

The Hearts Company Presents:

STUDENTS HELPING STUDENTS

Get your students involved in changing the lives of others just like them.



START YOUR OWN FUNDRAISING CAMPAIGN

Join The Hearts Company's mission to help provide our students in Cambodia with the educational resources they need.

GET YOUR STUDENTS INVOLVED

About the Campaign:

The Hearts Company is excited to announce a unique way for your students to make an impact around the world through our new program, Students Helping Students. We want to get your students involved in supporting less fortunate children in Cambodia. Give your students a learning opportunity while also giving back to those who need it most, by partnering with any one of our 3 schools in rural Cambodia.

ABOUT THE HEARTS CO.

Our Vision:

At The Hearts Company, our mission is to provide educational resources to underprivileged children in Cambodia. We believe that no child should be denied the right to education. It is our duty as a human race to ensure that our children are provided the prospect to learn, grow and contribute to their society. Through providing tangible resources, technology, English learning skills and much more, we are attempting to improve the opportunities for brighter futures for the children attending our schools in Cambodia. Here at The Hearts Company, we will utilize the education and knowledge we have gained over the years to reach as many students as possible. This will give them the opportunity to thrive, grow and contribute to their future and society for generations to come.



WHY CAMBODIA?

BREIF STATS:

Cambodia's government currently spends only 2% of its GDP on education. This means there is little funding for adequate teacher training and salaries or even help to provide the bare minimum of school supplies, resources and class material for students. Most children are provided with no financial aid to attend school.

Additionally, according to the World Bank's research, 45% of the population lives under the poverty line, which, for rural areas is approximately 3,200 riel per day – roughly equivalent to \$0.75USD. This applies to almost all of the students and their families that we support in Cambodia. Due to extremely low family income, students resort to working either in rice fields or selling souvenirs the majority of their childhood instead of attending school.

Not only are attendance rates extremely low due to low family incomes and child labor, more than 50% of students that do attempt to attend school end up dropping out before the 11th grade.



THE HEARTS COMPANY'S IMPACT IN CAMBODIA

To date, The Hearts Company supports two and soon to be 3 schools in Siem Reap, Cambodia. In total, these 3 schools offer education to over 600 students in total. The Hearts Company's support includes but is not limited to:

- Building new schools/classrooms
- Infrastructure upgrades
- Funding teacher salaries
- Purchasing computers and technology for the schools
- Providing adequate schools supplies for the students and teachers
- Funding basic monthly expenses for school

The Hearts Company is constantly in need of support so we can continue to build more schools as well as support our current ones. We hope to do this successfully in addition to continuing to further our outreach and impact to more children in Cambodia.

We hope that the Students Helping Students program will help create a semi consistent source of donations while in turn, inspiring students around the world, to get involved in helping those in need.



STUDENTS HELPING STUDENTS

WHY?

We want to encourage as many classes / schools as possible to join in an annual Students Helping Students initiative. Our goal is to fund the school's and student's basic expenses which includes rent, bills, materials and teacher's salaries for the year. The more classrooms and students we can get involved, the more schools we can build and support!

This is not only an opportunity to help support our students and teachers in Cambodia, but also an opportunity to educate your students about the situations going on in a developing country to children just like them. We hope to spark some passion in children around the world to help make a positive impact through fundraising with their fellow students.

WHEN?

Any date that works with you and your student's schedule.

HOW?

We want to leave this open ended and let you and your students get creative! Different things are successful for different schools and students. Some of you may be seasoned fundraisers, so use what works for you. If this is a new venture for you, we have attached some fun fundraising ideas on the next page.

HOW MUCH DO WE HAVE TO RAISE?

ANYTHING HELPS! Quite literally. To help put things in to perspective, here is a list of donation amounts and what items they could possibly be used for:

- \$5 USD - Hygiene kit (Mask, hand sanitizer, soap, etc)
- \$25 USD - Backpack of School Supplies for 1 Student
- \$50 USD - Teacher salary for one month
- \$150 USD - Fund a students education for 1 academic year
- \$300 USD - New laptop Equipped With Microsoft Office 365
- \$600 USD - Fund A Teacher For An Entire School Year
- \$1,800 USD - Fund rent for BFOK1 school for an entire year.
- \$6,600 USD - Fund all 11 teachers at BFOK

FUNDRAISING IDEAS

Read-a-thon

Works Great With: Serve-a-thon, Raffle, etc.

Another easy pledge-style fundraiser, ask your students to sign up for a read-a-thon event! For example, have them solicit donation pledges from friends and family for every 50 pages they read during a set period of time. Be sure to provide your students with reading log templates.

You can reward your top readers or classrooms with prizes or enter them into a raffle, pizza parties, etc.

Bake Sale

Works Great With: Field Day, Fall Festival, Movie Night.

Another school fundraiser could be a bake sale which is a surefire way to raise some extra cash! Have your student volunteers provide baked goods, then just set up a stand to sell the baked goods during lunch period or during a school gathering! Bake sales (and other concessions sales) are a classic fundraising tool because they work perfectly with so many other events. Field days, festivals, sporting events, parades and community events are all perfect opportunities to raise funds.

Principal Challenge

Works Great With: Coupon Books, Shoe Drive Fundraiser, Read-a-thon

Young students will love seeing their principal doing something silly as a reward for meeting a fundraising goal! This could mean a pie to the face, or a cold bucket of water over the head, or anything else that's sure to entertain your students. These challenges make great incentives for students in the context of larger fundraising campaigns. Use it as a reward for selling tons of coupon books, reading a combined thousand of pages, etc.

Change for Change

Works Great With: Grades of all levels

This is a super simple way for classes to raise money. Each class will have a bucket (or each student may have a jar) and they have a month to fill it with as much change as possible. They can ask, friends, family or whoever for any loose change found in pockets, bags or cars. You can have a prize for the student who brings in the most money or the class.

MORE QUESTIONS?

Let's set up a meeting! We are happy to answer any questions you may have and speak more about our mission. We look forward to speaking with all of you. In the meantime, feel free to visit our website www.theheartsco.org to learn more about our past and present projects as well as success stories and more. We look forward changing the world with you soon!

Sincerely,

Jamie Larson
Paulina Priske
Eric Southwell

Email: info@theheartsco.org
Phone: +1-512-417-3850

www.thehearsco.org



Founders Jamie Larson and Paulina Priske. Siem Reap picking up school supplies. October 2018