's Wages*

Jason Koh  
*Jason S. Koh Family & Cosmetic Dentistry*



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