

Ecodana's Boutique Approach to Fundraising for Sustainability Makes Personal Connection Part of the Goal

"Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving.

"David Bornstein, author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*

San Francisco, CA (Ecodana), March 29, 2010 -- A recent report from the U.N. announced that eco-farming can double food output by the poor. Earlier, the organization stated that we were on the brink of committing "global suicide" unless we ensure sustainable, climate-resilient green growth.

Ecodana is a non-profit social enterprise that stands right at this nexus: where poverty alleviation and environmental sustainability meet.

"We seek out small, grassroots, green projects in developing countries," said Marc Henrich, founder of Ecodana, "Because we want to maintain the health of our planet, we believe the only way to do that is by helping people better their lives in self-empowering and environmentally-friendly ways."

Unlike other organizations which follow a similar model of funding projects through online donation and fundraising partnerships, Henrich is personally involved with every aspect of his service. He corresponds regularly with people running projects on-the-ground throughout the fundraising and project phases and after completion to make sure goals have been met, and more importantly that people have been positively affected.

"Because we are a small, boutique organization, we carefully select projects based on their compatibility with our mission," said Henrich, "We only fund green projects that focus on small sustainability goals that can succeed in a short time frame and then be scaled. We also work only with in-country organizations that have a close and trusted connection to the community they serve. Our intention is to deepen our relationships with them to grow the project base."

On the fundraising side, Ecodana partners with trusted businesses and organizations to create mutually-beneficial promotions and fundraising campaigns which serve to raise awareness of sustainability and poverty issues among their constituents and customers.

Henrich said, "This connection to real people in all aspects of our business is our assurance that we are proceeding with integrity and that the money truly is making a difference."

About Ecodana:

Ecodana is a San Francisco-based non-profit social enterprise whose mission is to improve the lives of the poor in rural areas around the world by facilitating funding for sustainable projects in their communities.

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