

"The poor themselves can create a poverty-free world. All we have to do is to free them from the chains that we have put around them."

Mohammad Yunus, Grameen Bank

What

The *Macro for Micro* Project is an initiative created with the goal of educating people and generating awareness towards the powerful impacts that microfinance has on impoverished populations.

Theme

Small things can make a big difference

When

March 8, 2010 – May 25, 2010

Fast Facts

- Cycling from Sydney to Perth, Australia: **5,600 km**
- Targeted journey length: **80 Days**
- Average distance per day: **70 km**
- Fundraising Goal: **\$50,000**
- 100% of funds go directly to Opportunity International
- All expenses incurred for the duration of this campaign are being funded through personal financing and corporate sponsorship

Awareness Campaign	Fundraising
<ul style="list-style-type: none"> • 21 Campaign Points at universities and special events in Australia • Online education facilitated through social and viral media, as well as the Macro For Micro website 	<ul style="list-style-type: none"> • "Micro-donations for micro-loans": While in-field, we will be soliciting \$2.00 donations to illustrate the power of small sums • Our website will facilitate larger donations

How Can YOU Get Involved?

1. Spread the word!

There are many ways to tell your friends and family about this campaign: mention it at the dinner table, put the website in your Facebook status, tell your friends at your next party... be creative!

2. Financial Donation

Even if you're not in a position to give more than \$10, take the challenge to see that even small contributions will make a big difference!

3. Spread the word!

Did I mention this? The more people that hear about our cause, the bigger the impact it will make on people's lives across the world.

Thank you to our generous sponsors:



Please do not hesitate to contact me if you have any ideas for this campaign, would like to hear more, or would like to get involved!

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