

Pay It Forward with Indiegogo's Campaign for 1 Percent for Women

BUENA VISTA, COLORADO, UNITED STATES, April 25, 2014 /EINPresswire.com/ -- It has been called many things – paying it forward, the ripple effect, investing in the future – but it has been proven that making microloans to women to help them maintain a stable income for their family enables their ability to raise healthy children. Why loans to women in particular? Because it has been proven that women will reinvest about 80% of their income in food, housing, clothing, medicine or education for their families. This not only benefits their own families, but also boosts their local economy through the purchases of food and other items the women buy with their earnings.



Indiegogo supports paying it forward by hosting a [crowdfunding campaign for 1 Percent](#) for Women, a company founded by Laurie Benson to support local artists and to help fund small loans for women who have cottage industries. Individuals can make contributions to the campaign, of course, but the big focus is on inviting businesses to invest 1% of their net income in funds for microloans. The loans are managed through Kiva, and are paid back over 12 to 18 months, giving a modest return to the businesses providing the money – which gives support back to their communities, as well as to the borrowers' communities.

The 1 Percent for Women crowdfunding venture is a flexible fund – which means that the money is retained and used, even if their goal of \$62,000 is not reached. If they get the full amount, the money will be used to hire additional staff in order to have more workers to carry out the work of supporting women who have their own businesses. Owner Laurie Benson says that not reaching the full goal won't mean that the money contributed won't be used to carry out the work. It just means that the current staff will have to work a little harder.

In addition to feeling good about making a contribution to the world economy, [you also receive prizes](#) for each level of investment.

- For \$25.00 you can show the world that you support 1% for Women by displaying a bumper sticker.
- For \$100.00 you can display your loyalty with both a bumper sticker and a T-Shirt printed with the 1Percent for Women logo.
- Contribute \$500 or more, and you get the bumper sticker, the T-shirt, and a pair of hand-blown glass earrings made by Brynn Ronning, 1 Percent's own artist, as well as your name on the website.

Note: remember to include your t-shirt size when making your contribution.

The tangible prizes are not the greatest reward for contributing to this crowdfunding venture. In a very real sense, you are helping create a better tomorrow. Children raised in households where there is a steady income grow up to be healthier individuals. They usually receive a better education, and are therefore better able to earn a good living, creating the desired ripple effect for creating a better global economy.

Laurie Benson's inspiration for creating 1 Percent for Women is her daughter. When the girl was 8 years old, she asked her mother, "[Will the world die before I do?](#)" Benson, who had been involved in conservation efforts, realized that she wanted to do something to make a positive difference in the world right away. She had done extensive work in PR, and had contact with well-known individuals such as Deepak Chopra and Woody Tasch. Her work put her in frequent contact with the United Nations. When she learned about the way microloans for women support their communities and the world, she knew she had found the way to do it. She is joined in her efforts by Mark Peesel, Ariana Herlinger, and Joel Benson.

Overall, this campaign is the epitome of what true crowdfunding is all about – many individuals giving a little so that an Idea can manage to grow a lot.

About 1 Percent for Women:

www.onepercentforwomen.com is an online store where local artists and small craftspersons can market their wares. They sell such diverse items as organic products, art work and jewelry. The proceeds from the sales support the artists, helping them have a year-round income. One percent of the sales goes toward making microloans to women. Each month, a woman who has received a loan is featured on the website.

Laurie Benson
1 Percent for Women
719.221.1578
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.