

## Fast Facts:

- Cycling from Sydney to Perth, Australia – **over 5,600 Kilometres**
- Targeted journey length: **80 Days**
- Average distance to travel each day: **approximately 70 Kilometres**
- Fundraising Goal: **\$50,000**
- **100% of all privately raised funds go directly to Opportunity International** (all expenses incurred for the duration of this campaign are being funded through personal financing and corporate sponsorship)

## FAQ:

### 1. Why Microfinance?

Microfinance, as recognized by the United Nations and World Bank, is the most sustainable method for poverty alleviation. Unfortunately, it is not understood by most people in the developed world, and not accessible to most people in the developing world. Macro for Micro aims at making an impact for change by educating the community of its power, and raising funds so that its reach can continue to spread through Opportunity International's work.

### 2. Will my donation help fund the journey's expenses?

Not at all. 100% of the funds you donate today will go directly to our specified Opportunity International project. The Macro for Micro journey was personally financed by its team members, and with the generosity of our corporate partners (check out our Partners page!).

### 3. What will you be doing in Australia?

In every city we pass through during the three month journey, we will be meeting with the local communities to raise awareness of microfinance. We will also be collecting donations in order to raise money for the life changing programs Opportunity International is engaged in across the developing world. Over 21 cities have been targeted where we will be visiting universities, community centres, fitness centres and public areas in order to engage the locals with our cause.

### 4. Why Australia, wouldn't it make more sense to do this in a developing country?

Australia was chosen primarily because it is where Opportunity International was both founded and is headquartered. This continent and country is in close proximity to the world's most impoverished populations, and therefore appreciates the calamities faced through economic and natural forces. Finally, due to the nature of travel for our campaign, it was crucial that the location of choice have adequate levels of security and safety. With Australia's reliable road networks and established infrastructure (including medical facilities), we are confident in our ability to execute a journey of this kind.

#### **5. Do I get a tax receipt if I donate?**

Yes. If you are Canadian or Australia, you will receive a tax receipt for all donations above \$2.00.

#### **6. I have some ideas, can I help fundraise?**

Absolutely! Please contact us through our website if you have any ideas for this campaign. Additionally, if you would like to raise money for our campaign through your own means, if you go to [macroformicro.gofundraise.com.au](http://macroformicro.gofundraise.com.au), you can create a fundraising page where you can safely collect funds!

We love people that take initiative, so expect full enthusiasm for your ideas!

#### **7. Why is there a Canadian donation page and an Australian donation page?**

This is so our Canadian and Australian donors can obtain tax receipts.

#### **8. I'm not in Canada or Australia, where do I donate?**

The emphasis of our campaign is in Australia, so we'd encourage you to direct your kindness to that part of the world. However, both Opportunity International Canada and Australia have very strong global reputations, so lives will be changed regardless of which donation button you choose to click.

#### **9. How does Opportunity International ensure my donation reaches the poor?**

Opportunity International works through partners within the developing countries. With financial and professional support given to these partners, you can be assured that the clients are provided with reliable and fair financial services in the form of loans, savings, insurance and counselling.

**Please contact the Macro For Micro team if you have any further questions or feedback!**

**We look forward to hearing from you!**

**[www.MacroForMicro.com](http://www.MacroForMicro.com)**