

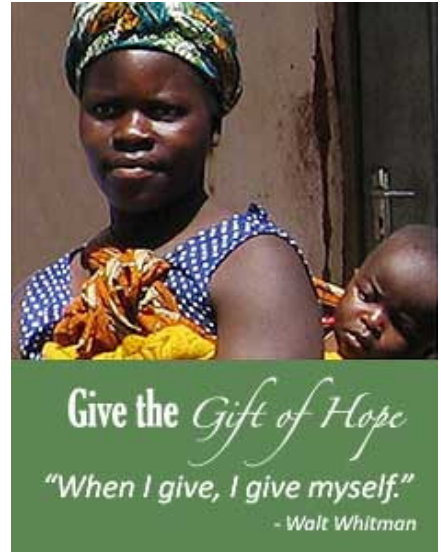
Gift of Hope: An Alternative Way of Giving for Civic Groups, Clubs, and Congregations

What is the Gift of Hope?

A Gift of Hope is a donation in honor of a loved one and is another way to acknowledge special occasions or holidays while being charitable to those less fortunate. Instead of giving one more sweater or tie, a Gift of Hope will help GAIA to empower and educate communities, build health care capacity and fight poverty and disease in Malawi.

Every U.S. dollar given to GAIA goes amazingly far:

- \$10 pays for school supplies for two orphans for an entire school year;
- \$20 buys enough food for one orphan for a year;
- \$125 provides a year of high school education for an orphaned child;
- \$200 buys a bicycle ambulance for transporting patients to needed care.



Many congregations, clubs, and civic groups have made alternative giving part of their holiday season, providing the opportunity to make a Gift of Hope at holiday fairs, services, and events and encouraging members to participate.

Benefits of the Gift of Hope and Alternative Giving:

- Opportunity to educate members about charities supported by your organization and to enlist their direct support.
- An effective means to identify other members who would like to further your organization's support of GAIA through the collection of names and all pertinent contact information.
- The Gift of Hope can help you to meet your outreach goals by highlighting GAIA programs only or several charities important to your organization.

Read about how to bring Alternative Giving to your Organization (next page)

Ten Steps to Bring Alternative Giving to Your Organization:

- 1) **Discuss Alternative Giving with Group leaders/Clergy**
- 2) **Create a Planning Committee:** This committee will help to plan the Gift of Hope outreach and events.
- 3) **Identify Outreach Goals, Program Areas, and Charities:** This can be via vote from the organization or directly by the Planning Committee.
- 4) **Determine Time: Gift of Hope only during the holidays, or year round?**
Alternative Giving is a wonderful opportunity to acknowledge milestones and special events such as anniversaries, birthdays and graduations, Valentine's Day, Mother's Day, Father's Day, or the memory of a loved one year-round. You may also choose to promote Gift of Hope during the winter holidays.
- 5) **Request GAIA Materials: Contact GAIA at 415.461.7196 or info@thegaia.org to get GAIA materials.** Put together a selection of materials, which can be obtained through the GAIA website or by contacting the office at 415.461.7196. The materials should include GAIA brochure (which can act as a catalog of the programs) and remittance envelopes.
- 6) **Create a Holiday Gift Card** providing room to write in donor, honoree, and donation information. This card will be sent to the honoree as notice of the gift. GAIA has printed cards that can be provided upon request. Donors can also give at www.thegaia.org and choose to send eCards or printed cards to their honorees.
- 7) **Spread the Word:** For an ongoing endeavor, the members can be reminded of the Gift of Hope regularly throughout the year via monthly newsletters, weekly programs, flyers, and the like, and be displayed in a convenient and visible area. Create a flyer, or post notices in your newsletters and programs.
- 8) **Hold an Alternative Giving Fair:** During the holidays, an Alternative Giving fair is a wonderful opportunity to advertise and implement the Gift of Hope. This can be done as a separate event or incorporated during a Sunday "coffee hour" or other social gathering. Invite GAIA and other participating charities to have a booth to advertise their charity and answer questions. Pictures, pamphlets and flyers are available for dissemination.
- 9) **Involve Youth:** School clubs, Church youth groups or Sunday schools can be used as "personal shoppers" in the fair even including and displaying related projects of their own such as an art show or play, highlighting charities work and



focus. School clubs can bring the Gift of Hope to their schools, with a booth or table.

10) Repeat! When it is time to start another Alternative Giving event or plan for the coming year, previous donors can be reminded of their donations via cards, phone calls, etc. as well as highlighting the invaluable help given through their generosity. This can be an affective and gentle reminder to encourage repeated participation

Important details: Determine if checks are to be endorsed to the organization or directly made out to GAIA. When collecting payment, please gather all contact information (including email) to the donor and honoree. Please forward all contact information and donations to GAIA.

Donors can also choose to pay online at www.thegaia.org and send an eCard to their honoree. When donor contact information is provided, GAIA will properly acknowledge all donations.

About GAIA

The mission of Global AIDS Interfaith Alliance (GAIA) is to deliver HIV-related and basic health services to rural villages and health facilities in Africa.

GAIA is committed to assisting communities in the resource-poor, African country of Malawi combat the devastating effects of the AIDS epidemic. Malawi is located at the epicenter of the global AIDS crisis, with 1 million of its 12 million citizens infected with HIV. As a direct result, the average life expectancy in Malawi is 41 years, and over half a million children have been orphaned by AIDS.

To learn more about GAIA's work and download GAIA videos, photos, and other materials helpful in fundraising, visit our website at www.thegaia.org.

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