IT DOESN'T TAKE MUCH TO CHANGE THE WORLD. IN FACT, ALL IT TAKES IS 0.7%. YOU MAY NOT EVEN NOTICE IT'S GONE, BUT THE IMPACT IT COULD HAVE ON THE WORLD IS MIND BLOWING.

FOR JUST 0.7%, WE CAN BUILD A WORLD WHERE THE BASIC HUMAN ESSENTIALS ARE AVAILABLE TO EVERYONE. AND STILL HAVE 99.3% LEFT IN OUR POCKETS. WHO'D HAVE THOUGHT CHANGING THE WORLD WOULD BE THIS EASY?

