



## PSYDEH's "Sustain Impact" Campaign 2019 - FAQs -

- **What is our campaign goal?**

[Use this GlobalGiving crowdfunding campaign](#) to raise \$15,750 USD by June 2019.

- **Why GlobalGiving (GG) and how does PSYDEH collaborate with them?**

GG is the largest [global crowdfunding community](#) that certifies NGOs as worthy of support, including demanding quarterly reports and accepting GG site visits.

- **Are donations really tax-deductible in the USA and the UK? How do people make a donation?**

Yes. All donations by US citizens on the GG platform are tax-deductible. UK taxpayers paying in GBP are eligible for Gift Aid. Donations can be made with [credit & debit card, apple pay, paypal, check or gift card](#).

- **Who traditionally funds PSYDEH's work?**

[Private donations](#), [GG campaigns](#) and public sector [grants](#).

- **How will PSYDEH use your donation?**

80% of your investment funds our new [Sustainability Coordinator](#) whose mission is to as much as triple the value of your investment through subsequent fund-generating work. 20% covers miscellaneous field work costs.

- **Who is PSYDEH? What do they do?**

PSYDEH is a Mexican NGO using a number of process-oriented strategies, e.g., [citizen training on rights and how to use them](#), to empower marginalized indigenous women in rural, central Mexico to create from the bottom-up their own lasting communities of change.

- **Is PSYDEH and our work sustainable?**

We prioritize lasting growth. For example, we emphasize [citizen leaders values and a theory of change](#) needed to sustain impact in the field. As an NGO, our new Sustainability Coordinator will diversify income streams.

- **Is there a fun way to understand what it is that PSYDEH does?**

See this [2019 animated lesson](#), a fictional story told in the 3rd person about an indigenous partner Maria navigating our [scalable program model](#).

