

Clinton Global Initiative

Commitment Announcement

Template

Focus Area:	[Global Health, Religion, Poverty, Climate, Other]
Project:	[Name of specific project or program]
Commitment By:	[Name of organization or individual making the commitment]
Commitment body:	[Please specify non-profit, government, corporation, foundation, individual, etc.]
Partner:	[Please list all primary partners involved, if applicable]
Commitment Costs / Year:	[Please project commitment costs on a yearly basis]
Commitment Duration:	[Please specify the time period it will take to complete your commitment]

Objective: [Please state the overall goal of the project]

Commitment: [Short description, including, but not limited to, details of the project, issues the project will address, and implementation strategy]

Background: [Briefly summarize project history – what prompted it, why it is important, and how the organization is suited to manage and execute the project]

Point of Contact: [May differ from the party making the commitment; this person will be the primary liaison to CGI and respond to quarterly requests for progress updates.]

Name
Title
Company
Full Address
Tel/Fax
E-mail



Time Line

Anticipated Launch: [between May 2006 and June 2007]

First Milestone: [If applicable, please describe below a significant milestone that is set to occur before October 2006]

MM/DD/2006:

Summary of Activity:

Participants:

Press Link (if applicable):

Geographic Scope: [Please identify the area of the globe the commitment targets and list all of the countries in which the commitment applies. In how many countries will your commitment operate?]

Areas of Open Partnership and

Collaboration: [CGI is now offering a forum for commitments with outstanding needs to announce their opportunities for partnership. If you would like to be included in our organizational mailings and web campaigns highlighting those needs, please provide us with a statement of your commitment's opportunity for partnership below. What are the outstanding needs essential to completing your commitment?]



Clinton Global Initiative

Commitment Announcement Sample

Focus Area:	Poverty
Commitment:	The Citigroup Microentrepreneurship Awards
Commitment By:	Citigroup Foundation
Commitment body:	Foundation
Partner:	In-country NGOs selected locally
Commitment Costs / Year:	\$1.325 million
Commitment Duration:	one year

Objective: To raise awareness of the significant role microfinance plays as a poverty alleviation tool by recognizing the achievements of outstanding microentrepreneurs and microfinance institutions as growth catalysts of their economies around the world, while establishing a strong, well informed and well connected global microentrepreneurship network.

Commitment: Establishing the Citigroup Microentrepreneurship Awards, though leveraging Citigroup's human, intellectual and financial capital in 24 countries to build and bolster microfinance and develop an international network of Citigroup employees and leaders who are dedicated to microfinance. Citigroup will also provide local public relations expertise to support this initiative.

The following steps will be undertaken in each country selected to participate in the awards program:

- Identify local in-country nonprofit partners
- Establish country implementation teams
- Establish country Advisory Committees and Judging Committees
- Construct contest framework and establish criteria for winners
- Develop media plans
- Send applications to local MFIs for them to nominate entrepreneurs
- Define process for pre-screening nominees and judging and selecting winners
- Implement the awards ceremonies in each country



Background: Building on the success of the Citigroup Foundation's microentrepreneurship awards programs, which were held in Argentina, Brazil, Colombia, India, and the Philippines over the previous years, the United Nations Capital Development Fund (UNCDF), the Citigroup Foundation, and the Global Student Alliance (a student network based at Harvard, Yale, Northwestern, New York University, Wharton and other universities), joined together in 2004 to promote and illustrate how microfinance strengthens the entrepreneurial spirit in impoverished communities around the world through the Global Microentrepreneurship Awards (GMA) program.

The GMA was launched as a pilot in 2004 in 8 countries (Afghanistan, Cambodia, the Dominican Republic, Indonesia, Mexico, Mozambique, Pakistan, and Rwanda) as one of the key events to mark the United Nations' 2005 International Year of Microcredit. The pilot engaged more than 75 students, professors, and alumni from 16 universities worldwide to celebrate micro entrepreneurship.

The success of the GMA pilot in 2004 resulted in the program's expansion in 2005 from 8 to 30 countries in Africa, Asia, Eastern Europe, Latin America, and the Middle East. The 2005 GMA reached and exceeded its expected goals in every way by engaging the participation of more than 700 MFIs in the program, receiving nearly 4,500 applications from micro-entrepreneurs, generating more than 500 instances of news coverage, and handing out more than 300 awards around the world.

As Citigroup and the Citigroup Foundation are consistently recognized as leading global supporters of initiatives that strengthen the microfinance sector, and as the primary funder of the 2005 GMA, the Citigroup Foundation played a much larger role in the program, than it did in the 2004 pilot, not only in its financial role, but by taking on a global management role in developing, implementing and monitoring the success of this program around the world.

As the Year of Microcredit has concluded, the Citigroup Foundation is pleased to continue to support the program in 2006 as its sole funder. From this point forward the program will be called the Citigroup Microentrepreneurship Awards, and we look forward to successfully implementing the program in 24 countries in 2006.

Point of Contact:

Leslie Meek
Senior Program Officer
Citigroup Foundation
www.citigroup.com



CLINTON GLOBAL INITIATIVE

www.clintonglobalinitiative.org / info@clintonglobalinitiative.org / Tel: +1.212.397.2255 / Fax: +1.212.397.2256

Time Line

Anticipated Launch: Launched globally in March 2006. Each of the 24 participating countries will announce the launch of their awards program locally as appropriate.

First Milestone - *July 2006:* Confirm all NGOs and Advisory Council Members in all 24 participating countries.

Geographic Scope: Asia, Africa, Eastern Europe, Latin America and the Middle East. Following is the list of participating countries for 2006: Bangladesh, Brazil, Chile, China, Colombia, Costa Rica, Dominican Republic, Egypt, Guatemala, India, Indonesia, Jordan, Lebanon, Mexico, Morocco, Nigeria, Pakistan, Peru, the Philippines, Poland, Russia, South Africa, Uganda, and Venezuela.



Frequently Asked Questions

1. How do commitments sustain the mission of the Clinton Global Initiative?

The Clinton Global Initiative is about action. Our annual meeting leverages the power of individuals, corporations, organizations and governments to devise and implement innovative solutions to four global challenges: energy and climate change, public health, poverty alleviation and religious/ethnic conflict.

To meet these four challenges, former President Clinton requests that each member make a commitment to take action. Members choose or design their own commitments, which can be made to any organization or relevant cause, and can take any number of forms. Some choose to make financial commitments. Others choose to pledge their time or added resources. Examples from last year range from \$100 million pledged to tackling poverty in Africa to a donation of 20,000 bicycles to areas ravaged by the tsunami in Sri Lanka to 250 hours volunteered at an interfaith youth group.

2. What constitutes a commitment?

Commitments are efforts to translate practical ideas into meaningful action. They generally meet the following criteria:

- **Original:** a new or expanded project that is initiated in anticipation of, or as a result of, the Clinton Global Initiative.
- **Specific:** a project with clear and feasible objectives.
- **Measurable:** an endeavor that within its fixed time frame shows continued progress and produces a quantifiable outcome.

3. What is meant by “a measurable commitment”?

As a results-oriented initiative, we encourage members to pledge commitments that make a difference. If the effectiveness of a commitment can be measured, there is a way to determine whether it is successful or not. If the approach turns out to be unsuccessful, a reassessment can be done over the course of time to achieve better results in the future. Some examples of ways to measure the effectiveness of your commitment are below. In addition to these examples, we welcome any standards you suggest, as they pertain to your particular project, and the goals you wish to attain.

- ❖ Number of people benefiting from services
- ❖ Number of people employed



- ❖ Number of loans provided / \$US value of loans provided
- ❖ Number of people involved in programs
- ❖ Number of people receiving care, treatment or medicine
- ❖ Tons of greenhouse gas emissions saved
- ❖ Number of new partnerships with organizations or companies
- ❖ New financial instruments

4. Who can make a commitment?

All Members of the Clinton Global Initiative are asked to make a commitment. Members can initiate a new project or become partners of an existing CGI commitment. Commitments can be made individually, as a group or on behalf of an organization or company.

5. If I made a long-term commitment last year, do I have to make a new commitment this year?

All Members are encouraged to make a new commitment in conjunction with their membership that year. In the event that you made a multi-year commitment last year, however, it is possible that you have already met the requirement. We suggest that you consult with our staff to discuss your plans.

As you continue to take action to achieve the goals of your commitment, we ask that you report back to us regularly on the progress made.

6. How does the Clinton Global Initiative highlight progress made?

The Clinton Global Initiative has established a team to work with Members. Our commitments team provides year-round facilitation and support to ensure that the meaningful action generated by commitments is highlighted at our mid-year and annual events, through CGI newsletters, publications, and our website. To the fullest extent possible, facilitation of contacts with other CGI members is done to support the fulfillment of commitments. Updates are requested on a quarterly and yearly basis to make certain that actions are recognized.

7. What are some examples of past commitments?

The nearly 300 commitments inspired by CGI vary in focus and scope, yet they all try to improve people's lives around the world. Individuals and organizations have already begun to make a difference by:

- Investing in clean-energy technologies
- Directing resources toward disaster relief and long-term recovery



- Uniting people of all faiths in public service projects
- Fostering sustainable economic growth in the world's most vulnerable communities
- Upgrading software and IT services used by mobile relief workers in areas recovering from disasters
- Financing low interest loans to emerging businesses in regions prone to religious conflicts
- Shipping donated medical supplies to doctors in the developing world

Our online **Commitments 2005** guide is an excellent resource for learning about the scope and progress of ongoing endeavors. It is easily accessible on our website, www.clintonglobalinitiative.org.

8. Can we send information on multiple projects or programs for your consideration?

Yes, you can. While everyone is asked to make a commitment, members can submit multiple projects for recognition if they are committed to work on them all, and meet their goals.

9. Are commitments restricted to financial contributions?

No. Although it is encouraged that commitments have a quantifiable impact, the value of a commitment is not always assessed in monetary terms. Commitments take a variety of forms in relation to location, focus area, and scale, and may also be implemented through an in-kind donation of supplies, services or time.

10. How can I explore whether funding is available to support my commitment?

The Clinton Global Initiative is not a grant-making entity and cannot fund commitments directly. The Clinton Global Initiative continues to pursue its mission of bringing people with very different kinds of expertise together as part of the same community – Heads of State, CEOs, foundation heads, religious leaders, and media voices. Through this match-making capacity, the Clinton Global Initiative maximizes the opportunity to connect ideas with resources, both at the annual meeting and throughout the following year.

11. How can I explore opportunities to join an existing commitment?

The Clinton Global Initiative is now offering a forum for commitments with outstanding needs to announce their opportunities for partnership. Members and interested parties are encouraged to learn more about these through our Partnership Opportunities section on our website, and consider joining or contributing to an existing commitment to the Clinton Global Initiative.



12. Can I donate money to the Clinton Global Initiative to distribute to projects of its choosing?

The Clinton Global Initiative is not a grant making body. The distribution of resources – monetary or otherwise – should be done by each member directly to the organization of choice. Our commitments team will be happy to share any available information about specific organizations and where applicable, facilitate the necessary contacts within the CGI community.



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