

IIRDnorthamerica
9005 Greenridge Drive
Saint Louis, MO 63117

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CHANGE IS COMING



For more information:

Virginia D. Klein
Executive Director
IIRDnorthamerica
9005 Greenridge Drive
Saint Louis, MO 63117
Ph: (314) 993-5599
Email: v.klein@iirdna.org

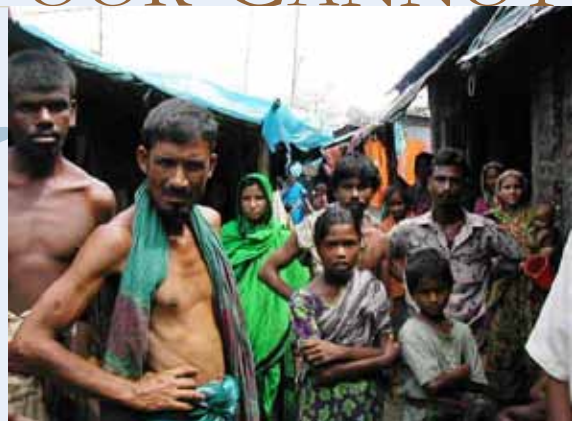
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THE POOR CANNOT WAIT

While we work to make our outreach to the poor more global and more effective, the poor of Bangladesh cannot wait. Their needs are as critical today as any can be. The IIRD programs are straining to make ends meet and to continue to provide the most basic services and programs to our partner families. **DONATIONS ARE DOWN 54%. WE ARE STRETCHED TO THE LIMIT.** In some areas, workers have been laid



off and programs cut back even as the numbers in need swell well beyond our ability to help. There will always be great needs to be met in a country where more than 50% of its population of 150 million people are living on \$1 USD a day or less. **IIRD knows that it can only be there to deliver the care and help that others so generously provide.**

It is our commitment to the rural poor wherever they might be to continue to be that conduit and to be responsible stewards of those gifts.

THE CURRENT WORLDWIDE ECONOMIC SITUATION IS AFFECTING EVERYONE, BUT IT IS THE TRULY POOR THAT SUFFER THE MOST. YOUR GENEROSITY CAN LITERALLY SAVE LIVES AND GIVE THE GIFT OF HOPE TO THE RURAL POOR. PLEASE CONSIDER HELPING IIRD HELP THOSE WHO HAVE NO ONE ELSE TO TURN TO FOR THEIR DAILY SUSTENANCE.

INSTITUTE OF INTEGRATED RURAL DEVELOPMENT

EMPOWERMENT



Fall 2009

IIRD: Empowering Bangladesh's Rural Poor to End Their Own Poverty

The Rural Poor Are EVERYWHERE



WE'VE COME A LONG WAY SINCE AUGUST 2005 WHEN IIRDNORTHAMERICA WAS GRANTED NOT-FOR-PROFIT STATUS AND BECAME THE VOICE AND FUNDRAISING ARM OF IIRD IN THE WESTERN HEMISPHERE. SINCE THEN, THE WORK BEING DONE IN BANGLADESH HAS BECOME MORE WIDELY KNOWN AND WE HAVE BEEN ABLE TO REPORT MANY PROGRAM CHANGES AND THE EXPANSION OF THE WORK INTO NEW AREAS OF THE COUNTRY.

The vision of IIRD has always been to eradicate poverty among the rural poor in developing countries. The model was intentionally created so that it can be replicated in rural areas anywhere in the world. Over the past ten years, several not-for-profits in other parts of the world have sent staff to Bangladesh to learn the IIRD model and adapt or replicate it in part or whole to their own environments.

IIRD PLANS INTERNATIONAL EXPANSION

The IIRD model is successful and measurable for several reasons. First, it stays focused on people and not programs. Programs are created for the people rather than trying to make individual family needs and circumstances fit a particular program. Second, the model places a field social worker in each IIRD village to monitor every family's progress weekly. Third, IIRD partners with its families to create a development plan that shares the responsibility for a family's success. Fourth, every three years an evaluation of every partner family is made to assess their progress and to graduate them into financial independence when they are ready. Graduation means a successful transition to financial independence and allows a new ultra poor family to join IIRD. In this way IIRD is able to maintain its focus on the very poorest people in a community.

For the above reasons, IIRD has been recognized internationally as a measurable and sustainable model for economic and social development. In 2000, The Comide of Brussels nominated IIRD for the prestigious King Baudouin International

Development Prize, and IIRD was twice selected by the World Bank's Global International Development Prize as one of the ten most innovative projects in the world with the most potential for helping humanity. In addition, the Rio Tinto Alcan Prize for Sustainability has named us one of the top ten most sustainable not-for-profit organizations in the world in 2007 and 2008.

IIRDnorthamerica is about to change its name and its look – but not its total dedication to the IIRD model. The changes will allow it to continue to grow and nurture the model in other parts of the world. The new name is ***Partners in Sustainable Development International (PSDI)***. IIRD will be the charter organization that PSDI supports. The changes will take about a year to develop before PSDI is able to reach out to its first additional program. I will remain the consultant to IIRD and to any new program that becomes a member of the PSDI family. The changes described in this newsletter will ensure that the model developed in Bangladesh will grow to include the poor in many other places in the world while remaining rooted in the same mission, vision and values that continue to drive its continued successes in Bangladesh.

I am grateful for your generous and continued support of Partners in Sustainable Development International.



William Christensen

News & Notes



PARTNERS IN SUSTAINABLE DEVELOPMENT INTERNATIONAL

WE'RE CHANGING OUR LOOK—NOT OUR MISSION: PARTNERS IN SUSTAINABLE DEVELOPMENT INTERNATIONAL

is a name carefully chosen to identify who we are and our commitment to the mission of uplifting individual poor rural families permanently out of poverty.

- **PARTNERS** defines our close relationship with each family as they work their way out of poverty.
- **SUSTAINABLE DEVELOPMENT** means that we remain committed to our partner families until they are able to sustain their independence financially and socially and become productive members of society.
- **INTERNATIONAL** underscores our intention to spread the IIRD model to other poor countries which are in need of rebuilding their family, community, economic and social structures.



PSDINTL.ORG

One of the most important and exciting parts of the changes about to take place is being able to share each step of the process with you.

Through the generosity of Valin Corporation of San Jose, California and their Information Technology team, PSDI will have its own server and an interactive website debuting this fall.

This technology, new for us, will allow you to see IIRD's ...

- Work in the villages
- Watch our programs in action
- Make donations on line
- Select a project to support that you will be able to watch develop as the funding becomes available.

The plan is to have current pictures, personal histories and video clips whenever possible. Regular updates to the website will be made to show program growth and progress in village life. Personal success stories, cultural events and products made in IIRD's small 12-20 woman factories will be shown, as well as many other programs offered to our partner families.

NEW VISUAL IDENTITY

Silver Fox Productions, a Seattle-based graphic design firm, is generously working with IIRDNA to design a new look to introduce our expansion. The process of creating a new visual identity has been a long one. We are excited to unveil our new name and logo (at the top of this page). These first changes will be followed in the coming months by newly designed informational materials, letterhead, and newsletter format. Silver Fox Productions will also collaborate with Valin Corporation to develop a compatible look for our website. We are very grateful to these two firms for their substantial investment of time, talent, and financial support.



Beginning with the Winter 2009 newsletter, as a cost saving measure, we will be sending the newsletter via email to those who can receive it that way. Those who need to receive the newsletter by regular mail will continue to do so.

Please forward your Email addresses to Terry Smith at t.smith@iirdna.org and be the first to receive notification when the website is operational. Thank you for helping us to keep our costs down.

Behind the Scenes

Change, in order to accomplish its highest purpose, must be deliberate, well thought out and occur at a rate that can reasonably sustain the organization's continued viability during the transition. As we pursued the possibility of expanding IIRD's model, it became obvious that we will need to standardize our forms, bookkeeping and reporting. Interaction with our organizational partners will need to be more formal and the chains of responsibility and accountability well-defined. The model will need to be broken down into components that can easily translate into other cultures and languages.

Programs will have to be altered or changed to fit the needs of the people, the culture and the geography. Most of all, the values that are so important to the model will need to be written into all partnership agreements to insure that the vision and mission remain the same for all. A huge undertaking!



who can help? Call Virginia Klein at IIRDna 314.993.5599 or email her at v.klein@iirdna.org.

Fortunately, IIRDna has many talented and generous people willing to lend their time and talents to make this happen.

Identifying and researching the areas of expertise we need to make the necessary changes, exploring the legal questions, and learning from other organizations who have already taken this road, has occupied us for almost a year.

Networking to match an expert to each area of change is on-going. There is still much to be done. Meanwhile, donations will be sent to the same address and email and mail communications will remain the same. We hope that you will give us your feedback and suggestions as we go forward.

Can You Help?

In the months ahead we will be working to make sure that the new image and identity of PSDI will reach an ever larger audience. Plans to introduce the website and tell the good news of the IIRD model are being developed now. We need to access as many media opportunities as possible. Feature stories, radio interviews, TV talk shows are all ways in which we can reach large numbers of people with our great human interest story. Do you know anyone