

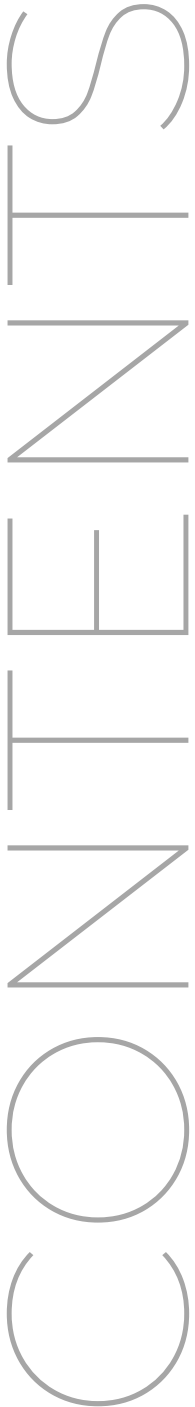
SUNDAY

Nonprofit

Annual
Impact
Report

2023

Table of Contents



01.

Our mission

02.

Message from our founder

03.

Our lending programs

04.

Measuring impact

05.

Entrepreneur profiles

06.

Financial Statement

07.

Our team

08.

Donors

MISSION STATEMENTS

We want to end poverty. Everything we do is a means to that end.

Our work to dismantle poverty isn't something we do in vain.

Our unconventional zero interest microloans not only make a direct impact in the individual lives of our beneficiaries, but they also show banks, foundations, governments, and leaders around the world what is possible.

Our tiny organization is revolutionizing microfinance with something radically different, better, and kinder.

We're not just a nonprofit, we're a movement.

Our work matters because microfinance is broken and plagued with usury. The crushing burden of high interest debt under the pretense of financial inclusion is well documented, unsustainable, and cruel.

Martin Luther King, Jr. said, "On the one hand we are called to play the good Samaritan on life's roadside; but that will be only an initial act. One day we must come to see that the whole Jericho road must be transformed so that men and women will not be constantly beaten and robbed as they make their journey on life's highway."

Helping the underserved, supporting small businesses, and transforming the Jericho road is our mission. We want to build a global economy that is inclusive, equitable, and regenerative.

Sunday Foundation

MESSAGE FROM OUR FOUNDER

We marked our three year anniversary in 2023! Most of our beneficiaries are in Africa where needs are greatest. We also welcomed new team members, volunteers, and donors.

I grew up as a third generation Mormon believing that helping others is central to life's purpose. Although I left the church in my twenties, some things stuck like finding and living with purpose. Consequently, when we launched our nonprofit organization in 2020, it felt so natural and right.

There are many people who feel that living beyond self is important and meaningful. That's why our work and our team continues to grow and move forward little by little.

In 2023, Sunday welcomed 15 new teammates: Alen Amini, General Lenny Richoux, Mark Stanley, Catherine Kelly, Phillip Nguyen, Anthony Marozsan, Evan Buhler, Jason Bartz, Viren Merchant, Arya Taghdiri, Carrie Torres, Leong Jia Ming, Levi Adams, and my sister Rebekah Rasmussen.

Our team is now 73 members strong and our longevity is remarkable. We like Sunday and we don't quit! I'm starting to hope that we may be working together for the next 5, 10, or 20 years!

In 2023, we stepped up to help 337 beneficiaries in 22 countries. All of them are underserved entrepreneurs and most of them are female. Each of you made a direct impact in the lives of our beneficiaries and showed kindness with strangers you've never met. You did well.

I say this frequently because I mean it:

We're here to help and we're ready to serve.

I'm grateful to complete another year of service with you and I look forward to many more.

Sincerely,



OUR LENDING PROGRAMS

We lend *directly* to entrepreneurs around the world. We also lend *indirectly* with Kiva and Care where we primarily partner with zero interest lenders, Akhuwat in Pakistan and Camfed in Africa.

01

Direct Lending

Our direct lending program is our highest priority and what makes our work special and unique. Our direct lending program is global, tech driven, bootstrapped, flexible, and can we pivot from country to country on a dime.

02

Kiva

Kiva is a nonprofit crowdfunding platform that works with field partners. Unfortunately, the majority of Kiva's 200 field partners are high interest lenders not aligned with our mission which limits our support. Camfed, a zero interest lender and field partner in Africa, is a bright exception.

03

Care

Similar to Kiva, Care is a nonprofit crowdfunding platform that works with field partners. Unfortunately, the majority of Care's field partners are high interest lenders not aligned with our mission which limits our support. Akhuwat, a zero interest lender and field partner in Pakistan, is a bright exception.

04

Future Plans

- We'll launch an accelerator in 2024 with the goal of creating sister organizations to expand our work.
- We'd like to increase the size of our loans.
- We'd like to do collaborations and partnerships.
- We'd like to give microgrants to select small businesses.
- We'd like to organize a formal advocacy program.
- We'd like to have full-time paid staff.

MEASURING IMPACT

Since 2013, we have funded 1282 loans with \$3,605,827 in lending volume* across 46 countries.

Impact Measurements	2023	TOTAL
Total Lending Volume (including crowdfunding)	\$1,206,560	\$3,605,827
Average Term of Loan	14 mo	16 mo
Female Entrepreneurs	81%	80%
# of Loans	337	1282
# of Countries	22	46
Average Loan Size	\$3,580	\$2813
Loans Paid Off	56	677
Lending Programs	3	3
Our First Loan		2013

*Note: Our loan volume and impact is magnified significantly because we participate in crowdfunding with our Kiva our Care programs. For example, we may fund \$25 on a \$2500 loan with 100 other lenders also funding \$25 dollars.

ENTREPRENEUR PROFILES

It's an honor and privilege to serve hard working, underserved entrepreneurs. They are self sufficient, driven, sincere, and the backbone of local communities around the world. We can't share all of their stories but here are a few.



Bulae is a 58-year-old member of the Akha tribe living in Wawee Village in the hills of Northern Thailand, near the Myanmar border. We helped her purchase 700 hens and organic feed.

”



Nana is a 30-year-old entrepreneur from Ghana, married with two children. We helped her purchase new inventory to grow her cosmetics business.

”



Eric Asha is a 35 year old entrepreneur from Nigeria recommended by Michael Ojo, a Nigerian living in Bangkok. We helped him expand his dairy business.

”

FINANCIAL STATEMENT

Year To Date Ending December 31, 2023

INCOME	
Donations - Individuals	\$6,986
Donations - Institutional	\$500
Donations - Repayments	\$8,279
TOTAL INCOME	\$15,765
EXPENSES	
Loans*	\$9,220
Operating Expenses	\$3,628
TOTAL EXPENSES	\$12,848

*Note: Our loan volume and impact is magnified significantly because we participate in crowdfunding with our Kiva our Care programs. For example, we may fund \$25 on a \$2500 loan with 100 other lenders also funding \$25 dollars.



Sunday is led by a board of directors and supported by volunteers and donors from around the world.

BOARD OF DIRECTORS

Bryan Greenwood

Sunday Founder & CEO. Bryan is an American from California living aboard in Thailand. He previously worked in banking and specialized in commercial real estate. He enjoys surfing, old motorcycles, traveling, zen, and life with an 8 year old daughter.

Major General Lenny Richoux

General Richoux is a global leader with 32 years of transformational leadership, executive management, and global military operations experience. He's a family man who has lived and worked abroad, in Asia and Europe, as well as throughout the United States.

Kimberly Kam

Kimberly is an Asian American living in Dallas/Fort Worth, Texas. Born in Northern China, she grew up in Southern California and recently relocated to Texas. She is a banking executive at Wells Fargo with 20 years of experience., helping commercial clients succeed financially. She is deeply passionate about helping people, from clients to team members and non-for-profit organizations like Sunday.

Kirk Gadberry

Kirk is a business executive and consultant. He lives in Texas, previously lived in central Illinois (Effingham/Charleston) for 30 years, and is originally from St. Louis, Missouri. He's worked primarily in manufacturing where he most recently served for six years as president of \$1.4B automotive lighting manufacturer.



Megan Carroll

Megan is a Senior Program Manager at the Bill & Melinda Gates Foundation with 20+ years of experience in leadership, policy, non-profit sector, and philanthropy. She served as a White House Fellow at the U.S. Mission to the UN's Washington, DC office. Prior to this, she designed and led the first-ever UN Development Program's Democracy and Participation portfolio in South Sudan focused on the constitutional review process and elections. She has also served as Director of The Carter Center's Democracy and Conflict Resolution Programs in South Sudan and Sudan; Democracy and Governance Advisor to USAID; and an international observer for South Sudan's referendum on independence. She has a Master's degree in Public Policy from Harvard University and a BA from Amherst College.

Mark Stanley Martínez

Mark is games industry executive and consultant. He previously held global executive roles with Microsoft Xbox, Sony PlayStation, Playful Studios, GameStop, SEGA, and others. He lives in Texas.

Alen Amini

Alen is a management consultant at Boston Consulting Group. Born in Ohio, he was a math teacher and vice principal in Arkansas and has experience running a rug business and a food truck. Alen is a Council on Foreign Relations term member and was a Fulbright scholar. He is an alumnus of Harvard University, where he was a Center for Public Leadership fellow, earned his MBA at Dartmouth College and has a computer science degree from the University of Pennsylvania.

We extend our sincerest gratitude to all of our 2023 donors:

Special Donors (\$500+)

Paul Tran
Wells Fargo

Mark Stanley
Mark Raymond

Catherine Kelly

DONORS

Kimberly Kam
Vitaly Guzuvaty
Carrie Torres
Aníbal Rojas
Anthony Marozsan
Robert Woolum
Jad Nasser
Marlex Nuguid
Arya Taghdiri
Vlney Hora

Maria Paulina Jimenez
Ralph Greenwood
Janine Greenwood
Matthew Greenwood
Christina Greenwood
Bryan Greenwood
Samantha Polin
Rebekah Rasmussen
Levi Adams
Simon Le
Evan Buhler

Susan Johnson
Adam Dosskey
Alen Amini
Leong Jia Ming
Viren Merchant
Nuttanon Sethavoravichit
Kirk Gadberry
Phillip Nguyen
Jason Bartz
Dr. Ekkaparb Charoensuk

We also thank all of our beneficiaries, the entrepreneurs who keep their promise to help others in need.

CONTACT

Sunday Foundation
Bryan Greenwood
bryan@sundayfunds.com
www.sundayfunds.com