



Our Day to End Poverty

offers simple actions readers can take to end global poverty

Poverty is nothing new. What's new, as we've entered the 21st century, is the realistic opportunity to end it. In the past, the world's focus has too often been paralyzed by the enormity of the problem and how overwhelming and unsolvable it has seemed. In recent years the focus has shifted to a growing awareness that poverty is a problem which can be solved – and that all of us have a role to play in making that happen.

Authors Shannon Daley-Harris and Jeffrey Keenan make the case that it will take the actions of individuals as well as big institutions to end poverty. They suggest that ending poverty can begin with small actions taken throughout the course of an average day.

In their new book ***Our Day to End Poverty: 24 Ways You Can Make a Difference*** the authors invite us all to look at our very ordinary days, from waking up in the morning to going to bed in the evening, as a template to help us think about combating poverty in new, small, and inventive ways.

Jeffrey Keenan is a strategic operations management consultant for business, non-profit, and social enterprise organizations. He also actively volunteers in his community.

Shannon Daley-Harris is a freelance writer, editor, and consultant who has worked with the Children's Defense Fund, the Robert Wood Johnson Foundation, and the National Council of Churches.

Karen Speerstra is president of Sophia Serve, a coaching service for writers and publishers.

This book was conceived and developed under the direction of **Criterion Ventures**, a national firm that incubates and scales social ventures that make for a better world.

They divide the book into 24 chapters—paralleling the 24 hours in one day—and challenge us all with an immense diversity of actions that we can take to help eradicate poverty. Each chapter links a different action we take during the day to a particular aspect of poverty. For instance, families regularly visit their pediatrician to make sure their children grow up healthy and happy. How do we work to increase access to health care, life-saving vaccines, and how do we strengthen the infrastructure that will allow children across the world to grow up healthy? These questions are addressed in chapter 5, *Give All Children Healthy Futures*. Like all the chapters in ***Our Day to End Poverty***, it has a helpful resource guide, listing actions anyone can take, anti-poverty groups and their websites. The authors show how to use all the information provided, and they provide heartwarming real examples in this and each chapter.

Our Day to End Poverty is a dynamic guide book designed to help readers unlock new ways to make progress in the fight against poverty. Whether it's planning for lunch or reading before bed, the book points to connections between our daily lives and the lives of people in poverty around the world. As Anne Frank wrote during the Holocaust, "How wonderful it is that nobody need wait a single moment before starting to improve the world." Let's get started. It is our day to end poverty.

Our Day to End Poverty hit shelves in bookstores across America on June 11th, 2007, and can be ordered through any on-line bookstore, or in bulk quantities from the publisher directly*. As we work to spread the word about the book, we are happy to offer you excerpt rights. Contact us for sample chapters or more information on the book, ordering, release timing, etc.

Thanks for your consideration,

The *Our Day to End Poverty* Book Team (Jeff Keenan, Shannon Daley-Harris, Karen Speerstra, Joy Anderson, and Jackie VanderBrug)

Questions? Need more information? Contact:

Jeff Keenan, co-author, jeff.keenan@earthlink.net, 206-372-7275

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