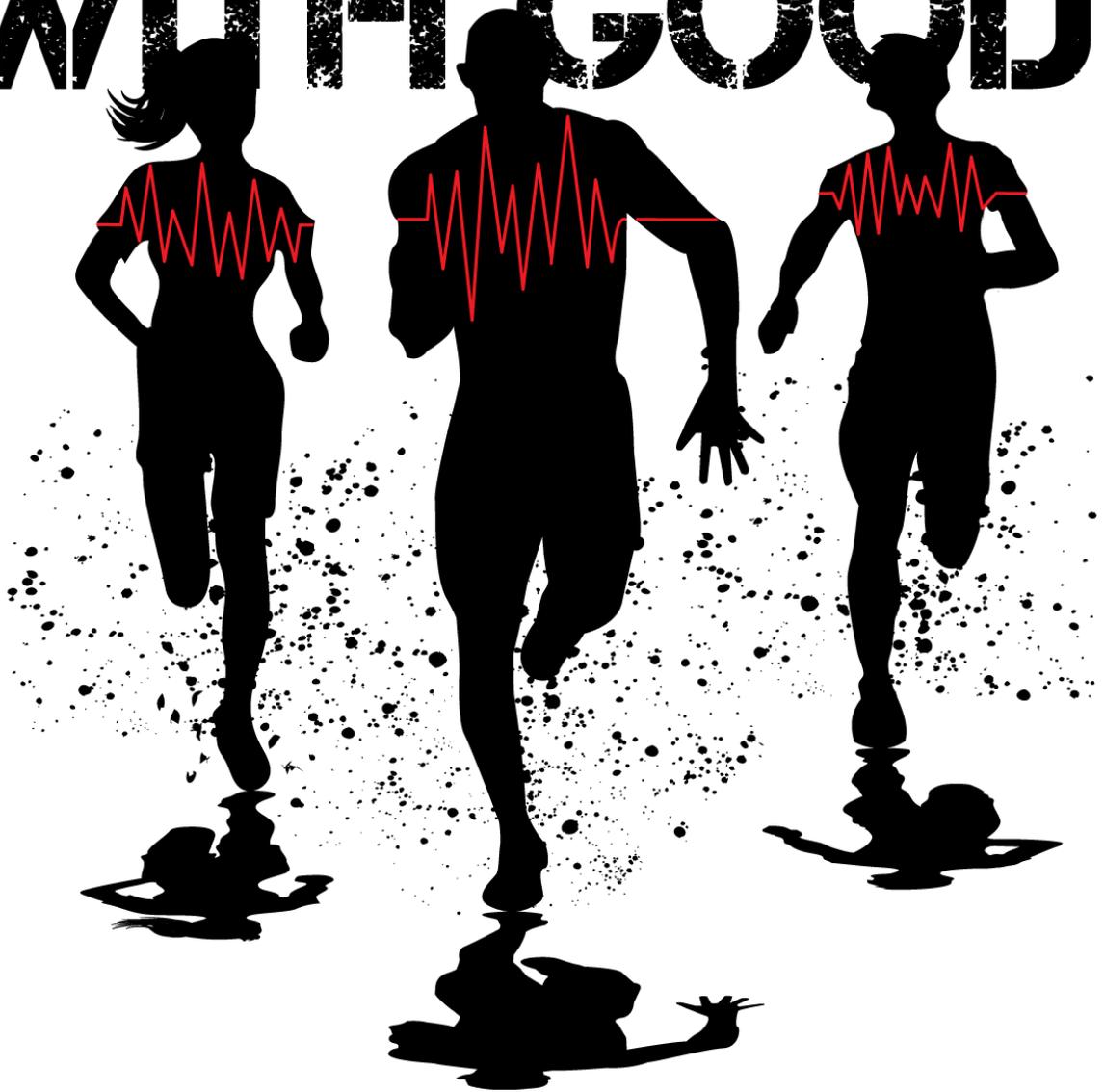


# *The GOOD Initiative*

**OVERCOME  
WITH GOOD**

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## The GOOD Initiative

We are looking for passionate, motivated and generous people who would love to partner with us in **The Good Initiative**. The Good Initiative is a simple fundraising and inspirational platform where individuals use what they are good at to raise funds for those in need. Everyone has a gift or talent; something they are good at. We want to celebrate these amazing strengths to help others.

This grassroots initiative is as powerful as those who lend their strength to it. We believe individuals, schools, churches can showcase these talents, not for a million dollars or the chance to perform on the big stage; but to make a difference in the lives of others.

Since 2011 over 1050 people have raised over \$352,000 for communities in Guatemala and Nicaragua through over 38 GOOD Initiative events. We have funded a children's home, purchased a school, empowered women, helped children with special needs, aided feeding programs and alleviated poverty. It takes a village to raise a child and it takes a community to transform a nation and you can be a part.

**We are seeking participants to be a voice for those who do not have one.**

To be a participant you just need three things:

1. A talent
2. An idea or event
3. People to sponsor you

We invite you consider joining **The GOOD Initiative** to help families in rural Guatemala through Hijos de Dios Community Centre.

Go out and do good for somebody today!

**Matthew and Kerry Blacklock**

Overcoming Enthusiasts

[www.overcomewithgood.ca](http://www.overcomewithgood.ca)

**USING WHAT YOU ARE GOOD AT...**



**... TO HELP OTHERS.**



*See what you are good at.  
Use it FOR GOOD.  
Help others.*

*Join with us this year to  
change lives!*

**The GOOD Initiative** was created to inspire people to use their talents to help others overcome the cycle of poverty, abuse and injustice.

### **The VISION**

Empower individuals to use their talents to raise funds and awareness to help those in need, change their lives and inspire others to do the same.

### **WHAT YOU CAN DO**

You can participate by:

1. taking what you are good at  
(athletically, culinary, artistic, work-related, a hobby, etc.),
2. plan a unique fundraiser
3. get as many of your friends, family, classmates, business colleagues, church members to participate.



[www.overcomewithgood.ca](http://www.overcomewithgood.ca)

## **HOW DO I DO THAT**

1. Talk to the Overcoming Enthusiasts, Matthew and Kerry Blacklock
2. Think about what you are good at and decide what your **GOOD Initiative** event will be.

***THE IDEAS ARE ENDLESS*** (Scan QR Code)



3. Choose an area or project with Hijos de Dios Community Centre you would like to focus on.



### **Hijos de Dios Programs**

4. Plan your **GOOD** event.

- Pick a date.
- Decide if you are going solo or with a group.
- Choose how you will promote it.
- Set a dollar amount goal

(i.e. book a race, chart a course, make a journey, plan an event, get others involved, etc.)

5. Do it! And collect the funds.

6. Tell your story: post your ideas, photos, video of what you are doing on your social media platforms.



# STORIES OF DOING GOOD SINCE 2011

Scan  
to see  
Stories



YOU ARE A TRUE  
SUCCESS WHEN  
YOU HELP OTHERS  
BE SUCCESSFUL.

# OVERCOME

Use what you are  
good at  
to help others.

Inspire others to use  
what they are good at  
to help others.

-Matthew Blacklock-



## ***The GOOD Initiative***

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A fundraising initiative of the Community Transformation Foundation  
Community Transformation Foundation is a Registered Canadian Charity. **89153 5015 RR 0001**

Incorporated in Edmonton, Alberta in 2000.

