



## EMPOWERMENT THROUGH FAMILY ENTERPRISE

USING FAMILY ENTERPRISE TO ERADICATE POVERTY

Improvement of family welfare may be achieved in many ways, one of which is by empowering the family to enable them to possess the skills required for work and to do something to earn money in order to improve family welfare.

Many community groups and low income families live in rural areas in Indonesia and other developing countries. These families need “bridges” to connect them with families in better financial and economic condition.

The bridge is **MicroAid Projects**. Through online media, MicroAid Projects website ([www.microaid.org](http://www.microaid.org)), family groups with their facilitators are able to create micro projects to propose programs to be implemented in villages and the groups. Micro projects are published on MicroAid Projects website and may be accessed from anywhere. Individual donor, families and organizations may access the website to channel contribution.

The presence of online media like MicroAid Projects requires funding and integrated management to enable it to be used according to its roles in bridging poor families with their donors.

We would be grateful to you if you could set aside **£25** (twenty five pounds) every month to support MicroAid Projects team. Your support will be highly meaningful for 400 poor families and 12 facilitators who assist them in carrying out family enterprise training to empower the families.

Funding for poor family micro project and its facilitator will, be channeled 100%, without any administrative cost as you will have helped finance MicroAid Projects team.

Warmest regards,

Jalu Wardhana  
MicroAid Projects Team Coordinator

*See next page for the full list of job description of MicroAid Projects team*



[www.microaid.org](http://www.microaid.org)

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# Job Description of MicroAid Projects Team

## A. Community Groups and Facilitators

- Select, monitor and collaborate with facilitators and community groups in MicroAid Projects.
- Organize meetings and online discussions with facilitator teams and community groups.
- Prepare database for the activities and products that may be used by facilitators and community groups.
- Prepare working procedures for the implementation of micro projects by facilitators and community groups.
- Provide training in online system of MicroAid Projects to facilitators during their visits to MicroAid Projects Indonesia.
- Provide facilitators with information and community groups on work mechanism, vision and mission of MicroAid Projects.
- Establish good collaboration with facilitators, community groups and other related groups.

## B. Micro Project

- Selects, approves and publicize micro projects.
- Supervise the progress of micro projects through reports and visits to villages (if required).
- Prepare and provide guidelines to facilitators on the method to access and use MicroAid Projects website.
- Approve follow up to micro projects upon completion.
- Prepare and provide guideline for facilitators and community groups on MICRO ENTERPRISE.
- Monitor the process of establishing micro projects and online reports prepared by facilitators and publish them after being approved in common.
- Monitor the progress of facilitators and community groups through micro projects that have been completed.

## C. Photo, Video and Files

- Handle photos and videos on micro projects that are made by facilitators and community groups upon project implementation.
- Produce and select appropriate photos for publication in MicroAid Projects.
- Handle and store photos and videos in online album (Flickr and You Tube).
- Handle and file important photos on MicroAid Pro-

jects, both online and offline.

- Process photos and videos as materials for Newsletter and articles on MicroAid Projects.

## D. Donor

- Establish communications with donors via emails, online chatting and newsletters.
- Provide written brief guideline as well as flash demo to donors, if required.
- Produce and send Thank You Message and Village Greeting to donor who finances micro project.
- Send email on project report that needs to be read and request comment (feedback) from related donor (upon completion of the project).
- Respond to inquiries from donor on his or her micro project.

## E. Newsletter, Article, Web and Social Network

- Prepare and publish monthly Newsletter
- Prepare and publicize Case Studies
- Prepare and publish articles for online fundraising
- Manage and develop and test MicroAid Projects website.
- Update data and information in MicroAid Projects website and blogs
- Establish networking through blogs in relation to MicroAid Projects activities, both with organizations and individuals
- Prepare and manage publications on MicroAid Projects through Social Networks such as Facebook, MySpace, Friendster and so on.

## F. Administration

- Prepare monthly and annual progress and financial reports for trustees and other donor organizations requiring them (in case of inter-institutional collaboration)
- Prepare reports on revenue and expenditure for MicroAid Projects.
- Organize routine meetings and collaborate daily in working teams for 5 days in a week between 08.00 and 18.30.