



LAUNCH HOPE
HELPONE NOW

**Everything you need to know about
Help One Now's Family Business
Initiative: Launch Hope**





Our Mission

Help One Now empowers families in developing countries through high-capacity local leaders with proven solutions to end extreme poverty.

Our Vision

We have a plan to empower 100,000 families through Education, Entrepreneurship, and Restorative Care in the next 10 years.

Local Leadership

Help One Now partners with high-capacity local leaders who are already working effectively in their respective communities through friendship and partnership. They are our greatest resource, and without them, sustainable change is impossible.

These leaders are community development experts, pastors, team builders, and co-laborers for Christ on the journey to end poverty. They collaboratively mobilize the local church, government agencies, and other entities to engage the community's needs with crucial initiatives that produce community resilience, health, and progress.

Empowering Families

“There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they’re falling in.”

- Desmond Tutu, Human Rights Activist and Theologian

Around the world, the family unit plays a crucial role in the stability of the local society—a fact that is especially true in developing nations. Often, communities with struggling economies see high levels of human trafficking, children who are abandoned, social and political injustice, and a lack of education and opportunity. All of these factors contribute to a crippling cycle of poverty.

Family Empowerment is rooted in the restorative power of the Gospel of Jesus and seeks to change this reality. By walking alongside each family as they take significant, proven steps, the narrative is shifted.

Our Family Business Program helps keep families together to thrive in their community. Healthier families equal healthier churches and stronger communities. As more and more families are empowered, the outlook of the community as a whole improves. The local church grows and the economy strengthens, which leads to more opportunities and spiritual growth for everyone.



What is “Launch Hope”?

"Launch Hope" is the name of our Family Business Initiative, which encapsulates Family Empowerment through entrepreneurship. When families enter the Family Business Program, they walk through a 7-step process toward launching their own business.

We have enrolled over 1,000 families in our Family Business Program to date. These families have an average increased income of approximately 642%, and many of these families now have 2-3 years of self-sufficiency under their belt!

As families grow their businesses, create even more jobs, and pour into the local economy - entire communities are transformed.

Family Empowerment is more than just a process or program; it is family preservation and orphan prevention.

The 7 Step Process:

Step 1: A family applies for the program with the local Family Business team. If eligible, the family is selected for the program!

Step 2: The team assesses the family's strengths and experience, and helps them begin building their business plan.

Step 3: The family explores viable empowerment ventures and business opportunities.

Step 4: The family attends and completes business training classes and capacity building.

Step 5: The family receives in-kind support in the form of supplies and resources for their business.

Step 6: Hope is Launched! The family launches their business!

Step 7: Each family who completes the program receives continual mentoring and holistic support, along with reinvestment opportunities in the years to come.

Whom does Launch Hope serve?

Over 1,000 families have already been empowered through the program in Ethiopia, Uganda, Zimbabwe, Peru, Belize, Haiti, and the Dominican Republic. Hundreds more have already been enrolled and will be empowered this year!

How Your Church's Monthly Donations Will Be Used:

\$1,000 empowers a family for life. That breaks down to:

\$100

for intake and assessment process for the program

\$150

for business training

\$250

for ongoing mentorship and holistic support

\$500

to provide in-kind resources for business launch



A Launch Hope Impact Story

Meet Alice and Patrick Isiko!

They live in Buwenda Village, near Jinja, Uganda. Their life is not much different from other people in the village. However, one thing that is unique about them is their deep desire and passion for caring for the "least of these." Alice and Patrick have opened their home to take in and care for 9 vulnerable children from the community, on top of caring for their own 3 biological children. They care for all their basic needs, including food, medical care, and school fees. Without the power of a small business, it would be hard for Alice and Patrick to provide for their children's daily needs.

In October of 2019, Alice and Patrick were both enrolled in the inaugural group of the Uganda Family Business Program. The program provided one month of training in entrepreneurial skills, including bookkeeping, saving, customer care, and more. After completing the program, they received in-kind support to launch their own dairy cow business! The business now generates over 20 liters of milk every day! And support through the program has already helped their business grow.

Small businesses like Alice and Patrick's provide increased income and the ability for families to provide for their children and build sustainability for the future. This sustainability ripples outward and helps entire communities to flourish and grow as families stay together and break the cycle of poverty.



The Genesis of the Family Business Program:

Dr. Aschalew Abebebe is Help One Now's Global Empowerment Director and the creator of our Family Business Program. He is a brilliant local leader in Ethiopia and an incredible innovator. He has made an exponential impact in Ethiopia and all around the globe.

In 2014, Our CEO, Chris Marlow, was on a trip to Ethiopia to visit our child sponsorship program. On that trip, Chris met a mom and her child. This mother had big dreams of starting her own business and providing for her family.

Following meeting this family, Chris asked Aschalew, "What if instead of just helping the child through sponsorship, we help the mama? Maybe this is how we can go upstream and stop these problems before they are happening."

Aschalew replied: "If you help the mama, you will change the world."

This conversation changed the course of Help One Now's mission and vision. Our model shifted from child-focused to family-focused. One of our favorite quotes from Aschalew is:

"When we empower families, brokenness is healed, dignity is restored, the impact is magnified. Healthy families take care of others. You heal families, you fix the orphan crisis." - Aschalew Abebe, Help One Now Global Empowerment Director.



Our Partnership

We invite you to come alongside a growing network of supporters and join this story of hope, transformation, and progress. Together, we use our gifts, talents, passions, and resources to help end extreme poverty and build the Kingdom of God here and now.

Together we can make a difference.

Together We Build.



For any additional questions about Launch Hope, please reference our "Frequently Asked Questions" document, or feel free to reach out to payton@helponenow.com