

FUNDRAISING KIT

— TO EDUCATE A CHILD IN AFRICA —



Adventure  loud
Stand up. Stand strong.





THANK YOU

Dear Adventurer,

We would like to thank you for joining in the fight against poverty by fundraising to educate students in Africa.

At Adventure Out Loud, we are passionate about fighting poverty in developing communities and we believe that the best way to do this is education. While there are many worth causes, we believe that children are the future and supporting them through a good quality education empowers them to take control of their own lives while becoming leaders in their communities.

We acknowledge that so much money is donated to charities and causes around the world with little to no evidence of development. That is why we have partnered with charities that we know and trust; charities that we can see are making a difference and charities that you will personally visit during your adventure to see where your hard earned fundraising has gone.

To assist you during your fundraising, we've developed this fundraising kit.

In it, you will find information about:

- Our focus charities
- Education in East Africa
- How you can effectively fundraise to reach your target

If you need further assistance, please contact us on (+61) 432 036 879 or email info@adventureoutloud.me.

Many thanks from everyone at,

Adventure Out Loud.

ABOUT ADVENTURE OUT LOUD

At Adventure Out Loud we are passionate about delivering authentic travel experiences. One of the ways we do this is by acting as a catalyst for raising money for those in need.

Each year we personally visit all of our focus charities, meet their students and families, meet their management teams and ensure that they continue to make a valuable difference in the communities that they serve.

We are proud of the global family of we have created and we are excited for you to join that family on your upcoming adventure. Together we can make a difference.

"The best way to find yourself is to lose yourself in the service of others."

Mahatma Gandhi

FUNDRAISING FAQs

- Do I have to fundraise?**
Each participant's **fundraising target is US\$1,000** (minium).
- How are charities selected?**
We understand you work hard for your money and expect that your donation will not be wasted. All of the charities that we recommend;
 - We have known for a long time;
 - A member of our team has volunteered at;
 - A trusted friend has identified to us;
 - Are known to transparently report the use of your money;
 - Are personally supported by Adventure Out Loud and our team.
- Where do donations go?**
All money raised goes directly to the charity you selected to support.
- Does Adventure Out Loud charge administration fees?**
No!
- Can I use a fundraising page?**
 - We recommend you use www.gofundme.com.
 - Gofundme usually deposit the money quicker than the other sites who sometimes take up to 3 months.
 - Please note that these pages usually charge an administration fee of about 10%.
 - If using a gofundme page, increase your fundraising target to US\$1,100.
 - Please contact us if you would like photos or logos.
- Can I fundraise for a charity of my choosing?**
Please contact us to discuss.

YOUR KEY STEPS

1

SELECT A CHARITY

Refer to [the list of focus charities](#) on our website. Please notify us of your choice so we can send you a personalised student profile.

2

COLLECT MONEY

Set up a [gofundeme page](#) or independant bank account, etc.

3

CREATE YOUR CAMPAIGN

Use the fundraising ideas and templates below, enlist your friends and family to help and donate and use the resources found in our [FUNDRAISING GOOGLE DRIVE FOLDER](#).

4

TELL EVERYONE

About your adventure and the student you are fundraising to sponsor.

5

REACH FUNDRAISING TARGET

Transfer total raised to AOL's Donation Account:

Name: Nathan Taiaroa - Donations

BSB: 242-200

Account: 0482595162

Bank: Citibank

NOT IN AUSTRALIA: CONTACT US FOR ACCOUNT DETAILS.

6

TRANSFER TO CHARITY

Once we receive all fundraising, we'll batch transfer to the charity your supporting. This reduces international transaction fees.

7

Meet your sponsor student and their family.



MIRROR OF HOPE CBO

The Mirror of Hope is a small, grass roots Community Based Organisation (CBO) run by husband and wife, Thomas and Judy Nyawir.

The charity offers a range of invaluable health, life-skill and education initiatives focused at helping women and children who are infected or affected by HIV or AIDS and living in Africa's largest urban slum, Kibera.

If you choose to support The Mirror of Hope you will be fundraising to educate a secondary school student who cannot afford the compulsory schools fees required to attend school.

To find out more visit www.mirrorofhopecbo.org.

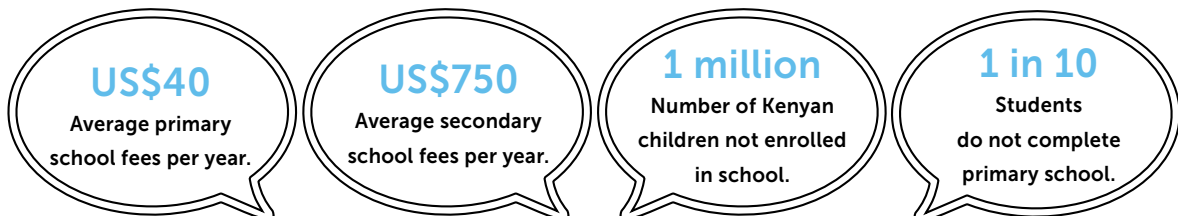
What does my sponsorship cover?

100% of your sponsorship covers the following for 1 year:

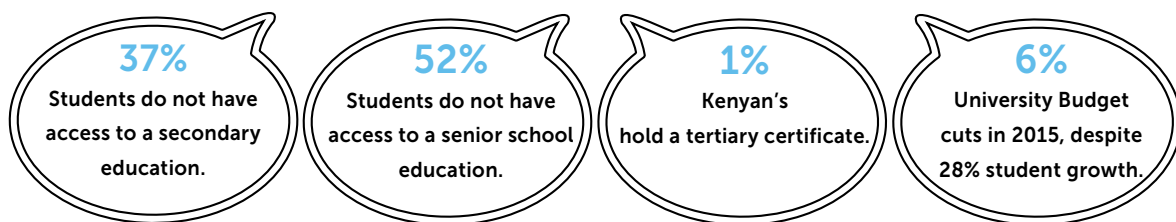
- Compulsory school fees (Government school)
- 3 meals a day at school
- Textbooks & stationery
- Additional tuition
- Transport costs
- Uniform fees

Note:

- MOH do not take any administration fees.
- Payment plans available upon request.
- General donations greatly appreciated.
- Tax deductibility available in Canada only.
- Government schools in Kenya are all boarding schools.



FACTS ABOUT EDUCATION



Kibera snapshot

- Population: 1 million people
- Area: 2.5 square km
- Located: 8km from the Nairobi CBD
- HIV rate: 14%
- Most Kiberans live on less than US\$2 per day

Kenya snapshot

- Population: 46 million people
- Area: 582,650 square km
- Located: East Africa
- HIV rate: 5%
- 46% of Kenyans live on less than US\$2 per day



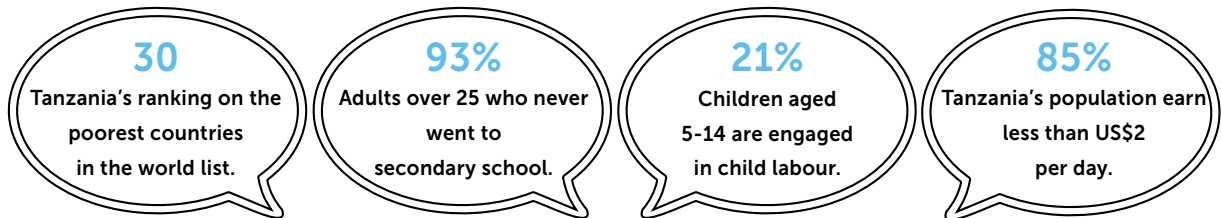
THE SCHOOL OF ST JUDE

The School of St Jude is an Australian based charity "fighting poverty through education". Established in 2001, St Jude has grown quickly and today it provides a free, high quality education for almost 2,000 disadvantaged students.

If you choose to support St Jude you will be fundraising to educate a student who is very intelligent and comes from a very poor family; these are the primary selection criteria to gain entry in to St Jude.

To find out more visit www.schoolofstjude.org.

60
million girls
around the
world aren't
in school.



KEY FACTS



What does my sponsorship cover?

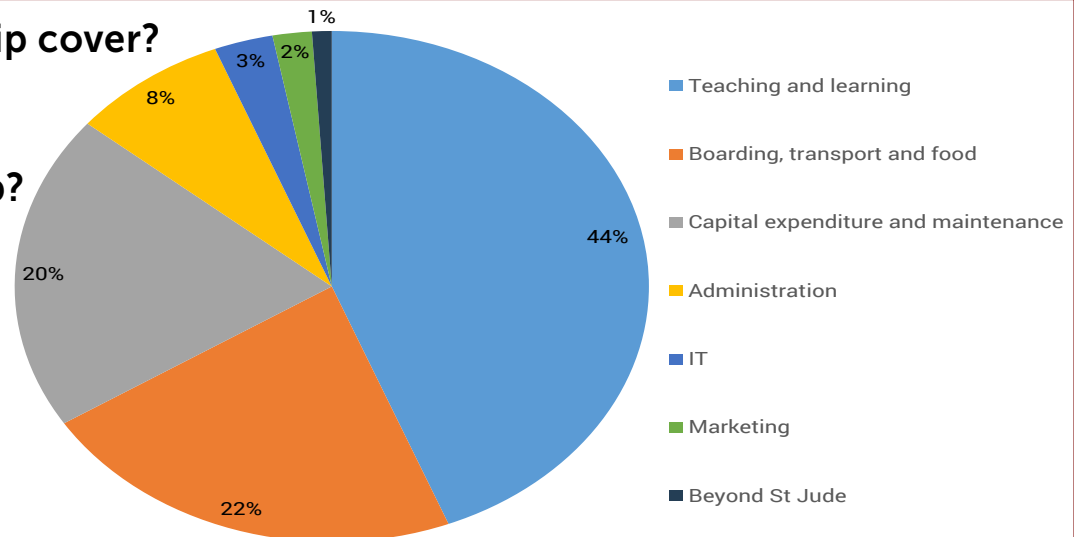
Based on 2015 data, sponsorship received was spent as shown in the graph.

How much is sponsorship?

- Half sponsorship: US\$1,320/year
- Full sponsorship: US\$2,640/year
- Teacher sponsorship: US\$660/year
- Half student + teacher: US\$1,980/year
- Alternatively, donate to the unsponsored student fund.

Note:

- Tax deductibility available in Australia and USA only.



GET CREATIVE. HAVE FUN.



Adventure Out loud
Stand up. Stand strong.





FUNDRAISING IDEAS

DO IT IN A ONESIE IDEAS

- Participate in “The Onesie Wednesday Challenge” by asking staff and/or students at to wear a Onesie to work/school on a nominated day in exchange for a donation.
- Wear a Onesie on your trek Mt Kilimanjaro and collect sponsorship from friends and family.
- Accept dares in your Onesie.
- Stand in the main street of your home town or city and ask for donation in your Onesie.
- Train in your Onesie and tell everyone about what you are doing.
- Enlist friends and family to participate.

OTHER IDEAS

- Run a raffle.
- Sell unwanted stuff on ebay or gumtree.
- Hold a trivia night.
- Wash cars.
- Bake and sell the goods for a profit.
- Wax your legs for donations.
- Sell every km you walk up Kilimanjaro for a donation.
- Ask friends to donate instead of buying birthday presents.
- Have your boss/company match donations.
- Run an amazing race event and charge entry.
- Contact your local media outlets for publicity.

“Education is the most powerful weapon you can use to change the world.”

Nelson Mandela

What is my impact?

Every student we keep in school:

REDUCES the risk they will:

- Join a gang
- Sell their body to pay for food
- Contract HIV
- Starve
- Marry before they turn 18
- Fall pregnant before they turn 18

INCREASES the chance that they will:

- Finish their education
- Go to university
- Gain employment
- Move out of the slum
- Raise an educated family

Want to know more?

[CLICK HERE](#)

Or google;

“girl effect, we have a situation”



GOFUNDME TEMPLATE

Instructions

- Register an account by visiting <http://www.gofundme.com>
- Follow the site prompts and use the text below as a guide
- Add your personal account as the nominated account for donations to be regularly transferred to
- Create your own URL – maybe <http://www.gofundme.com/NATHANMOH>
- Share the page with everyone you know
- Reach your target
- Transfer money to Adventure Out Loud to forward to your charity (1 week prior to departure:

Nathan Taiaroa - Donations
BSB: 242-200
Account: 0482595162

66%

girls living in Kibera who routinely trade sex for food, many begin as young as 6.

Example text:

Education is a basic human right that everyone is entitled to. Unfortunately, many children in **Tanzania/Kenya** (**Tanzania for St Jude, Kenya for MOH**) never complete their education because their families cannot afford to pay the mandatory school fees.

While primary school is mostly free, attendance at a Government secondary school costs approximately US \$750 per year; an amount that is more than most people in **Tanzania/Kenya** earn in a full year. For example, **85% of Tanzanian's/46% of Kenyan's** earn less than \$2/day. Presuming these families had no other costs, there is still no chance they can afford to pay the full school fees.

I believe that in 2016 this is a massive injustice and it is one I am standing up against by fundraising to educate a child in **Tanzania/Kenya**. The student I have decided to fundraise for is **(insert student's name)**. Here are a few fast facts about **(insert student's name)**:

Name:

DOB:

Favourite colour:

Favourite subject:

What he/she wants to be when they grow up:

ETC!!

(Insert pictures)

Pictures of your sponsor student will be sent to you with the student profile you receive.

(Insert pictures)

General pictures of St Jude and MOH can be found on the [Adventure Out Loud Facebook Page](#).

Please help me make a huge impact on **(insert student's name)** life by donating today.

Thanks,

(insert your name).

Optional notes:

- I will be travelling to Tanzania/Kenya with Adventure Out Loud, an Australian based company helping people give back while they travel. If you'd like to join us or to know more visit www.adventureoutloud.me.
- A few harsh facts: use the statistics noted above if you wish.
- Feel free to copy and paste the information about the charity that you are fundraising for (i.e. St Jude or MOH).
- MOH does not have tax deductibility in **(insert your country)** at the date of fundraising

Example pages:

- Kelly, a young Australian lady who travelled with AOL in December 2016 - www.gofundme.com/kellyinkibera.
- Chris, a young Australian adventurer who leads tours for AOL - <https://www.gofundme.com/faithsyearntolearn>.



SOCIAL MEDIA TEMPLATES

It is a good idea to mention your involvement every few days on your Facebook, Instagram, Twitter and LinkedIn accounts. Explain that you are seeking sponsors and encourage others to join your adventure and fundraise too. Always refer to your personal gofund me page and remember to add the following hashtags to your social media posts:

[#adventureforacause](#) [#adventureoutloud](#) [#schoolofstjude](#) [#mirrorofhope](#)

Simply copy and paste the below text into your social media pages:



FACEBOOK

- Adventure Out Loud are helping me make a difference while I travel to East Africa this (insert month). Here is a preview of the adventure I am so excited for (share AOL trailer for your adventure).
- This year I'm travelling to East Africa to climb Mt Kilimanjaro with Adventure Out Loud. As part of this adventure I will be raising money for (insert charity). Specifically, the money raised will ensure that (insert student name) can complete her education. Please help me by donating today (insert link to your gofundme page).
- Join me and help change (insert student's name) life by ensuring she/he can continue his/her dream to stay in school (insert your gofundme page link).
- The School of St Jude/Mirror of Hope is an incredible charity fighting poverty through education. Please help me fundraise to change the life of (insert student's name) by ensuring he/she can complete his/her education.
- I'm climbing Mt Kilimanjaro in a Onesie to raise money for The School of St Jude/Mirror of Hope (insert a picture of you in a Onesie).



INSTAGRAM

- Please support me by making a donation (enter your gofundmelink).
- I'm climbing Mt Kilimanjaro in a Onesie to raise money for The School of St Jude/Mirror of Hope (insert a picture of you in a Onesie).



LINKEDIN

- I'm a big believer in the work that Adventure Out Loud/The School of St Jude/The Mirror of Hope do to help educate disadvantaged students in East Africa. This year I've decided to do a good deed and fundraise to support (insert student's name). Donate today (insert your gofundme link) to ensure (insert student's name) can finish his/her education and break free from the cycle of poverty.
- Will you join me and help change the life of a disadvantaged student in East Africa. Visit (insert your gofundme page link) to find out more.



TWITTER

- Help educate disadvantaged students in Africa (insert your gofundme link)

AND REMEMBER TO KEEP YOU SOCIAL MEDIA AND GOFUNDME PAGE UPDATED.

**THANK YOU FOR
MAKING A DIFFERENCE!**



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