

HOW TO ASK FOR A DONATION FOR DEVELOPMENT AND PEACE – CARITAS CANADA

Asking friends and family to give to a cause you care about is a most effective way to fundraise. Your fundraising efforts during Lent are a precious gift to Development and Peace and the people we work with in the Global South. Here, Armella Sonntag, deputy director of animation for Western Canada, provides some tips and key messages to help you seek donations for Development and Peace.

Share your personal experiences

Tell people why you believe in Development and Peace by sharing your own personal experiences with the organization. Here is my story: “In my mid-20s, I struck out to experience the world beyond the borders of Canada. Returning home several years later, I found a welcoming community among Development and Peace members and staff and a parish which embraced its annual campaigns of international solidarity. Decades later, Development and Peace continues to help me understand the world through the voices of people on the peripheries of society. **Development and Peace creates a global community wherein I can integrate my faith with my deep yearning for peace, justice and charity in the world. Because of this, I feel blessed, engaged and hopeful.**”

Explain why Development and Peace is unique and effective

1. Our partners

Development and Peace is unique among Canadian charitable organizations. **At the heart of our international solidarity efforts are our partners, who organize to help their fellow citizens.** They are driven by a vision for improving their community or country by addressing not only the needs of the most vulnerable but also the causes of their marginalization. In the Amazon, our partners CAAAP, CIMI and CPT are helping Indigenous communities learn and affirm their rights and empowering them to choose the terms of their development (see this year’s Mini-magazine to learn more).

2. Our approach

Development and Peace’s work is based on the belief that **the needs, perspectives and knowledge of the most marginalized people must shape development policies and programs.** This approach ensures that all relief and development work is culturally appropriate, effective and rooted in local knowledge.

3. Our work in Canada

A fundamental premise of Development and Peace is that Canadians share responsibility for global injustices. **Acknowledging our involvement in creating poverty redefines international development.** This idea is at the heart of our education and action campaigns, which sensitize Canadians to global injustices and empower them to act for change. This work in Canada is an essential and irreplaceable half without which any development work would amount to pouring water into a leaky bucket!

4. Our Catholic roots

Our work is directly inspired by Catholic Social Teaching, especially the preferential option for the poor and solidarity. **As a creation of Canadian bishops, Development and Peace is tasked with being the Church in the world and bringing the world into our Church.** We are mandated by the Church to go to the “peripheries” of the world to bear witness, build solidarity and act based on the prophetic pulse of the disregarded world. We do this by providing resources to engage parishes and Catholic schools. We look at big issues as a Canadian church entity and find ways of responding.



Armella Sonntag at a climate march in Regina on September 27, 2019.

Speak to the call to give

At this critical time, Pope Francis urges everyone to be engaged and informed from the light of our faith. This is a time to be present in the world, to offer hope to others and to be ignited with hope ourselves. When listening to the news, let's try to hear the voices of the marginalized. What are they saying? As a Canadian church entity, as people of faith, what should we be saying and doing? **Development and Peace invites us to join the great human family, knowing that we need one another. It depends on everyone's generosity, involvement and financial support to carry out its mission in Canada and around the world.**

Explain how a donation will be used

Our work would not be possible without the invaluable support of the 30,000 people who give each year. Each donation helps us to carry out our programs in Canada and in the Global South. This year, the \$31 million invested internationally supported:

- **149** active community development and humanitarian projects
- **36** countries in Africa, Asia, Latin America and the Middle East
- **16.8** million people directly impacted by our projects

Every dollar is invested as follows:



- **80%** International programs
- **10%** In-Canada programs
- **7%** Governance and operations
- **3%** Fixed costs and other

Donations also help Development and Peace leverage financing from other sources like Global Affairs Canada.

Give concrete examples of our work! You will find in this year's Mini-magazine the following examples and much more:

- **\$20** makes a Brazilian farmer's work more sustainable by strengthening local organizations and improving access to markets.
- **\$50** gives a family in the Lake Chad Basin an energy-efficient stove and a solar lamp.
- **\$125** lets a Haitian family practice sustainable agriculture, earn a better living and become self-sufficient by diversifying its crops.
- **\$250** provides a year's human rights and ecological training to a youth in the Niger Delta.

INVITE PEOPLE TO BECOME SHARE YEAR-ROUND DONORS

One of the **best ways to support the work of Development and Peace** is to join our *Share Year-Round* monthly giving program. There are many advantages to monthly giving:

- You help the world's most marginalized people take control of their lives and build a better future.
- Stable funding allows Development and Peace to build long-term relationships with its partners and address the root causes of poverty.
- It's easy and convenient. You decide the amount you wish to give each month and it is automatically withdrawn from your bank account or charged to your credit card.
- You can modify or cancel your donation at any time.
- Each February, you receive a tax receipt for the total of the monthly contributions you made during the previous year.
- By becoming a *Share Year-Round* donor, you also become an official member of our organization.



THINKfast

A youth fast for justice

Are you a young person or someone who works with youths? Are you looking for a way to connect with the Creator and give back this Lenten season? Organizing a THINKfast with young leaders in your community may be perfect for you!

THINKfast is a 12- to 25-hour fundraising fast for youths who are passionate about social justice and rethinking the world.

Visit devp.org/thinkfast to download the THINKfast Organizer Toolkit and our experiential learning activities on poverty and injustice. Then, create a personal or group fundraising page to collect donations for our courageous partners in Africa, Asia, Latin America and the Middle East!

