

# Entrepreneurs are **everywhere**

## ways to give

There are many ways to support iDE Canada. Please share this brochure with a friend to raise awareness or consider making a donation that supports entrepreneurs around the globe.

- cheque
- online | [idecanada.org/donate](http://idecanada.org/donate)
- phone | 204 786 1490

iDE's track record

# 10:1 ROI

return on investment

For every dollar you donate, iDE consistently achieves a minimum average return of \$10 in annual income generated or saved by a person living in poverty.

iDE Canada  
9 Higgins Avenue  
Winnipeg, Manitoba  
R3B 0A3

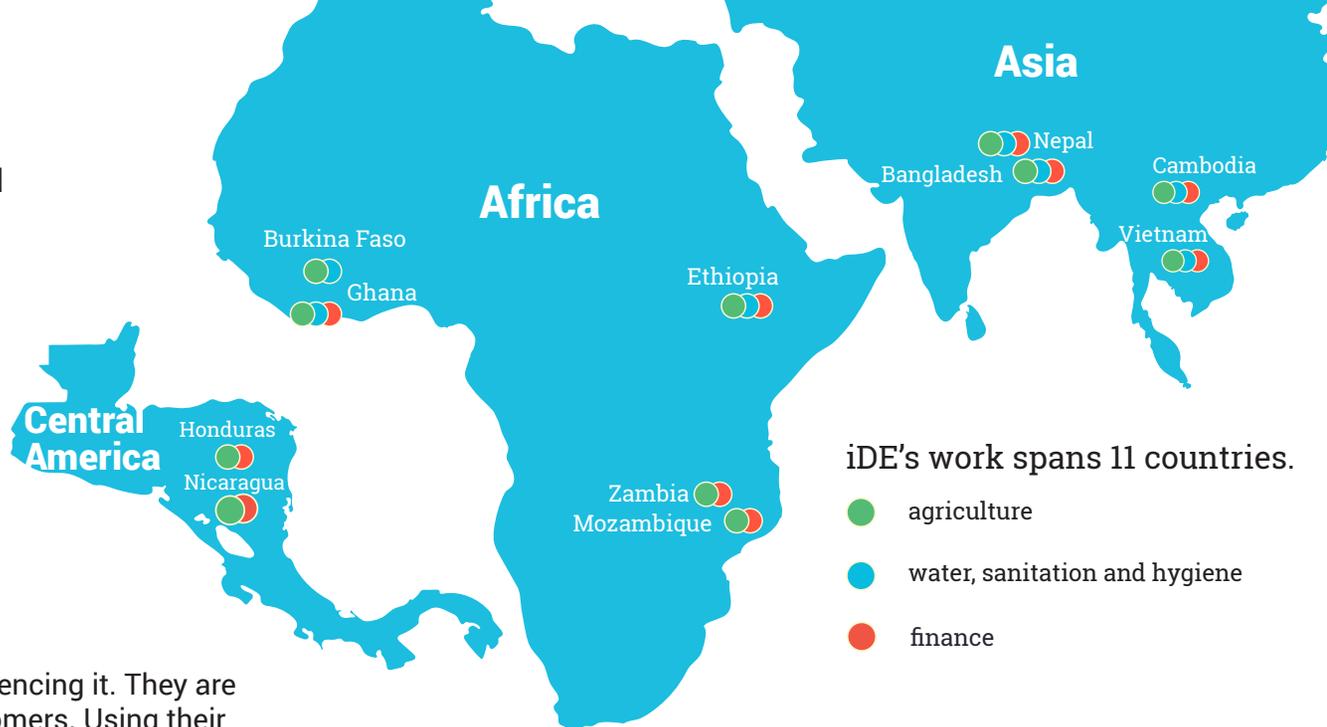
[info@idecanada.org](mailto:info@idecanada.org)  
204 786 1490



**iDE**Canada

iDE's mission is to create income and livelihood opportunities for poor, rural households.

To date, iDE teams have helped **27 million people**.



## Harnessing the Power of Business

To end poverty, we start by listening to those experiencing it. They are the world's most discerning and under-served customers. Using their insights, we work with local businesses to create the products and services needed to improve quality of life and increase incomes. By building sustainable markets for desirable, affordable products and services, families can invest in their health and businesses, creating a cycle of greater prosperity.

### Agriculture

Small-scale farmers grow 80% of the food available in rural areas but often live in poverty. With your support, we help farmers increase their incomes by ensuring they have access to markets, high-quality seed and affordable irrigation.

### Sanitation

Diarrheal disease causes more deaths in children under five than malaria, tuberculosis and HIV combined. With your support, we're taking on this global crisis by building markets for affordable toilets, clean water and hand-hygiene products.

### Finance

Like most businesses and consumers, the rural poor need access to credit to make life-changing investment purchases. iDE partners with local banks and credit unions to make that possible.

### Puth Sareoun farm business advisor Cambodia

iDE trains farm business advisors, local entrepreneurs who work with small-scale farmers. Advisors sell seeds, irrigation technology and connect farmers to markets where they can sell their produce.

Just one of the ways your support creates new income for poor, rural families.

