



December 2020 Newsletter



**PLEASE HELP US ASSIST REFUGEES AND YOUTH
TO EARN MONEY TO SUPPORT THEIR FAMILIES**

Dear Friends

IDEAS is so grateful for your support in our improving the economies of developing countries and communities over four decades.

① In mid-November, we received another international recognition of our expertise in improving enterprises and microfinance in developing countries. IDEAS was selected by Catholic Relief Service to assist them to improve their global strategy for their youth entrepreneurship and employment program.

We are recommending methods to scale up their program to serve 5 million youth in 10 countries by 2030. We will be designing improvements in training, mentoring, business planning, and financing for varied cultures.



With 42% of the global population under 25 years old, meeting the challenge of helping teenagers and youth to create or achieve dignified employment is essential.

Many international and national organizations trust IDEAS to help them plan or evaluate their programs. We use our skilled team members from different countries.

Youth can't be the world's bright future if they don't develop a solid economic foundation now.

We need \$950 to add an expert member to our team for some days in early January as we recommend the best strategies. Even \$50 will help.

② We have been assisting Central American refugees in entrepreneurial development in Mexico. This month we made a great leap forward in signing an agreement to work together with a Mexican microfinance institution (MFI). We were fortunate to find an MFI with Salvadoran immigrants on staff so they have a strong personal desire to adjust their program to serve their first refugee borrowers. They will be lending while we support the training programs. **The need is urgent.**



Maria has been supporting three children by her job at a factory that makes automobile parts that are shipped across the nearby border to the US. She was among the hundreds laid off in the summer as COVID increasingly devastated the Mexican economy. Maria immediately began making and selling pupusas and other Salvadoran dishes that she learned from her mother. Cooking in her tiny kitchen in the cramped apartment, she has found nearby Salvadorans eager for her tasty familiar food. Now Maria needs a small rotating loan of \$400 to buy her ingredients. She also needs to learn better marketing techniques to grow the number of her clients.

**Please help us raise the \$1500 we need to get this new alliance working in January.
Maria is on a beginning list of 157 Salvadoran refugee families who immediately need this program.**

— Your donations will be matched \$3 to \$1 by a foundation. All your money will be spent in the program —

③ Two “category 4” hurricanes twelve days apart in November caused flooding, landslides, wreaked communities causing many deaths in Guatemala, Honduras, and substantial damage in Nicaragua.

Recovery is years away. With 230,000 Guatemalans displaced from their homes, tens of thousands more Central Americans will cross the border into Mexico. Our refugee enterprise program is now even more in demand.



If you want to quickly help Central Americans in the wake of two hurricanes and do not know another non-profit channel, we will be glad to funnel your funds to reputable and efficient local organizations doing relief and rebuilding. We will not take out any transfer fee. Send your checks or electronic donations to IDEAS and clearly mark it for “hurricane aid.”

**MAKE A DONATION
TO IDEAS TODAY!**



You can send a check made out to IDEAS to the address below, or to donate online, please click on the link:

<https://www.networkforgood.org/donation/ExpressDonation.aspx?ORGID2=62-1190942>

Thank you for making a big difference as we work for others!

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