



## **Pennies for Poverty: 2 Cents 4 Change, Inc.**



**VISION:** To eliminate poverty in Newburyport by 2025 and be the first community in the world to do so.

**VALUES:** We believe that poverty is a human rights issue under Article 25 of the Declaration of Human Rights and that all people should be treated with respect, dignity and compassion.

**MISSION:** To lessen the current effects of poverty and crisis while working simultaneously to eliminate the root causes of poverty and crisis in the future.

### **What does Pennies do?**

- ⇒ **Raise awareness** of poverty in Newburyport as well as increase the community's understanding of the causes and consequences of poverty.
- ⇒ **2 Cents:** Raise funds for the 2 Cent Grant Fund. 100% of the donations are given out to fund necessary but under funded services or for new ideas to lift people out of poverty in Newburyport. The grant funds can not be used for salaries or overhead expenses = more of your money goes to help those in need.
- ⇒ **2 Cans:** Increase food donations to the local soup kitchens or food pantries through 2 food drives a year that are split equally between the 5 area food pantries. Raise awareness of the need for fresh fruit and vegetables at the local food pantries and promote the donation of fresh produce through our Common Cents Garden project.
- ⇒ **2 Hours:** Increase volunteerism through volunteer awareness events.
- ⇒ **Together:** Free community events to 1. Increase community and cultural heritage and 2. Be inclusive to all.
- ⇒ Look for creative, low-cost solutions that will help those in need or that are new ideas to lift people out of poverty. For example, we saw a lack of a central source of information for services if you were in need of help. We compiled all the area into a Service Directory which we update annually.

### **Why support Pennies for Poverty?**

- ⇒ Because we are different from other nonprofits and have developed an innovative NPO model that can be replicated in our cities and towns.
- ⇒ Because we do our entire program on less than \$2,000 a year.
- ⇒ Because we are not allowed to stock pile funds.
- ⇒ Because our definition of a successful year: 1. Our bank accounts are empty and we have given out all the 2 Cent donations in meaningful and innovative grants; 2. Our operating expenses for the year were less than \$2,000; 3. Our programs have raised awareness of poverty and created positive change for those in need; and 4. Our volunteers and Board of Directors have a real sense of accomplishment.
- ⇒ Because our Board members are all volunteers.
- ⇒ Because we believe that while individual efforts of 2 cents, 2 cans and 2 hours may be a small request, the potential collective and cumulative efforts are the key to ending poverty. The collective community value with full participation of Newburyport residents is over 3 MILLION dollars towards helping those in need.
- ⇒ Because we are the community's nonprofit: run by volunteers from the community, financed by the community, for the benefit of those in need in the community.

### **What do we ask of the community?**

- ⇒ Donate 2 cents a day (\$7.30 a year) to the 2 Cent Grant Fund.
- ⇒ Donate 2 cans a month to any food pantry or soup kitchen that feeds those in need from Newburyport.
- ⇒ Volunteer 2 hours of your time to help those in need with any organization.
- ⇒ Attend free community events.
- ⇒ And for those who want and can do more: join the Pennies Board or donate to help fund our operating expenses or hold a fundraiser or awareness event for us.
- ⇒ Have a store or business? Sign up to be a Pennies 2 Cent Store and have a 2 Cent donation jar or designate a 2 Cent item