AMBASSADOR TOOLKIT
Welcome Good Return Ambassadors!

No one deserves a life of poverty, yet it's one of the most pressing issues facing the Asia-Pacific region.

At Good Return, we work to empower people to grow their incomes and break the poverty cycle for good, by making sure they can access responsible financial services.

That’s where you come in! In this toolkit you will find information about Good Return programs, policies, and partners. You’ll also see tips for how to talk about Good Return, help encourage others to get involved, and more.

You are a key member of the Good Return team and we are excited to work with you!
HOW TO TALK ABOUT GOOD RETURN

Mission
Enable those living in poverty to achieve economic empowerment through responsible financial inclusion and capability development.

What we do
We enable people to build pathways out of poverty, by providing access to responsible finance, as well as financial education and business skills.

30 second elevator pitch
We are working to end poverty in Asia and the Pacific with the help of local partners. We help mostly women grow their businesses with microloans and to develop financial skills so they can achieve economic empowerment. And we engage with the government and financial institutions to improve the whole system. Because we know if we can do that in Asia Pacific, we'll be on the road to ending poverty for good. We believe when you empower a woman, you transform a community!
PARTNERSHIPS

Strong partnerships are core to what we do

Our approach is to build the capacity of partner agencies and networks to help make a sustainable difference. Positive collaboration with our partners is essential to ensure consumer interests are front and centre in our program design and execution.

100% of the work we do is with local partners such as:

- financial service providers,
- microfinance associations,
- governments,
- the private sector and
- other non-government organisations (NGOs).
We facilitate access to loans to help people in poverty build family assets for the future. We offer both microloans and impact investments in SMEs.

We enable people to build pathways out of poverty, by providing access to responsible finance, as well as financial education and business skills. An integrated approach like this is crucial to long-term success. Our programs and initiatives are designed to get the right resources to people to help them escape poverty, permanently.

**OUR PROGRAMS**

**Loans**
We facilitate access to loans to help people in poverty build family assets for the future. We offer both microloans and impact investments in SMEs.

**Education and skills**
We provide education in money management and business skills to empower people to grow their incomes and assets for the future.

**Better banking**
We work with financial service providers and regulators to help create a sector which protects and empowers those living in poverty.
We facilitate access to loans to help people in poverty build family assets for the future. We offer both microloans, and impact investments in SMEs.

1. Microloans

Our online loan platform allows the Australian public to join forces to lend a hand to our microfinance partners and their clients.

Our loan platform enables partner financial service providers to access capital to support women entrepreneurs to grow their businesses and household assets.

2. Impact Investing

Small businesses that are too large for microfinance often struggle to access finance from banks, since they often lack a banking relationship and sufficient equity and assets to provide needed security. To address this financing constraint, we have developed a guarantee scheme that supports and mobilises local bank credit for worthy enterprises that generate income and employment for those living in poverty.
EDUCATION AND SKILLS

We provide education in money management and business skills to empower people to grow their incomes and assets for the future.

Consumer Awareness and Financial Empowerment (CAFE)

CAFE aims to improve the wellbeing of low income populations by boosting their financial capability and self confidence.

The program brings together microfinance associations, their members, NGOs and consumers to build a healthy ecosystem. This in turn extends and protects the interests of clients, and boosts their confidence in the system.

The initiative has three components:

1. Face-to-face (F2F) training: this involves delivering financial capability training over a 10 or 20 week period. Participants appreciate this training because they find it easy to understand, and to apply.

2. Financial Coaching: this involves working with small groups of participants to achieve their personal financial goals

3. Customer Experience: this involves working with financial service providers to provide more customer-centric and responsive services
We work with financial service providers and regulators to help create a sector which protects and empowers those living in poverty.

RIF Academy

Microfinance institutions can struggle to stay abreast of and train their staff in the requirements of responsible financial service provision.

In an environment where risk management has been elevated by policy makers, regulators and operators, this is more important than ever.

To address the challenge, Good Return has leveraged its resources to build a learning platform that focuses on the core principles of responsible, inclusive finance: RIF Academy.

The RIF Academy portal offers a user-friendly interface, and access for low bandwidth users across multiple devices (desktop, tablet, or mobile).
WAYS TO HELP
HOW TO GET INVOLVED

Our ambassadors are essential to our success and we appreciate all support provided. To continue to have a strong impact in our program work, we have high expectations for our Good Return Ambassadors, and we know that you will each bring passion and creativity to your roles.

- Help us spread our message with social media
- Increase awareness by presenting Good Return's work
- Fundraise such as workplace lunch or run a marathon!
- Experience what we do with a fundraising trip
- Introduce us to your networks to increase impact
- Regular giving means we can help more people

Regular giving means we can help more people.
GET SOCIAL

Spread the Good Return message through social media

1. Update your LinkedIn profile to show your role as a Good Return Ambassador

2. Post a message on Facebook to let your friends know you’re a Good Return Ambassador and how they can help.

3. Download one of our social media banners and update your social media background image to show your support.

4. Like us on social media and share posts as much as possible.

https://au.linkedin.com/company/good-return

https://www.facebook.com/GoodReturn.org/

https://www.instagram.com/goodreturnorg/
Host an event such as workplace lunch or run a marathon!

Decide what type of fundraising you’d like to do, and set up your campaign on our preferred fundraising platform 'Everyday Hero'. Then start spreading the word about your fundraiser and ask your friends to give.

You can do anything as your fundraiser but if you’e after some inspiration, here are a few ideas:

- Donate your birthday: ask for donations on your behalf instead of birthday gifts.
- Run a marathon
- Champion an entrepreneur to help them get their loan fully funded.

Your support and attendance at our annual fundraiser is greatly appreciated.
Introduce us to your networks to increase impact

If you feel comfortable we’d love it if you would introduce us to your senior or philanthropic contacts who may be interested in Good Return’s work.
HELP US REACH MORE PEOPLE

Increase awareness by presenting Good Return's work

Why not mention the support you provide to Good Return in your next speaking opportunity, or organise to present our full story in a workplace or at a conference?

We have created a presentation you can use to present in its entirety or you can select the most relevant slides to use.

There are speaker notes for the presentation so you'll be able to present the Good Return story like a pro!
Experience what we do with a fundraising trip

One of the best ways to understand what we do is to see it firsthand.

We run several fundraising trips per year and they are a fantastic opportunity to get involved, see our impact firsthand and meet some of the people who have benefited from Good Return microloans or education programs.

Upcoming trip: Fiji Trek for Change

Join us on the adventure of a lifetime as you trek through the Fijian Highlands.

From lush grasslands to the emerald peaks, journey through this captivating landscape and experience the culture and hospitality of this island nation. Travel with purpose, knowing each step you take is helping to empower women across Fiji to create sustainable livelihoods and break the cycle of poverty!
Regular giving means we can help more people

Monthly gifts enable us to invest in specific areas of our work, expand our programs and innovate with education delivery because we know we have the ongoing support of the Good Return supporter community.

Sign up here: www.goodreturn.org.au/donate
RESOURCES AND ASSETS

We keep all of our most up-to-date assets online. They're all in one place to make it easier to find the materials. Directly download it all or pick and choose from the webpage below. Enjoy and remember we're always here to help!

www.goodreturn.org.au/downloads

- Social media banners and posts
- Ambassador toolkit and presenter notes
- Good Return *Invest in Good* presentation
- Photography and logos
Our support doesn't stop with this toolkit. We're here to help and answer any questions you may have.

Cathy Sowden  
Head of Fundraising  
0416 013 730  
cathy@goodreturn.org

Katrina Riddle  
Head of Marketing  
0411 398 433  
katrina@goodreturn.org

CONTACT US