



# SOCIAL ECONOMY NEWS

August 2019 | Issue No. 5

# As we start with Vision 2030...

All NGOs (Non-government Organizations) are held accountable for the impact it creates in countries where they work. The outcome and the impact themselves are the reason why so many NGO workers spend endless hours in the field and in offices.

However, there comes a time when we ask ourselves, are we really making the changes? And If we are, how much changes are we bringing to the community and can these changes be measured? Do we have set indicators which we can compare the outcome to? Will our answers and findings will be sufficient to pursue our donors and ourselves be proud and also make others to participate in the work we do?

The issue No. 5 deals addresses these questions by providing guidance to the readers on what baseline survey is and how it should be conducted in the field level, without any exceptions. The importance of measuring outcomes in the figures that is agreeable, presented in the form which can be easily read and understood is very important to our work. This helps us to continue the work we do.

GNGIF hopes the issue no. 5 will help GNPCs to better prepare themselves, when it comes to measuring outcome and the impact they are making in relative countries. We also wish that the information shared via Newsletters will be fully utilized and hopes this channel of communication can involve all ends; the partner, support countries and GNGIF. We are waiting for your input still, so share your stories with us.

## Tajikistan Wooden Ring Raised 1,099% Funding

패션-잡화 #감성나무반지 프로젝트

[남녀모두] 소중한 마음을 새기다. 타지키스탄에서 온 각인 나무반지

스토리 | 펀딩 안내 | 새소식 7 | 커뮤니티 5 | 서포터 280



나만의 감성을 새기는 타지키스탄 우드반지. 굿네이버스 타지키스탄 조합을 위한 가치도 함께 새겨보세요.

목표 금액 500,000원 | 펀딩기간 2019.06.28-2019.07.31

**펀딩성공**

1099 % 달성  
5,497,000 원 펀딩  
280 명의 서포터

#감성나무반지 프로젝트는 소중한 서포터들의 펀딩과 응원으로 2019.07.31에 성공적으로 종료되었습니다.

앵글 펀딩 요청하기 WETA

현재 12명의 서포터가 앵글을 원해요.

370 | 문의 | 공유하기

펀딩하기는 소량하기가 아닙니다! 자세히 알아보기

메이커 정보

**Funding succeeded!**  
**1,099% achieved**  
**\$4,700 funded**  
**280 supporters**

**Check on WADIZ**

MERRYCOOP launched **Tajikistan Wooden Ring** through WADIZ, a crowd funding platform in Korea. Thanks to its **custom-made design and special story**, the Ring succeeded in **raising 1,099% funding from the crowd** in July in Korea.

# Our & Other Stories

SOCIAL BUSINESS

## Product line-up



### Funding story



Local craftsman, Mr. Sanzar (center)

Tajikistan has been short of jobs for young generation due to years of civil war. To remedy this situation, MERRYCOOP designed the wooden ring project with a local wood craftsman, Mr. Sanzar.

Each funder could choose a size and material they want, among Walnut, Apricot, and Mahogany, and add a custom engraving on the ring.

The rings for WADIZ funders are being produced now, and scheduled to be delivered soon.

### SNS Marketing



nanamom9487 호두나무. 우드반지 참 매력적이네요^^ 타지키스탄 젊은이들에게 희망이 된다니 기쁩니다. 친구와 우정반지로 끼고 싶네요. @fascinating.euna 디자인도 메세지도 좋은 우정반지 어때?



everydaysmile0031 호두나무요♡ 결혼이라는 새 삶을 시작하는 우리 커플에게 꼭♡ @bongsaqueen

Check on Instagram



@goodneighbors

MERRYCOOP conducted an SNS event via Good Neighbors' Instagram (@goodneighbors), and many showed their support and interests! (708 likes and 88 comments)

## MERRYCOOP on Sale at Ethical Fashion Store



**MERRYCOOP products are now for sale on an ethical fashion store**, passing through entry competitions from document review and presentation in June.

Sustainable Ethical Fashion (SEF) store in Dongdaemun Design Plaza, Seoul, is a select shop run by Seoul Design Foundation. The store sells ethical fashion brands that feature fair trade, eco-friendliness, upcycling, and local production.

# Our & Other Stories

SOCIAL BUSINESS

## Products on sale



Check on Instagram



@goodneighbors