



PROJECT IN KIND

Ambassador
Toolkit

© 2020 Centre for Global Good
All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, without prior written consent of the publisher.

Published online and in Canada simultaneously.

Project In-Kind is a trademark and an initiative of The Centre for Global Good.

Ottawa, Canada
ISBN: 978-1-7773361

For more information visit: www.projectinkind.org

Social Media: @projectinkind

Produced with support from the Government of Canada

This material is for information purposes only; it is not investment guidance, legal advice, or managerial consulting. Use of this material does not create or constitute any kind of business relationship with the Centre for Global Good, Project In-Kind or its collaborators, and neither the Centre for Global Good, Project In-Kind or its collaborators are liable for the actions of persons or organizations relying on this material. The use of the United Nations Sustainable Development Goals Branding and Content in this playbook is for informational use only in accordance with the United Nations Sustainable Development Goals Guidelines for the Use of the SDG Logo Including the Colour Wheel, and 17 Icons . Project In-Kind is not affiliated with the United Nations. For more information, visit: https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/01/SDG_Guidelines_AUG_2019_Final.pdf

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
----------------------------	--	--	--	-------------------------------

Welcome to a global community of ambassadors committed to promoting in-kind giving and the United Nations Sustainable Development Goals.



Advocate for the benefits of in-kind giving of skills, services, goods, and non-cash donations.



Work toward achieving the United Nations Sustainable Development Goals.



Become a leader and gain valuable skills for your future while benefiting your community today.



Join us and become a Project In-Kind Ambassador in your community.



Join Now



Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
----------------------------	--	--	--	-------------------------------

What Is Project In-Kind?

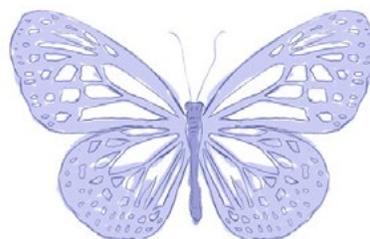
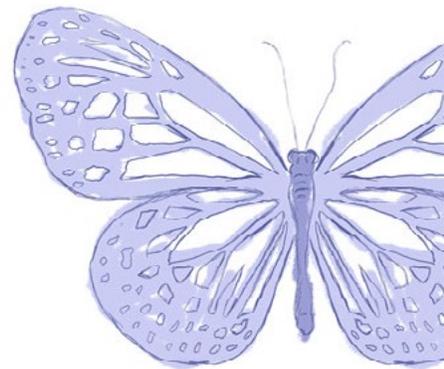
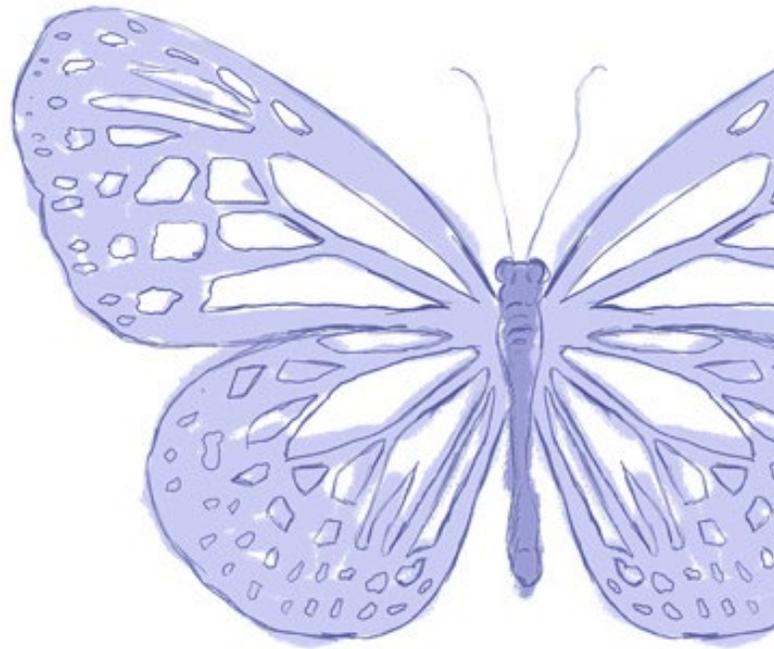
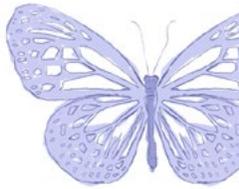
Project In-Kind is the first-ever global in-kind giving movement designed to catalyse action by encouraging people and businesses to partake in delivering 1 billion in-kind donations of goods, services, skills, and other non-cash resources to local and global organizations working to improve the lives of people and our planet by 2030.

With the vision of making lasting and tangible impact around the world through the practice of in-kind giving, Project In-Kind also raises awareness and support for the UN Sustainable Development Goals (UN SDGs), addressing the world's toughest societal, economic, and environmental challenges.

What Is In-Kind Giving?

To give in-kind is to understand that you have more than money to offer to the causes you care about. Giving skills, services, goods, and other non-cash resources is a great way to connect personally with a cause while acknowledging and meeting the needs of organizations serving others around you.

At the core of the Project In-Kind movement is the belief that through radically inclusive philanthropy and impact efforts, innovative partnerships, and resource contributions, everyday assets in our hands, homes, and heads can be used to catalyze positive social and environmental impacts in our local communities globally.



Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	--	---	---	------------------------------

Why Become A Project In-Kind Ambassador?

Being a Project In-Kind Ambassador is about spreading the message about the value of in-kind giving and sharing how you and others around you are working together to make a difference giving what you have to meet needs without the requirement of cash.

Project In-Kind Ambassadors are leaders with a future-forward commitment to build and support resilient and sustainable impact in their communities that will improve life for all, starting today.

Our ambassadors serve many roles in their communities and have various titles that include student, CEO, teacher, marketing expert, founder, investor, developer, partnerships officer, policy analyst, accountant, doctor, innovator, consultant, philanthropist, and nonprofit leader—to name just a few!

Top 5 Benefits of Being a Project In-Kind Ambassador:



Leadership

Inspire action and change limiting beliefs about philanthropy, social impact, and non-cash giving.



Empower Sustainability

Coordinated in-kind giving creates immense value for organizations serving people and the planet, especially when funding is hard to find. Meeting needs with existing goods, skills, services, and other resources also uncovers hidden value in our community and can breathe new life into surplus and waste.



Action and Results-Oriented Outcomes

In-kind is both tangible and measurable removing questions and doubts on the value and benefit of these efforts.



Drive Inclusivity and Have Fun

Build a team of two or 2,000 In-Kind Impactors because everyone can give in-kind to every cause they support. It's a whole new world of impact and philanthropy to explore, with lots of room for fun along the way.



Community

Build stronger and resilient communities through philanthropy and impact partnerships with people and organizations around you who also care about the well-being of people and the planet.

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	--	---	------------------------------

A Cheat Sheet to Help You Understand the United Nations Sustainable Development Goals

1 NO POVERTY



End poverty in all of its forms everywhere. This includes increasing access to necessary services and resources through comprehensive policies to decrease poverty.

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture. This includes making food more accessible for everyone and ending malnutrition by promoting sustainable food production and enabling an efficient global supply chain.

3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages. This includes focusing on overall health and well-being by increasing accessibility to vaccines and encouraging strong and universal healthcare policies.

4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. This includes ensuring quality, inclusive and fair education and learning opportunities for all, regardless of age, gender or sexual orientation.

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls. This includes ending gender-based violence and discrimination through policies that promote gender equality, empower women and provide equal access to sexual and reproductive healthcare.

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	--	---	------------------------------

A Cheat Sheet to Help You Understand the United Nations Sustainable Development Goals

6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water and sanitation for all. This includes ensuring equitable access to clean water and sanitation procedures through strong environmental protections and resilient water ecosystems.

7 AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable, and modern energy for all. This includes increasing the planet's clean energy by providing affordable, reliable, and renewable energy to all, supported by international cooperation and evidence-based sustainable technology.

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all. This includes creating new policies to increase economic growth and productivity; remove forced labour, slavery, and human trafficking; and ensure equitable access to decent work with fair labour protections.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation. This includes building a sustainable developed future through strong infrastructure, energy efficiency and investing in research and innovation methods.

10 REDUCED INEQUALITIES



Reduce inequality within and among countries. This includes increasing income growth and empowerment opportunities for all people, and ensuring equal opportunities and fair treatment of all countries and the protection of migrants.

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---	------------------------------

A Cheat Sheet to Help You Understand the United Nations Sustainable Development Goals

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient, and sustainable. This includes creating safe, inclusive and sustainable space through affordable transit and housing, green spaces, inclusive and efficient urbanization, and protecting natural and cultural heritage.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns. This includes achieving sustainability in all areas of consumption and production, such as better waste and chemical management, fossil fuel consumption, and the reduction of food waste.

13 CLIMATE ACTION



Target urgent action to combat climate change and its impacts. This includes creating and implementing policies that increase resilience to climate change, expand education and awareness of climate change action, and increase the capacity of nations to fight climate change.

14 LIFE BELOW WATER



Conserve and sustainably use the oceans, seas, and marine resources for sustainable development. This includes preserving oceans, seas and marine resources by eliminating plastics, making ocean-friendly choices when buying locally, and spreading the message of the importance of protecting marine life.

15 LIFE ON LAND



Protect, restore, and promote sustainable use of territorial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss. This includes protecting all land through respectful attitudes toward wildlife and creating sustainable policies such as recycling and eating locally based food to stop land degradation and the loss of biodiversity.

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	--	---	------------------------------

A Cheat Sheet to Help You Understand the United Nations Sustainable Development Goals



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels. This includes reducing all forms of crime, exploitation, and discrimination, and promoting the accountability and transparency of all institutions and elected officials, all while encouraging the rule of law.



Strengthen the means of implementation and revitalize the global partnership for sustainable development. This includes fostering cooperation between all nations through strong aid programs, capacity building, and ensuring that all countries' individual policy spaces are respected.

Take the 1 Billion In-Kind Challenge!



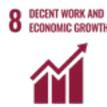
VIDEO: 1 Billion In-Kind Challenge ▶

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	--	---------------------------------------	------------------------------

Think about the possibilities where you could make an in-kind contribution and create an impact on the UN SDGs in your community:



Donate hours of accounting services, marketing and digital website services, and business education to women taking on leadership opportunities in business and the community in support of SDG 5: Gender equality



Use human resources and administrative skills to help someone find a job or write a resume for a newcomer to the country or someone in need of work in support of SDG 8: Decent work and economic growth



Do a clothing swap with friends/colleagues and donate clothing after (instead of buying new clothes) in support of SDG 12: Responsible consumption and production



Donate current textbooks and other books for students in need in support of SDG 4: Quality education



Collect and deliver food to shelters, foodbanks, and community kitchens in support of SDG 2: Zero hunger



Spend time at/near your local waterways cleaning up waste and discarded plastic along the shoreline in support of SDG 14: Life below water



Teach a meditation class, donate yoga mats, donate hand sanitizer and cleaning products, and offer cleaning services to a shelter in support of SDG 3: Good health and well-being

Did you know?

All 193 countries of the world have committed to achieving the UN SDGs.

You see, so much can be done when we put our minds to in-kind + the SDGs— let's get started now!



Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---------------------------------------	------------------------------

BEING AN AMBASSADOR

Okay, great. I have some questions.



How Much Time Will This Take?

Our In-Kind Impact Ambassadors are committed to spending **at least five hours a month** to support the Project In-Kind Movement in their communities. Your goal is to reach **100 new people and/or organizations each month** to let them know about the Project In-Kind #1BillionInKind challenge and how they can use the [online platform](#) to help now.

This might include:

- ★ Posting and sharing Project In-Kind social media graphics about in-kind giving and the UN SDGs
- ★ Pledging skills, services, and resources on the [Project In-Kind platform](#) and inviting friends, colleagues, neighbours, teams, and everyone they connect with to do the same
- ★ Inviting people in your community to become Project In-Kind ambassadors
- ★ Sharing the Project In-Kind resources and research so others can see just how exciting and inclusive in-kind impact really is
- ★ Attending monthly skills building, learning, and development events with the Project In-Kind community
- ★ Hosting Project In-Kind meetups and events
- ★ Building teams and projects that leverage skills, services, goods, and other available resources to help meet local needs

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---------------------------------------	------------------------------

I Can Make The Time. What Do I Get For Being A Project In-Kind Ambassador?

★ Gain valuable skills and experience in areas such as:



Project management

Organize a drive in your community to gather household items for charity



Leadership training

Plan virtual or in-person events in your community



Team building

Encourage your friends/family to join Project In-Kind and coordinate your in-kind actions as a team



Philanthropy and social impact awareness

Learn about nonprofits and charities in your community, gain a deeper understanding of local challenges and how you can help, and get experience using social impact innovation, data, and tracking resources



Critical thinking

Learn about in-kind giving and the UN SDGs and think about how to translate those messages to your social circle

★ Gain access to monthly virtual and/or in-person panels and talks featuring leading community changemakers

★ Qualify for co-curricular and class credit at participating schools

★ Earn the chance to access special recognition experiences such as:

- Featured article or profile in Project In-Kind publications
- Leadership coaching session
- Invitation to speak at a Project In-Kind conference
- Invitation to participate in a Project In-Kind podcast
- Project In-Kind social media takeover



Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	--	------------------------------

Cool, How Do I Get Started?

A. Take the Project In-Kind pledge

Commit to local in-kind giving by taking the Project In-Kind pledge.

[Take the Pledge](#)

B. Share your commitment

Let your friends and family know that you've taken the pledge and invite others to get involved on social media. Here are some sample social media posts and resources:

Instagram



Twitter



LinkedIn



[Social Media Toolkit](#)

C. Join the Platform

Create a profile on our community in-kind giving platform, where you can find organizations to help.

[Join](#)

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---------------------------------------	------------------------------

D. Amplify and Accelerate Your Impact

Use your social platforms to get the word out. Project In-Kind's social media resources make it easy to deliver the important messages about the values of in-kind giving and the UN SDGs. Tag your friends to join in and make their own impact.

Resources

Social media tips

★ Follow Project In-Kind's social media channels and reshare our posts.

 Instagram @projectinkind	 Twitter @projectinkind	 Facebook @projectinkind2030	 LinkedIn Project In-Kind
--	--	--	---

★ Use the Project In-Kind hashtags on your social media posts.

#PIKAmbassador	#TakeTheInKindPledge	#ProjectInKind	#1BillionInKind
-----------------------	-----------------------------	-----------------------	------------------------

- ★ Tag 10 friends to take the in-kind pledge.
- ★ Give a shout out to businesses who are giving in-kind or charities who are doing great work in your community and tag them.
- ★ Add the **#1BillionInKind** badge to your email signature.
- ★ Add Project In-Kind Ambassador on your social media bios, tag **@ProjectInKind** and use the Project In-Kind hashtags.
- ★ Join the Project In-Kind team on LinkedIn.

Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---	------------------------------

How Much In-Kind Impact is Possible?

We count by 1s. Every hour of skills and services shared, every 1 item donates, every single contribution counts toward our #1 BillionInKind goal. We know we will get there by 2030, the question for us is just how soon can we do it? The math is pretty fun, even for non-math people. 😊

Here is an idea:

- ★ If just 16% of people living in Ottawa (that's 222,894 people) completed 17 in-kind actions, that would be nearly 4 million in-kind actions IN OTTAWA ALONE.
- ★ If 100 people did 10 small in-kind actions over the next 10 days, that would be 1,000 we could count toward the UN SDGs.
- ★ If every post-secondary student in Canada did just 1 in-kind contribution that would be over 2.1 million acts of in-kind impact.
- ★ If every elementary school student in Canada did just 10 in-kind contributions that would be more than 55 million contributions. Over 10 years, that would be over 550 million in-kind impacts—more than half of our goal!
- ★ If 5,000 people in just 1,000 cities and communities around the world made 10 in-kind contributions a year for the next 10 years, that would be 500 million in-kind impacts by 2030!

Our goal is big, but when you do the math, it is easy to see that it can be achieved and the more we work together we will be able to show just how valuable our efforts are on the SDGs and in our communities.



Part 1: Welcome	Part 2: Why Become an Ambassador?	Part 3: In-Kind and the UN SDGs	Part 4: Being an Ambassador	Part 5: Next Steps
---------------------------	---	---	---	------------------------------

OKAY, ALL SET! NOW WHAT?



Ambassador Checklist

Take the pledge

Share your commitment
on social media

Review the SDGs

Tag 10 friends

Review Resources

You can learn more about in-kind giving and the UN SDGs with our Project In-Kind resources.

Resources ▶

Start Planning Your Impact

Use our tools and templates to start planning your impact efforts.

Ambassador Worksheet ▶

We are here to help!

Send your questions to hello@projectinkind.org

YOU GOT THIS

We at Project In-Kind are so thankful to have ambassadors like you helping us reach our goal of #1BillionInKind in support of local communities and the UN SDGs.

