

**YOU**  
**MAKE IT**  
**WORK.**

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We live in contradictory times. The progress of technology allows us global villagers to communicate more efficiently and be more productive than ever. At the same time there are still people in different parts of the world who want be a part of this global conversation and make positive changes in their lives but don't have the means to do so.

We are not claiming to have the all-encompassing answer that solves this issue. What we do know is that there are people all over the world with innovative ideas. Ideas that need other people. And that is where we come in.

**WE ARE 1%CLUB.**

**WHEN WE ALL  
PARTICIPATE IN  
A SMALL WAY,  
THE EFFECTS WILL  
BE MASSIVE.  
FOR ALL OF US.**

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#### **WHAT WE DO**

1%CLUB is the online marketplace that connects people with smart ideas in developing countries with people, money and knowledge around the world.

We are talking about sustainable projects that stimulate the self-reliance of individuals anywhere in the world and improve their standard of living.

To achieve this, we need three things: a little bit of your knowledge, money or time. You choose how, when and how much you want to participate. The people that run the projects that you are involved in keep you informed on the progress. It is that simple.

#### **SMART THINKING**

It is people that make 1%CLUB work. People who want to improve their lives but do not have the resources, and people who want to help but do not know where to start. What they share is a positive mindset and a fresh perspective; seeing challenges instead of problems, trying to improve a situation, refusing to wait until someone else does it for them, and always focusing on long-term solutions.

1%CLUB lets these change-makers work together on a global scale, unhindered or slowed down by imposed regulations and red tape. We connect them and give them a platform to communicate and - most importantly - get things done. *We like to call that smart thinking.*

## CASE IN POINT

Luuk and Marieke are two researchers from the Netherlands who decided to help a local organisation in Uganda with the design of a bicycle microfinancing plan. The project goal was to encourage the independence of local women.

They posted the project plan on the 1%CLUB site. It was picked up by 34 1%Members who raised 500 euro for the first 15 bicycles. Meanwhile, the local organisation kept the 1%Members up to date through blogging, pictures and video updates. After the realisation of the project the insights gained were also posted online.

## COPY PASTE

Because of the success of the sustainable approach of the project, the Ugandan

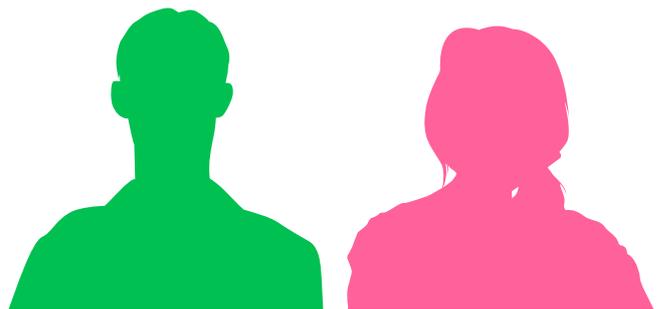
organisation decided to put it to use in other countries. Different versions of the project were realised in Ghana (to help women) and in Rwanda (to support students, small entrepreneurs and hospital workers). Through this process they completed five 1%CLUB projects, raising almost 8000 euro.

## SPECIFIC NEEDS

For each target group new bicycle designs were introduced: from tricycle bikes for entrepreneurs to bicycle ambulances for hospital workers. Some 1%Members suggested developing a website where people from around the world can help with the design of new bicycles that fit local needs in development countries. Programmers and designers responded and offered their skills to develop a Wikipedia entry with practical information about bike design.

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# 1% STATS FEBRUARY 2010



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**3732** MEMBERS

DONATED AMOUNT **200.837 €**

**142** PROJECTS

**70** COMPLETED PROJECTS

**35** ACTIVE COUNTRIES

**45** 1%SKILLS PROJECTS

## FROM SMART IDEA TO SUCCESSFUL REALITY

1%CLUB started in 2008 and has been proving itself ever since: 150 online projects (and counting) in 35 different countries an ever-growing number (3.500 and counting) of people have signed up and joined [onepercentclub.com](http://onepercentclub.com).

We are also assisted by 1%CLUB representatives in Kenya, Senegal, Mexico and India. These are local people with true knowledge of the regional situation who make sure we only host those projects that have the most potential. This is an honest, peer-to-peer way of working that we're very proud of.

## GENERATION CHANGE

Why we do what we do? We love good ideas. It does not matter where they come from. We love to realise the potential in people across the world, and we are passionate advocates of the power and possibilities that the internet offers.

Joining 1%CLUB means joining an international conversation that you can set in motion, follow, and participate in. We are the first generation that has the technology to have this dialogue, to collaborate on a world wide scale. It is a new way of doing things, of solving problems in developing countries in a more efficient and humane way. Our way.

We invite you to be part of this historical momentum with us.

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# MAKE IT HAPPEN

1%CLUB proves that everyone has the potential to make a difference. Wherever you live. Whatever your life experiences or professional skills. Every 1%CLUB project has a specific need that you might be able to provide. It is very easy, just go to **ONEPERCENTCLUB.COM**, find a project you like and help make it happen!