

#LeaveNoOneBehind

 resultscanada.ca/campaign/campaign-2

“For women to participate equally in contributing to economic growth, they must also have greater access to and control over assets such as land, housing and capital (...) Limited access to financial services—such as banking, credit and insurance—makes it difficult for poor households to recover from events such as a poor harvest or a health crisis. This limited access to vital financial services also results in lost economic opportunities, particularly for small and medium-sized enterprises owned by women”.

- [Canada’s Feminist International Assistance Policy 2020](#)

The [Partnership for Economic Inclusion](#) (PEI) is a global partnership helping governments develop, implement, and scale economic inclusion programs to sustainably increase the income, assets, and economic resilience of extreme poor and vulnerable people. Their work is guided by Sustainable Development Goal 1 to “end poverty in all its forms everywhere by 2030.”

PEI is a global network that includes national governments, policymakers, development partners, and non-governmental and research organizations. It is hosted by the Social Protection and Jobs Global Practice at the World Bank and receives funding through a multi-donor trust fund administered by the World Bank.

The ask: Canada must support people living in poverty and respond to the economic crisis by increasing funding for micro-entrepreneurs, and demonstrate a sustained commitment to doing so by joining the Partnership for Economic Inclusion (PEI).

latest campaign wins

- On December 14, the Honourable Karina Gould, Minister of International Development announced a [significant new investment](#) in the [ACT-Accelerator](#). These new contributions will support a more equitable global effort to #EndCovidEverywhere.
- On December 14, Canada kicked off the #NutritionYearOfAction by recommitting to realizing a world without malnutrition.
- On December 10, Results Canada launched a new brief in collaboration with [ONE](#) and [Global Citizen](#): “Why Canada Should Be a Top Investor in the Global COVID Response & Recovery”. Learn more about the key role Canada can play in the global COVID response at endcovid everywhere.ca!
- On November 14-15, the Results Canada virtual National Conference took place with plenaries, sessions, and workshops filled with information and insight on global health and advocacy in the current COVID-19 context. We had over 500 registrants and set a new record for our most popular event ever! Access all [conference resources](#).

- See all actions taken by volunteers to date.



BRAC

Building a world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

Founded in 1972 in Bangladesh, BRAC is the world’s largest non-governmental organization addressing extreme poverty. In 2002, BRAC launched the “Targeting the Ultra-Poor” program, which used a Graduation Approach to address the needs of the ultra-poor with long-term investments in life and technical skills training, asset transfers, enterprise development, savings, and planning for the future. The goal of the program was to transition ultra-poor families into sustainable livelihoods.

Learn more about BRAC’s graduation programs.

Meet more of our champions.



Watch Video At: <https://youtu.be/4Jebn1disiA>

resources



technical note - Canadian funding for microenterprises

- [ILO Monitor: COVID-19 and the world of work.](#)
- [Anti-poverty programs can also champion gender equality](#)
- [Overrepresentation of women in the informal economy](#)

See all our resources under [your tools](#) to support you in taking action.

key dates

10 January: Results Canada volunteer national call

24 January: [International Day of Education](#)

25 January: [Webinar - How to make change by communicating powerfully and engaging your parliamentarian](#)

hashtags

#Canada4Results

#CanadianAid

#CdnPoli

#COVID19

#EconomicInclusion

#LeaveNoOneBehind

tags

[@WorldBank](#)

[@PEIglobal_org](#)

[@ResultsCda](#)

[@JustinTrudeau](#)

[@cafreeland](#)

[@KarinaGould](#)

[@CanadaDev](#)

keywords

Economic Inclusion

Graduation Approach

Livelihoods

COVID-19

Sustainable Development Goals

write a letter to the editor (LTE)

 resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-2



step-by-step instructions for writing an LTE

Our #LeaveNoOneBehind campaign is about removing the barriers that prevent people living in poverty from the opportunities they need to thrive. The COVID-19 pandemic has led to an unprecedented economic crisis, hitting people living in low income countries and working in the informal economy the hardest. Write a letter to the editor about why Canada should increase its development spending on micro-entrepreneurship. Mention that Canada should join the Partnership for Economic Inclusion which supports the implementation of proven programs which “graduate” families out of extreme poverty.

The ask: Canada must support people living in poverty and respond to the economic crisis by increasing funding for micro-entrepreneurs, and demonstrate a sustained commitment to doing so by joining the Partnership for Economic Inclusion.

letter to the editor \ (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

Use our step-by-step instructions below to write your LTE and get it published in the media.

read our top tips

1. Make it relevant and timely - ideally within 2 days of a current event.
2. Finish and submit your letter - it doesn't have to be perfect, and you don't have to be an expert to have an opinion. You simply need to care.
3. Come up with a dynamite title that will catch the Editor's attention.
4. Be creative and speak from the heart about the campaign issue.

secret tip

Try to find a local story to connect to the campaign.

Is there a recent outbreak of a disease in Canada that could be addressed by getting children vaccinated? Raise the importance of vaccination and how Canadians have access and how no one should be left behind because of where they are born.

follow these 8 steps

1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
 - refer [here](#) to our key dates, hashtags, tags and keywords
 - do internet research, read the latest news articles, or use external resources
 - refer to past volunteer LTEs to see [published examples](#).
3. Write your LTE to give your opinion related to our campaign issue. See an example below.
4. Use our searchable list of [editors' emails](#) to email your LTE to.
5. Press send.
6. Send your LTE to your [Member of Parliament \(MP\)](#) to let them know your opinion.
7. If you belong to a Results group, let your Group Leader know that you've submitted an LTE. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).
8. If your LTE gets published, share it on social media by tagging [@ResultsCda](#) and your [MP](#). And make sure to let your Group Leader know!

see an example of an LTE

COVID-19: A salutary tale?

Dear Editor,

The pandemic is not yet over but we are beginning to see some light through the cracks in our world. I am proud to say that Canada has taken a leadership role and contributed ever-increasing amounts to end COVID everywhere. More Canadians should be made aware that the experts estimate a return of \$5.60 for every \$1 of aid we invest. Indeed, it means the pandemic world-wide will end sooner which is good for our economy.

My greater hope is that we learn from our pandemic experience that contributing to better public health abroad is also the right thing to do. The best example is the TB epidemic which continues to ravage many countries and regions, including Canada's North. TB is both preventable and curable yet has been the leading cause of death from a single infectious agent. In 2019, it resulted in the deaths of 1.4 million people. COVID deaths will be higher in 2020 as we are already over 1.6 million deaths. But the COVID vaccines were not available until this month.

We have seen how quickly governments and communities react when disease hits richer nations such as our own. Many people have been working for a very long time to combat TB in the Global South. Let's make sure that the community health workers or "front-line

heroes” in those nations have the resources they need post-COVID to wipe out epidemics like TB.

Sherry Moran, Publication date: Dec 15, 2020, [Oshawa Express](#)

secret tip

Don't include mention of Results Canada - this keeps your letter looking like it's your opinion, because it is!

secret tip

You can send your letter to as many editors as you like - no need to change it or make it different. The more editors you send it to, the better your chances of getting published.

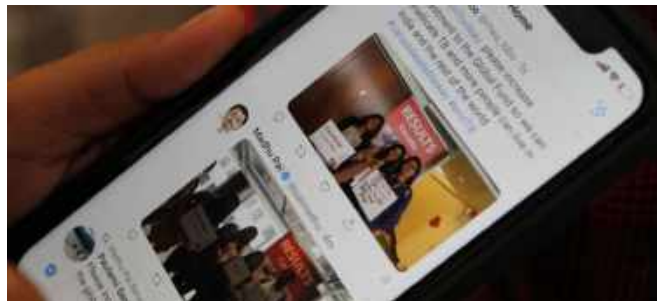
See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [campaigns](#) page.

I remember the first time that I sat down to write my first ever LTE. It was nerve wracking but also very exciting to be able to share my opinion in such a quick and easy way. Pressing 'send' can be daunting but you just have to go for it! Remember that you don't have to be an expert to have an opinion, you only need to care.

- Melanie, Results volunteer

use your voice on social media

 resultscanada.ca/action-button/use-social-media-campaign-2



Our [#LeaveNoOneBehind](#) campaign is about removing the barriers that prevent people living in poverty from the opportunities they need to thrive. The COVID-19 pandemic has led to an unprecedented economic crisis, hitting people living in low income countries and working in the informal economy the hardest.

Use your voice on social media to tell Canada that you want them to demonstrate a commitment to lifting people out of poverty by joining the [Partnership for Economic Inclusion](#) (PEI). Tag relevant people including Prime Minister Justin Trudeau ([@JustinTrudeau](#)) and the Minister for International Development, Karina Gould ([@KarinaGould](#)). Don't forget to consult our suggestions for [hashtags, tags and keywords!](#)

The ask: Canada must support people living in poverty and respond to the economic crisis by increasing funding for micro-entrepreneurs, and demonstrate a sustained commitment to doing so by joining the Partnership for Economic Inclusion.

You can also instantly let Canadian decision-makers know that you care by sending the ready-made tweet or Facebook post below.

Tweet instantly (click below)

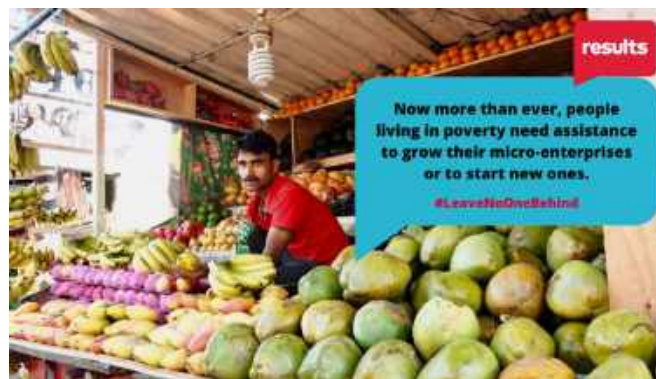
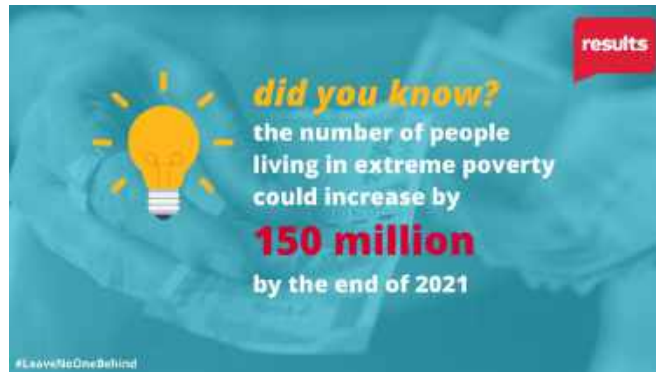
It's time, [@JustinTrudeau](#) & [@KarinaGould](#), to respond to the economic crisis that [#COVID19](#) created by increasing funding for micro-entrepreneurs. Canada must support those living in poverty by joining the [@PEIglobal](#) org. [#LeaveNoOneBehind](#) [#Canada4Results](#)

Post on Facebook and Instagram (copy and paste below)

The [@WorldBank](#) is warning that the number of people living in extreme poverty could increase by 150 million by the end of 2021. That's three times the amount of people who were left in extreme poverty between 2015 and 2017.

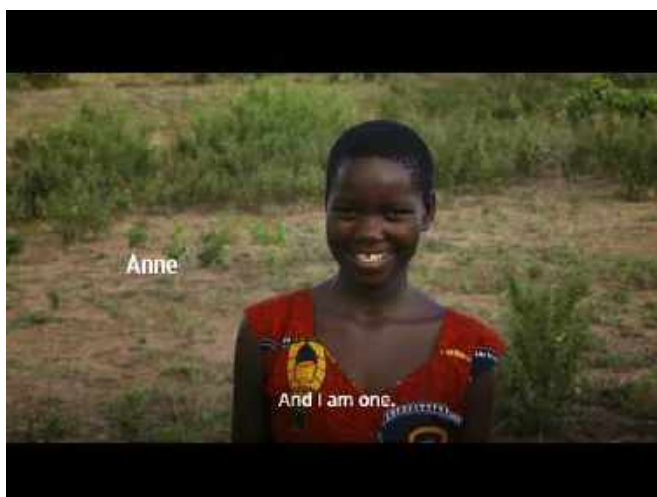
I'm asking @JustinTrudeau & @KarinaGould to join the Partnership for Economic Inclusion. They're helping governments develop #EconomicInclusion programs to increase the livelihoods of vulnerable people. #LeaveNoOneBehind #Canada4Results

Share these images (right-click, copy and paste on social media)



See our [photo bank](#) for additional sample tweets and graphics.

Share this video:



Watch Video At: <https://youtu.be/8pilkDzzM8o>

If you prefer to write your own tweet or post, use our step-by-step instructions below.

read our top tips

1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag [@ResultsCda](#) so that we can help amplify your message. If space allows, include the hashtag [#voices4results](#)

secret tip

We think Twitter is the best platform for political and media engagement. Watch our [10 Tips to be a Social Media Advocacy Guru](#) webinar to learn more.

follow these 7 steps

1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
 - refer [here](#) to our key dates, hashtags, tags and keywords
 - do internet research, read the latest news articles, or use external resources
 - refer to [Twitter](#) and our [social media wall](#) to see posts from volunteers and others
3. Login to your profile on social media. If you need help, consult our [tips](#) for Twitter, Facebook, and Instagram.
4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).
5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:
 - consult our social media best practices
 - use the hashtags and keywords provided
 - include [@ResultsCda](#) in your post so that we can help amplify your voice
6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [campaigns page](#).

I use social media every day, but I never thought I could use it to make a positive impact in the world. In less than two minutes, I composed a tweet to raise awareness about Results' campaign, tagged my Member of Parliament, and used my voice to take action!

- Hailey, Results volunteer