Dear <<insert name>>,

I am contacting you to introduce myself as an <<insert your volunteer role, this is either Ambassador or Community Supporter>> for Shared Interest.

Shared Interest provides vital finance to businesses across the globe with the aim of helping people to trade their way out of poverty. I believe that Rotary International also sees a world where we can take action to create lasting change. I would be delighted to share some examples of how Shared Interest works towards this goal too. Supporting entrepreneurs and businesses in disadvantaged communities has been the core focus of our work over the past 30 years.

Through our lending, we empower smallholder farmers and artisans to improve their business operations, market access, and employment opportunities, and we would love to share some of these stories with you. An example is UK buyer, Fullwell Mill, which sources products for the European market in Pakistan, Burkina Faso, Tanzania, Afghanistan, and South Africa. They use Shared Interest finance to buy almonds, apricots, dried cherries, apricot kernels, and dried apples from Mountain Fruits in the central Hunza region of Pakistan.

We have had a positive response to our speaking slots from Rotary clubs in different parts of the country, with Maidenhead Bridge saying the following: *“The talk was very informative and [the speaker] demonstrated some complex information in an easy to understand format. He was very engaging and sensitive to time issues.”*

If you think your members would be interested in hearing more about how we help entrepreneurs all over the world, to grow and develop their businesses, then please do get in touch.

Warm Regards,

<<Ambassador / Community Supporter>>

A volunteer role for Shared Interest