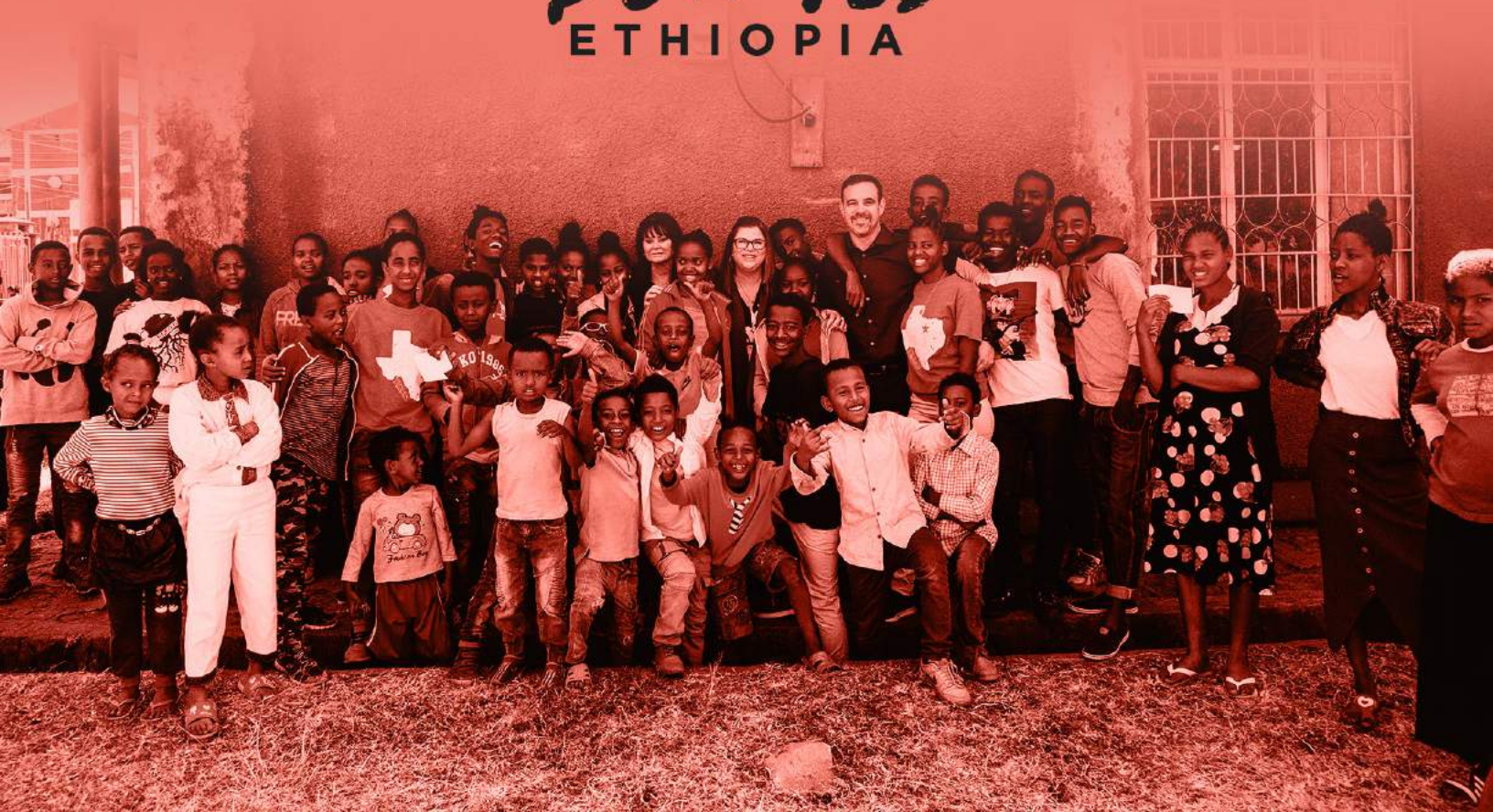


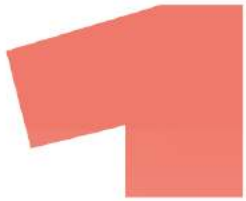
5

GENEROSITY
HACKS

THAT HELP YOU
CREATE SOCIAL CHANGE

BLOVED
ETHIOPIA





I DON'T WANT TO DONATE BECAUSE I'M UNSURE ABOUT WHERE THE MONEY IS ACTUALLY GOING



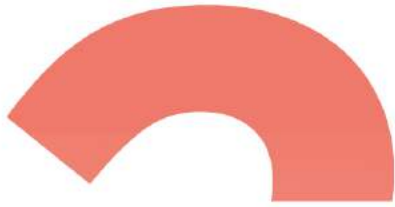
Unfortunately, there are organizations that have made people leery of donating because of the way they allocate their funds. High percentages of donations being spent on salaries, marketing, and other expenses when donors think it's going straight to the cause at hand, can be deceiving.

We have been on the other side and know how it feels to want to give to a great cause but not be confident if our donation is actually going to support the mission.

HACK

Call the organization directly. Ask questions to get the answers you need to feel comfortable. Financial reports will give you information on the charities' financial health and where they choose to spend their money. Speaking to the charity will also give you a chance to see how they personally respond and interact with their supporters.

100% of donations (yes, you read that right) to B Loved goes to supporting our mission of B Loved and are used directly in the country of Ethiopia.



I'M SO BUSY AND DON'T HAVE TIME



Work, school, kids, activities, and just life in general keep us busy and it feels like there is so much to do and not enough time for it all. The fewer commitments and things we have to remember, the better.

We know what it's like to have a full schedule and not want to add anything else to the list that already seems never ending.

HACK

Set your donation to be a recurring automatic draft.



We've made the donation process simple, fast, and hassle free. The option to set up an automatic donation helps people make a huge impact without having to remember or think twice about it.



MY SMALL DONATION CAN'T POSSIBLY MAKE A DIFFERENCE



It's hard to imagine that a small donation can be of any help to an organization with big ambitions. We often talk ourselves out of taking action because we feel like it's not going to matter.

The reality is that every single dollar counts. A lot of small donations add up and help make a major impact. The Ronald McDonald House Charities reported that they were able to raise \$54 million dollars from SPARE COINS dropped into donation boxes at their participating restaurants. This is the perfect example of how impactful small donations can be!

HACK

Share a cause you're passionate about on social media with information on why it's important to you and provide a link for others to donate to. The more people that see it and are moved to donate can make it feel like you're making a bigger change beyond your donation alone.



At B Loved, we are able to care for children, build more group homes, a community center, and more exciting things are in the works all because of small donations adding up to accomplish big things.

I DO NOT HAVE THE MONEY TO GIVE

Taking care of yourself and your own family, as well as saving for the future, can seem overwhelming in itself.

We know what it's like to feel that you don't have the resources to give. Everyone's financial situation is different. Sometimes saving or setting aside funds to donate is something that needs to be planned and budgeted for.

HACK

Challenge yourself to take a look at your finances this month and see if there is something you can cut out or reallocate to be able to give money to a cause that speaks to you without affecting your family's needs. Find what works for you and your family.

EXAMPLE:

The average cup of coffee at a café costs around \$4 (depending on where you live and how fancy your order is). Brewing coffee at home costs, on average, 18 cents per cup. Keeping the math simple, someone that brews coffee at home spends around \$60 a year compared to someone who buys their coffee at a café and spends around \$1,300 a year. By making the switch to brewing at home you are freeing up funds that can be donated to a great cause...all while keeping your caffeine fix!

A group of diverse children, including boys and girls of various ethnicities, are smiling and looking towards the camera. They are dressed in casual clothing, and the background is slightly blurred, suggesting an outdoor setting.

B Loved offers multiple giving levels and even if you only give one time, B loved will keep you informed with what is happening so you can see what impact you are making until the next time you give.

POVERTY IS NOT A SOLVABLE PROBLEM

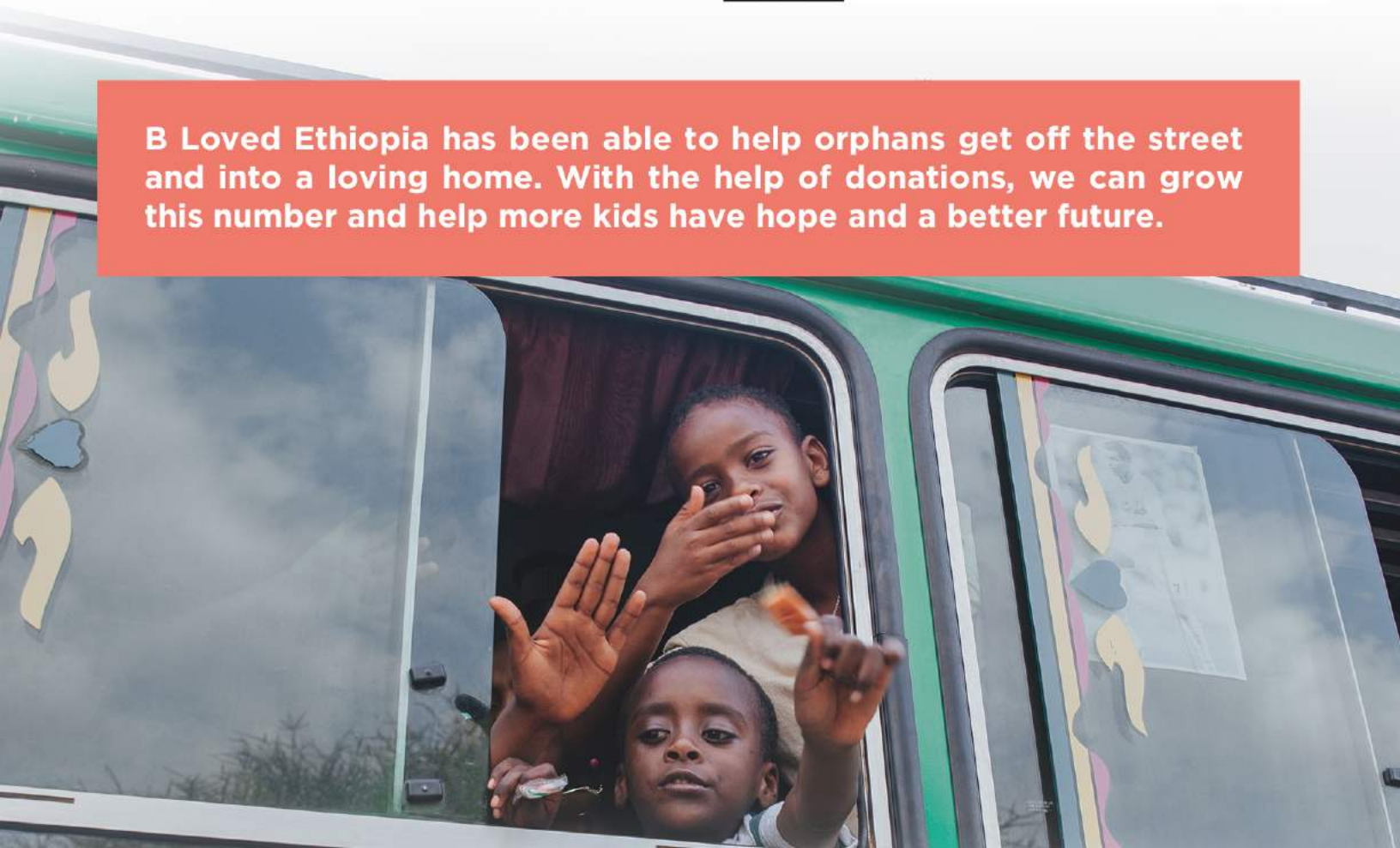
Extreme poverty is the result of many different factors including economic, political, and social issues. History is also a major element that plays a role. How can these issues out of our control be solved?

We understand that it can be discouraging to see the multitude of problems in this world and feel like they cannot be resolved, especially just by making a simple donation.

HACK

Take a look at the facts. Poverty measure was first established in 1959 by the U.S. Census Bureau. At that time, 22.4% of people were living in poverty. Since then the poverty rate has progressively gone down, measuring at 12.3% in 2017. There may not be an end-all answer to poverty but there is proof that individual giving plays a huge role in fighting extreme poverty.

B Loved Ethiopia has been able to help orphans get off the street and into a loving home. With the help of donations, we can grow this number and help more kids have hope and a better future.



Providing a hopeful future for undervalued children, specifically in another country, can be daunting. You spend hours trying to find the right organization, only to walk away empty-handed and frustrated because there are so many options. Like you, we know that everyone has the right to a hopeful future and we are committed to seeing this happen in the lives of orphaned children. That's why we've been providing care for kids in Ethiopia.

Here's how you can be involved:

1. Select Your Donation Type
2. Submit Your Donor Profile
3. See Lives Changed

Your financial investment will provide homes, a nurturing family and a supportive community to these Ethiopian children. Stop the endless cycle of feeling like you don't do enough and begin to provide hope for children in Ethiopia.

BLOVED
ETHIOPIA

