

## Resource Introduction



### **The Need- to help the poorest people**

The \$1.25 per person per day threshold for extreme poverty is a standard adopted by the World Bank and other international organizations to reflect the minimum income level needed to meet a person's basic needs. That means that people who fall under that poverty line— **1/6 of the world's population, or 1.4 billion people**— lack the ability to meet basic needs. These are the people with the greatest need for help

### **The Challenge – where there are no development workers**

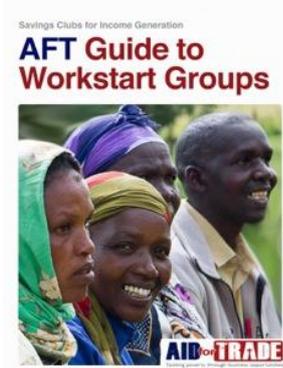
The only way to reduce poverty is through sustainable employment or income generating activities. Most of the poorest people live in rural often isolated communities, where there may be no employment opportunities and a lack of education and information to develop their potential. Trainers or development workers cannot be provided for every community.

### **The Opportunity – become a Facilitator**



The rapidly expanding access to the internet via computers and smart phones provides a new and effective means of providing access to much needed 'know how' which can bring new hope and opportunities for the poor anywhere, to generate more income through trading activity providing affordable goods or services in their community or wider

Whilst it may not be possible for the poorest people to access the internet, local leaders of churches, most of which are situated at the heart of their communities, often have the ability to access the internet and therefore the potential to help tackle poverty if there are appropriate programme resources of information and know how made accessible via the internet



The principles of trade are global and we trust these resources, which have been developed to enable a Church leader, mission or charity worker anywhere, to become a Facilitator, especially of our Workstart Self Help Group programme, enabling many families and communities to gain confidence and 'commercial know how' to start or grow their own income generating activity through training together in groups. We warmly invite you to become a Facilitator using our Facilitators guides, slides (If a projector is available) and worksheets for participants.

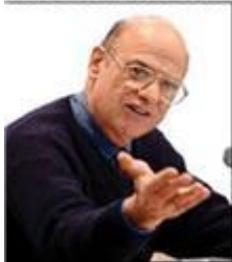
We have included guidance on seeking and finding paid work, on growing a business and we also provide links to associated existing free programmes for literacy, vocational online training and healthcare.

The content of our resources do not in the main have an overtly Christian content as we are wanting to help anyone of any faith or none. However we are motivated by our Christian faith to develop and offer these resources to churches and missions as a contribution to integral mission

(We have a separate website called [www.missionaid.info](http://www.missionaid.info) which links to this website )

We wish you and those you help great success in helping families meet their basic needs for sustainable income. May we remind you of some significant quotations:

Prof. Rev. Tony Campolo  
Hon Patron Aid for Trade



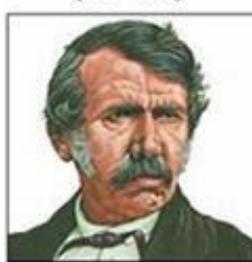
**"Of all the problems in the developing world, none is greater than the problem of Unemployment"**

Mother Teresa  
(1910- 1997)



**"Not all of us can do great things. But we can do small things with great love"**

David Livingstone  
(1813- 1873)



**"Those two pioneers of civilization - Christianity and commerce - should ever be inseparable"**

Nelson Mandela  
(1918-2013)



**"Poverty is not an accident. Like slavery and apartheid, it is man made and can be removed by the action of human beings"**