

Charitable Registration #86418 8420 RR0001
www.thetownshipsproject.org
600 - 90 Adelaide St. West
Toronto, Ontario, Canada
M5H 3V9

1 November 2010

Dear Friends:

Thanks to all of you who have supported **The Townships Project** in past years. Your contributions continue to ensure that enterprise development loans are available to the poorest South Africans to develop businesses and provide for their families, who would otherwise lack the basics of daily life.

For nearly 12 years, **The Townships Project** has supported locally-run, locally-staffed microfinance institutions (MFIs) in the township areas in South Africa. We focus on MFIs able to find loan funds in South Africa if they get operating funds to train and support loan officers in the field. They use our money, in effect, to qualify for loan capital. Our money is the “equity” which allows the MFIs to engage bank and other financing locally. Over the past 11 years, our relatively small contribution (not much over \$1 million) has allowed the institutions we've supported to impact more than 80,000 lives.

In addition, we have recruited and supported technical personnel for MFIs including

- Dr. Don Wagner, C.A., a business professor who spent his sabbatical year in South Africa and has been back during each of the past 3 summers,
- Vuyiswa Keyi, a South African citizen who returned to South Africa after 25 years doing community work in Canada and now works with an MFI in Mdantsane, and
- Lana Lovasic, an MBA graduate who spent an internship with an MFI in the summer of 2009, and who continues her enterprise development work in South Africa with the Greater Rustenburg Community Foundation.

We have learned so much by doing. I have come to realize that microfinance can be a lot more effective working within a supportive communal/commercial ecosystem. I have called this approach “Four Wheel Drive Mobile” and you can read more about it on our website. It is geared to engage business in the development of a path from shacks to shops, much as our MFI funding has helped to engage bank and other funding sources. It is all about making our efforts at poverty alleviation through microfinance more effective. We believe Four Wheel Drive Mobile will create many more businesses and jobs than if MFIs continue to act alone.

Canadians are generous people, giving \$10 billion annually in charitable donations. Of this, 6 cents of each dollar goes to international causes, mostly to disaster relief. The other 94 cents¹ makes our already comfortable lives in Canada even more comfortable. The Townships Project exists to stop widening the gap between the richest (us!) and the poorest. We know how important it is to ensure that the poorest see hope in their future. With your help, we will continue to work with local communities to change lives in South Africa, and from South Africa, throughout the whole continent. We are careful to ensure that each \$50 you donate changes a life for the better forever.

Donations can be made securely at www.thetownshipsproject.org as well as by mail using the tear-off section of this letter below. We rely on your help and are proud of your involvement.

If you would prefer not to receive mail from us and would like to have your name removed from the mailing list, please let us know.

With many thanks,

Sincerely,

F. Martha Deacon
Founder and CEO
marthadeacon@thetownshipsproject.org

YES, I WANT TO SUPPORT THE TOWNSHIPS PROJECT (www.thetownshipsproject.org)

Here is my donation of (\$50 changes one life)

\$50 _____ \$100 _____ \$250 _____ \$500 _____ Other _____

Name: _____

Address: _____

Postal Code: _____

Phone: _____ Email: _____

Please send to The Townships Project, 600 - 90 Adelaide St. West, Toronto, Ontario M5H 3V9 Charita

¹ Statistics Canada, Catalogue No. 71-542,-x. p. 16; Canada Survey of Giving, Volunteering and Participating 2007: www.givingandvolunteering.ca