CORPORATE GIVING PROGRAM
OUR MISSION

Outreach International is a global nonprofit that supports local leaders and community-led groups who develop lasting solutions to poverty-related issues.

Together with local leaders, we empower communities to organize, prioritize and mobilize to identify their needs, and then access the resources necessary to overcome challenges and reach their goals. Along the way, communities gain the experience of working together toward a shared objective, as well as the confidence that comes from achieving success through collaboration.

Our mission is to confront the injustice of chronic poverty through community-led action. Facilitating the fundamentals of participatory development ensures that those most affected by poverty-related issues become those best equipped to permanently resolve them.

OUR PROCESS

100% of all donations to Outreach directly and completely support our work with communities worldwide! No fine print: 100% = 100%!!
Outreach currently works in 10 countries worldwide.

In each, our international staff works closely with local leaders and community-based groups to achieve lasting solutions to the challenges of chronic poverty.
ISSUES WE ADDRESS

When a community decides to work with Outreach, our field staff facilitates group discussion among locals, so they can identify, prioritize and ultimately act to resolve their most-pressing issues in a context of collaboration and trust.

**All decisions are made by community members**— Outreach field staff functions in a support role to provide guidance and encouragement to community-led groups as members work to access resource networks, obtain materials and work together to reach their shared goals.

Here are some of the most common issues being addressed by Outreach-affiliated community members around the world:

- **EDUCATION**
- **ENVIRONMENT**
- **SANITATION**
- **NUTRITION**
- **COMMUNITY**
- **WATER**
- **GOVERNMENT**
- **AGRICULTURE**
- **EMPLOYMENT**
- **HOUSING**
HOW WE’RE DOING

CHARITY NAVIGATOR

4/4 STARS ★★★★★

Charity Navigator is the largest and most-utilized charity evaluator in America, evaluating the financial health, accountability and transparency of over 9,000 charities, as well as basic data on the rest of the 1.8 million nonprofits in the United States. We’re proud to have earned their highest possible rating of 4/4 stars.

“...because they have the right approach to the abolition of poverty: empowering communities with whom they work.”
- SHARON M, Former Board Member

BETTER BUSINESS BUREAU

20/20 STANDARDS MET

Standards Include:
- Effectiveness Policy
- Program Expenses
- Truthful Materials
- Annual Report

Website Disclosures
- Donor Privacy
- Audit Report
- Budget Plan
- Fundraising Expenses

INDEPENDENT CHARITIES OF AMERICA

SEAL OF EXCELLENCE

Only 5% of charities in America earn this distinction, and we’re proud to be one of them.

AMERICA’S BEST CHARITIES

BEST IN AMERICA

The America’s Best Charities Seal of Excellence is awarded to charitable organizations that meet the highest standards of public accountability, program efficiency, and cost effectiveness. Applicant charities must provide evidence of their program activities and demonstrate the benefit of their services.

GUIDESTAR

PLATINUM SEAL OF TRANSPARENCY

What do you get when you combine the observable results of our work alongside communities with robust metrics to measure the sustainable difference it represents in the lives of our partners worldwide? You get the kind of transparency and evidence-backed data that earn Guidestar’s highest rating.

“...and have witnessed the long-lasting benefit made real through their facilitation of community-led development on a constant basis.”
- JANE K, Volunteer

KC BUSINESS JOURNAL BEST PLACES TO WORK

The only nonprofit of any size to consistently appear on this list

2016: Second place for organizations our size
2017: Top ten for organizations our size
2020: Top ten for organizations our size

136 5/5 star reviews
In 2019, we worked in 179 locations, and facilitated 197 different projects, which benefitted 51,015 of our community partners.

100% of all donations go directly to our mission, thanks to an anonymous donor covering Outreach's overhead.

220 community-based organizations working together to sustainably resolve issues affecting their lives.

89 members on our international field staff.

We've earned a 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities.

We are the #1 result when people Google HOW TO HELP PEOPLE IN POVERTY.

People love us on Facebook - 40,000 page-likes and counting!

1,612 visitors hosted at our new headquarters in downtown KC during its first year in operation.

92% donor retention rate. We facilitate SUCCESS, not relief.

Last year we welcomed 723 new donors.
CORPORATE PARTNERSHIPS AT OUTREACH

Outreach knows a thing or two about successful teamwork. For more than 40 years, every step we have taken in our mission has been taken alongside our partners.

From our community members, to our international field staff, to our corporate sponsors and donors, everything we do, we do together, for the good of all.

Partnership Possibilities

We have been honored to work with many corporate partners over the years.

Since each relationship differs depending on the needs of a given corporate partner, we do not have a one-size-fits all approach.

We do, however, have a few recent examples of the customized campaigns we shared with corporate partners:

BECOME A MATCHING PARTNER

- Create a matching campaign to increase the impact of donations made by individuals

- These campaigns are typically not ongoing, but last a finite amount of time (ex. Giving Tuesday, Rewards Programs, etc)

We partnered with Dial Soap for Global Handwashing Day, during which they donated $1 for every person who signed up for their rewards program. In total, they raised over $50,000 for our community partners!
PERCENTAGE OF SALE

• Promote one of your company’s products by donating a percentage of the proceeds to Outreach!

• This can either be the percentage of a specific product, or of your overall company sales

A local Kansas City company, **Budget Blinds**, donates $1 of every set of blinds they sell to Outreach. In the first year of our relationship, they raised $6,055 for our community partners!

**Angie Gensler**, a social media marketing company, donates 5% of their overall proceeds to Outreach every month. In the first six months of our partnership, they contributed over $16,000 to Outreach communities around the world!

BRAND PARTNERSHIP

• Benefit from co-branding and cross-promotional opportunities

• Our brands will co-mingle on one of your products to promote sales for you, and donations for us!

In 2016, we partnered with **Shatto Milk** to promote their local KC dairy company. They held a month-long campaign which featured our branding and logo on their iconic glass milk bottles. For each sold, $1 was donated to our international work!
• Partner with Outreach as a sponsor at our annual Fall Gala!

• Both fiscal and in-kind opportunities available

• Our typical audience for these events is composed of KC professionals who care about making a difference in the world.

• Sponsorship benefits available at all levels!

Our 2019 Fall Gala, SPROUT, could not have been as successful as it was without the sponsorship support of both The Fontaine and KC Bier Co. These generous businesses provided all of our decor, and stocked our bar for our guests to enjoy!
Interested in partnering with Outreach International at a corporate level?

OF COURSE YOU ARE.
Join us today!

Call or email Charlotte Belshe, or fill out the interest form on our website today:
outreach-international.org/how-to-help/corporate-giving/

Charlotte Belshe | Director of Marketing
c.belshe@outreachmail.org
Phone: 816-833-0883 Ext. 315

LET’S WORK TOGETHER.