

Heart for People

Leader's Handbook 2015



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OVERVIEW

MISSION:

To connect children around the world through schools to transform lives, spread the message of love, and build paths out of poverty.

VISION:

For children around the world to be loved, inspired, and empowered through education and relationships.

STRATEGY:

To connect schools in the U.S. with schools in Uganda to form relationships between children around the world. These connections educate people on both sides of the partnership about other cultures, put a face on poverty, and foster a passion to help the people of the world while giving Ugandan children hope for their futures.

GOALS:

By 2018, we plan to have at least 10 chapters of Heart for People at different universities, high schools, middle schools and elementary schools around the U.S.

VALUES:

Honesty
Empathy
Accountability
Respect
Trust

How did Heart for People get its name?

In Uganda, there are two types of people working in schools. The first type is the teacher or principal who is working for the salary. They teach and then go home at the end of the day. Sometimes they do not show up at all.

The other kind of teacher or principal is one who, as Segawa says, has a “heart for the children.” This is the teacher who knows which children do not have food at home and shares his lunch with them. This is the principal who adopts a child from her community when the parents die. These are the amazing men and women who inspire us.

When we decided to support these incredible men and women, we knew we needed to find people in the United States who shared this “heart for the children.” But our organization does not just help children in Uganda. It inspires children, parents, and teachers in Uganda and in the United States. And so we named our network “Heart for People.” We seek people with heart, people who care for others, people who will change the world. People like you.

HOW DO I TELL OTHERS ABOUT H4P?

This is the approach we suggest in its simplest six-step form

1. Identify the problem in Uganda. What is the problem?
2. Identify the solution. Here's what we do to fix it: we connect schools.
3. Does this speak to you? Does your heart want to help?
4. What are the benefits?
5. Why choose Heart for People? Because you are moved to do so!
6. Summarize the mission, goal, and values.

1. What is the problem?

Answer: There are 2.7 million orphans and vulnerable children in Uganda. Nearly half the population is age 15 or younger. They need a school and a home.

2. Here is what we do.

Heart for People **connects schools** in Uganda directly with schools in America. (*The Christian Drama School of New Jersey is an example of how this works.*) American students work together toward the common goal of building a relationship with Ugandan students who want friends and help.

Heart for People **fights poverty by supporting education.**

- (1) We support educators who are building schools to help poor children.
- (2) We seek to purchase land needed to enlarge overcrowded schools.
- (3) We provide educational supplies, books, pencils, clothing and medicine.
- (4) We assist in helping schools to become self-sufficient.
- (5) We assist in helping schools provide water, housing, and basic sanitation.

Heart for People **builds relationships** with students in partner schools.

- (1) We provide ways for students to connect directly with each other.
- (2) We encourage the joy found in a two-way, equal partner relationship.

3. Does this speak to you?

Explain how your life has been changed by your knowledge of Uganda. Why are YOU interested in fighting poverty? People want to know! They want to be inspired, too.

4. What are the benefits?

These are the benefits for Ugandan schools:

- (1) Educational opportunities are improved for students.
- (2) Schools receive 100% of the funds raised by the partner school.
- (3) Group to group relationships are formed.
- (4) Hope is encouraged.
- (5) Supports African initiatives, not Western-imposed aid.

These are the benefits for American schools and groups:

- (1) Opportunity to help orphans and widows.
- (2) Ability to witness first-hand the difference you can make.
- (3) Develop a personal connection to students in Uganda.
- (4) Opportunity to connect a name, face, and voice with poverty.
- (5) Experience another culture and way of life.

5. Why choose Heart for People? Answer: Because you are moved to do so.

There are many excellent ways to help children in Uganda. We recommend Compassion International, World Vision, or Save the Children. So much help is needed. Our task is different from other groups because we are connecting schools in America directly with schools in Uganda. It's a great way for young people to join together in a common effort to help someone else. We hope you are moved to do so.

6. Summarize our mission, vision, and goal.

Mission: We seek to **educate and empower** children in developing countries.

Vision: To see all children loved, inspired, and empowered.

Goal: Heart for People seeks to fight poverty, sickness, and injustice by connecting schools (or groups) in America directly to schools in Uganda.

8 TIPS TO MAKE A PITCH

1. Speak about H4P like it is an opportunity

- We have the opportunity to be part of an amazing effort led by Ugandans- it is as much of a benefit to us here in the U.S. as it is in Uganda

2. But at the same time, convey the desperate need for help in Uganda

- People should walk away understanding the need and wanting to help, not understanding the need and feeling spiritually and emotionally drained

3. Know your audience

- Explain the problem and describe how H4P solves the problem
- The trick is that the problem must be relevant to the other person
- For example, teachers want to hear about other teachers, mummies want to hear about babies and other mummies, and children want to hear about the details- what sports do Ugandans play, do they have bathrooms, etc.

4. Practice

- Just like public speaking, making a pitch takes practice

5. Tell a story

- Explain H4P like the story that it is- the story of poverty, the story of Segawa (or Lillian, or Adorable, or Eva), the story of your passion
- Whatever story you use to draw people in, make sure they can walk away and tell your story to someone else
- It doesn't matter how good it is if they can't remember and retell it later

6. Demonstrate your passion

- Genuine passion and excitement spreads- your passion is contagious! Pass it on!

7. Keep it short and sweet

- Tell your story... but tell it quickly. People have short attention spans- you must get their attention quickly
- Have an 'elevator' speech (30 seconds), a 2 minute speech, and the whole story in your back pocket

8. Act naturally

- Don't be nervous- be confident! Be yourself. People want to help you as soon as you explain why this matters to you.

12 FUNDRAISER IDEAS

When choosing a fundraiser, consider the following: the location; the time of year; the budget; and the age of participants. Remember: this is just a list of ideas. If you think of something else, talk to your mentor!

1. READ TO ROOF

- Read to Roof is an innovative fundraiser that connects students in the U.S. with their sponsored school in Uganda. American children ask friends, neighbors, and family to sponsor them much as they would in a marathon, but instead of running miles they raise money by reading books. This serves as both a motivator for students to increase their reading skills and as a teaching tool to show children how they can make a difference.
- To download the Read to Roof materials, visit the Heart for People website and click on the tab for “Read to Roof.” There is a link to download the file under the main Read to Roof picture. Start reading!
- Talk to your teacher about starting this at your school. You can also do this fundraiser with your youth group, sports team, friends, or even just your siblings.

2. SEND HEART

- This is a simple way to raise both money and awareness.

Have a table at your school or somewhere in town with a display board about H4P. Ask people to send their handprints to Uganda with an encouraging note. All they have to do is write a short message of encouragement to a student in Uganda, paint their hand, and place their handprint on the back of the note. It can be addressed to “Student.”

Donation – you can ask for a specific amount of money to be donated, ask for them to choose the amount (even a penny!), or ask for nothing and consider it purely an advocacy event.

You will need: paper; red paint; and pens

3. TRIVIA NIGHT

- Invite friends, neighbors, classmates, and adults to participate in a trivia night. You can serve dinner (and charge extra to cover the cost) or simply desserts and drinks.
- Find a charismatic host or two. This person or pair will set the mood for the entire night- ensure you find someone great to keep the audience excited and laughing.
- Prepare trivia topics and questions. Some topics might be, "Disney movies," "local sports teams," or "Uganda." If you have invited both adults and children, ensure that no group feels left out. If you choose a "Best Twitter Hashtags" topic, then also include a "Best of the 80s."
- Give a prize at the end of the night. This can be a donated gift card to a local restaurant or simply a framed certificate honoring the winner.
- It might also be fun to play a game halfway through the evening for the host to have a break and for the guests to move around. You can charge \$1 to join the game for extra fundraising.

4. CHANGE THE WORLD

- For a set amount of time (three weeks, two months, etc.) hold a penny war. Ask students to bring in their loose change and save it in each classroom jar. At the end of every week, the class with the most change gets a small prize (for example: pencils). At the end of the time period, the classroom that collects the most

change receives the grand prize. This grand prize could be a pizza party or perhaps (with the permission of the teachers), a homework pass for each student.

- Fun name for the fundraiser: Pennies from the Heart
- You will need: motivated teachers and students; jars decorated with Heart for People information; and perhaps a school-wide assembly to kick off the fundraiser

5. HOOPS FOR HOPE

- Organize and inspire individuals to sign up as a free-thrower.
- Each of these individuals asks friends, family, or even kind strangers to sponsor him or her. These sponsors donate a certain amount of money for every free throw shot the free-thrower makes within one minute (for example, \$.25 for every shot). Ask these same sponsors to attend the game.
- Invite the public! Use social media and flyers to draw guests to the event.
- You can raise more money by charging people to attend or with a snack stand.

6. SHAKE IT UP!

- A can shake involves standing outside a popular grocery store, diner, or local store with a can asking for donations. Be sure to ask the owner or manager for permission first. You might have seen cheerleaders or Girl Scouts fundraising with a can shake. This fundraiser both collects money and spreads awareness.
- You will need: jars decorated with Heart for People information; H4P signs; and courage to ask strangers for money

7. 5K RUN/HALF MARATHON

- This works similarly to the Read to Roof and Hoops for Hope fundraisers. Find a race in the area and organize a team to sign up. Ask friends, family, neighbors, and businesses to sponsor you for the race based on your time, a flat donation, or a certain amount for every mile you run. A percentage might be donated towards the race charity and the rest will support your Heart for People partner school: be sure to tell these details to your sponsors. If it is permitted, wear your Heart for People shirt as you run.
- Some races in the area:
 - Glow 2 Run 5k - New Jersey, Pennsylvania, or New York City
 - Illuminate Run - Brooklyn, NY
 - 5k Color Run- New Jersey

8. COFFEEHOUSE

- Gather your talented friends and create a night of entertainment. Post flyers, create a Facebook group, and send home backpack-mail to invite children. Charge a small donation at the door and serve snacks and drinks for guests to enjoy.
- Tell performers to come 15-30 minutes before the event to hand in their music
- Include a "Talent" column to the sign-up sheet. This helps the organizers order the performers in a way that prevents, for instance, all the singers performing in a row. Dispersing different talents increases guest engagement.

9. BAKE SALE

- The hardest part of running a bake sale is choosing a location. Find a place (and get permission) where many people drive or walk by.
- Ask friends and family to help you by baking brownies, cookies, and muffins.

- Buy napkins or plastic bags so customers can easily take away their purchase. You'll also need a table (with a tablecloth if you are feeling fancy) and informational cards or handouts to share information about Heart for People.

10. CAR WASH

- Like the bake sale, the success of a car wash depends on a prime location. Choose a busy road and post signs well in advance of the location to maximize attendance. Consider publicizing the event with flyers and announcements in advance. Invite friends and family to help you wash cars.
- You will need: sponges; a hose; buckets; and soap

11. WORK

- This is a fundraiser for a dedicated individual. There are two options: find a job or do volunteer work throughout your community.
- Job Option—We challenge you to get a job and save all of the money earned to donate to your school in Uganda. Gather a group of friends together and see who can raise the most money.
- Volunteer Option—You can volunteer by helping out at a local animal clinic, serving at the local food pantry, taking care of an elderly person's yard or tutoring younger students. Find people who are willing to sponsor your volunteer work (for example, \$5 for every hour you serve meals at a food pantry). Save the money over time and donate it to one of our five schools. Invite friends to join you in this fun and rewarding experience.

12. BLACK FRIDAY

On Black Friday, millions of Americans stand in the cold as they wait for stores to open to get the best deals. What a great time to spread awareness and raise money for Heart for People! Here are a few different options:

- Give a Gift by Wrapping a Gift
 - Black Friday shoppers are often purchasing Christmas gifts, which gives you the opportunity to wrap these presents for a small donation. Set up a gift-wrapping station near stores and charge people by the size of the package and the number of presents. You can easily purchase wrapping paper, ribbons, and gift bags at Wal-Mart or a dollar store.
- Holiday Carols
 - Raise money by spreading Christmas cheer and lifting people's spirits. Get together with some friends and sing carols, asking for donations in return. No one can resist a nice Christmas carol!
- Sell Coffee
 - Early in the morning, (shopping usually starts between 5 a.m. and 6 a.m.) people will be cold and tired. You can warm them up with a nice hot cup of coffee, hot-cocoa, or baked goods.
 - Write information about Heart for People on the cups in Sharpie before handing them out. Encourage people to post photos on their Instagram or Facebook accounts with #Heart4People to spread awareness.
- Hold a Spot in Line
 - In the midst of the Black Friday madness, people are going to need to leave the line at some point to run to their car, get warm, or chase after their child.
 - Market yourself as a spot-holder in exchange for a small donation.

- Babysitting
 - If you aren't the type to go out in the cold, offer to babysit for parents who need to go Christmas shopping. Let the parents know that any money they are paying you is going to Heart for People.

HELPFUL TIPS:

- Wear a smile and pull some heartstrings!
- Set up an online fundraising page. GoFundMe is a great free site. Upload a Heart for People picture and write information about your fundraiser. People who are not carrying cash can donate on their phones with their debit or credit cards using your GoFundMe link (www.gofundme.com).
- If you are attending a university, ask sororities and fraternities to get involved. Each sorority or fraternity is required to fulfill a certain number of service hours. You can find the Greek Life list on your school's website.
- Everyone loves LifeSavers.
- People also love the clothespins – write #Heart4People on them to spread awareness.

HOW TO ORGANIZE A SCHOOL-WIDE FUNDRAISER

Peruse this list better understand the process of organizing a school-wide fundraiser. Do not be intimidated: older H4P leaders are available to lead the presentations.

1. Present to the principal, vice principal, or superintendent.
 - Be prepared with talking points, the video, and/or a PowerPoint.
 - Decide on the date and type of fundraiser.
2. Present at a teachers' meeting.
 - Inspire the teachers. If you can spark their interest, they will keep students motivated throughout the fundraiser. Ask teachers to help you organize the event (collecting and counting money, teaching about Africa, etc.).
3. Host a school assembly
 - Teach the students about Uganda, poverty, and the fundraiser.
 - Excite and inspire them! If you are excited, they will be, too.
4. Put on the pressure.
 - Make announcements, go to classrooms, etc.- do not let anyone forget!
5. Recognition.
 - Show students, faculty, and administrators what their fundraising efforts accomplished. Show them the difference made and the impact on the children of Uganda.

MARKETING TIMELINE

4 Months Before

- Pick the location and date.
- Make sure the location works! Ask for permission as soon as possible.
- Decide what type of food will be served (lunch, snacks, or coffee and dessert).
- Choose a theme and a budget.
- Decide on the price of tickets.

3 Months Before

- Organize leaders and make a plan.
- This plan should include who is responsible for what.

2 Months Before

- Create flyers and other promotional materials.
- Ask businesses for donations (food, decorations, or prizes).
- Ask volunteers to set up, clean up, and run the event.
- Make a Facebook event.
- Compose a list of churches to invite.
- Prepare a church bulletin insert and inform pastors of the event.

1 Month Before

- Hang flyers around town in popular locations.
- Invite people to the Facebook event.
- Start publishing on your own Facebook, Twitter, and Instagram reminders.
- Send out the church bulletin insert and announce the event in church.
- Publicize at school and CDS – perhaps you can speak on the announcements in the morning.
- Send out backpack-mail.
- Confirm donations and volunteers.
- Tell volunteers what to expect.

1 Day Before

- Set up for the event.
- Remind volunteers and donors.

Day of the Event

- Arrive early! As the leader, you should be the first one there.
- Double-check everything.
- Have fun!

Day After

- Clean-up... leave your site as clean or cleaner than it was!
- Celebrate! Thank everyone who helped.

EXPLANATION OF HEART FOR PEOPLE

Use this to create your pitch, to make a flyer, and to write a letter.

Heart for People is a 501(c)3 nonprofit organization that connects schools in the U.S. with schools in Uganda to form relationships between children around the world. These connections educate people on both sides of the partnership about other cultures, put a face on poverty, and foster a passion to help the people of the world while giving Ugandan children hope for their futures.

Heart for People believes that international aid should help people help themselves. It supports African initiatives to fight poverty through education. Heart for People supports five schools in Uganda that supply education to orphans and other vulnerable children who cannot attend school without this assistance.

Heart for People looks for schools and other organizations willing to partner with one of these five schools in Uganda to form relationships and supply direct aid. This connection creates an accountable and personal avenue to change the lives of hundreds of children. The Heart for People Foundation raises its own funds to pay administrative expenses so 100% of the money raised by individual chapters goes directly to their partner schools.

SAMPLE LETTER

Dear Mr. Principal,

Hi, I'm Sarah Harrs and I am in Mr. Smith's 7th grade class. I am writing to you for permission to post flyers around the school for a fundraising event supporting Heart for People.

Heart for People is a nonprofit organization that connects schools in the U.S. with schools in Uganda to form relationships between children around the world. These connections educate people on both sides of the partnership about other cultures, put a face on poverty, and foster a passion to help the people of the world while giving Ugandan children hope for their futures.

I am hosting a coffeehouse fundraiser to support a school in Uganda. At this coffeehouse, guests will enjoy hot chocolate, snacks, and performances. There is a \$10 entrance fee, which will directly support the children in Uganda. I have attached a sample flyer. I hope to recruit students to perform at this fundraiser by posting this flyer around the school.

Not only will this event be a great way for students to share their talents, but they will also be part of a big movement. They will know they are helping change the world, one child at a time.

Thank you for reading this. You can contact me at sarahbharrs@gmail.com or 000-000-0000. Please let me know as soon as possible so I can start hanging up my flyers!

Sincerely,

[signature]
Sarah Harrs

PRESS RELEASE

A press release is a summary or announcement of an event that is sent to the media. Press releases attract participants and generate interest in the community. Always send a press release to local newspapers such as The Daily Record, The Citizen, or Neighbor News.

What to include in a press release:

WHO- what organizations are involved?

WHAT- what activities are taking place?

WHEN- Write the full date and time.

WHERE- Write the exact location of the event.

WHY- Why is this worth reading about and why is it special?

WHO CARES- Explain why this is important to the community.

CONTACT- Include a contact name and phone number for interested readers.

Tips:

1. The Hook. Give all the important information in the first few sentences in a manner that will spark interest so that people read the rest of the press release.
2. Be Simple. Do not use long sentences. Get your point across quickly and clearly. Write in the third person and do not use exclamation points in the body of the text.
3. Double-Check Everything. Ensure all of your information is accurate.
4. Cite Opinions. Do not just write, "This event is really fun." Instead, write a quote and an author, "Cece Harris, who has attended the Talent Show each year, says 'This event is really fun.'" Of course, use a real quote and ask the speaker for permission.

SAMPLE

Local Morris Knolls High School students are organizing a Valentine's Day Spectacular on February 14, 2015 to benefit Heart for People, a nonprofit that connects schools in the U.S. directly with schools in Uganda. The coffeehouse fundraiser will run from 3:00 to 5:00 p.m. and will include performers from several local middle and high schools. The students will collect \$10 at the door to support their friends in Uganda.

"We have cared about the children in Uganda since third grade," says ninth grader Mark Urbanik. "We love them and do what we can to help them."

The first coffeehouse event, held in February 2013, raised \$1,504 for Heart for People.

These inspired teenagers are looking for more students to perform right now. "If you or someone you know has a talent, come share it with us!" invites Marie Giacobbe. "And if you don't, come enjoy some great entertainment and support a worthwhile cause."

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HOW TO RUN A MEANINGFUL MEETING

Written by Rev. Kim

I. Start Each Meeting – Motivating Your People to Care!

Start your meetings in a fun and meaningful way! You are not just having a meeting. You are seeking to unite people as friends with a goal.

Teaching Method:

- I have learned the best way to make people care is to touch upon their own experience first. This step is called “**feeling into.**” It means you get people to think about Uganda by getting them to feel something about Uganda in their own way.
 - **Example:** If you were teaching about Moses and the people of Israel wandering in the desert for 40 years, your first step would be to activate all five senses of your students. Make your students eat salty crackers. Put on suntan lotion that smells like coconuts. Make them wear sunglasses. Make them sing, “This is the walk that never ends” or something popular, and then have them walk around your building one or two times. Then have them discuss what it felt like.
- The next step is “**meeting with**” the content. This is when you introduce information about your topic. At a Heart for People meeting, you would teach people about Uganda, the schools, and the children. You can give updates on progress and goals. As a leader of Heart for People you should:
 - Teach the story of your partner school
 - Know the story of Heart for People
 - Follow Updates on the H4P website and Facebook
 - **Example:** If you were still teaching your lesson on Moses wandering in the desert, you would help your students “meet with” the actual Bible story by reading it or acting it out.
- The last step is “**responding to**” what you have learned. This is when students say, “Ah-ha! I understand!” This is when the leader says, “Okay, now that you understand, what are you going to do about it?” With Heart for People, we hope people are motivated to help Lillian and Segawa’s students.
 - **Example:** The last step of the Moses lesson might be to have students write a poem, draw a picture, or maybe even raise money to build wells for people who live in the desert.

II. Set the Vision - Determine Your Goals

- Part Two of the meeting is when the leader sets the goals. For instance, your group could set the goal of raising \$2,000 before May 2015. The leader should then suggest specific ways to raise the funds and to build friendships within the group and the people in Uganda.

III. Work Out Details - Make a Plan with a Schedule

- Part Three is when the leader passes the goals and strategies to achieve those goals into the hands of the people in the chapter. The participants need to give opinions and set the schedule. If the group is lazy, the leader needs to set the path and get volunteers to carry it out. It is the job of the leaders to make sure the goals are met by motivating the group.
- PRETEND SCHEDULE:
 - End of October – Motivational Presentation by H4P leaders.
 - November – Bake Sale and “Land for Lillian – Penny Drive”
 - December – “White Elephant” – Sell your college junk

IV. End Meeting – Celebrate with Food or Prayer

- Lastly, it is important to end meetings on an upbeat note! It is good to have cupcakes or candy or a song that everyone sings together. If you plan a meeting time that goes along with a good ending, more people will come.

V. Commit to Meeting Regularly

(The more often you meet, the better!)

- Having successfully done Youth Ministry for more than 30 years, I can tell you that the more often you meet, the better your group will develop. My Junior and Senior High groups meet at least twice a week on Wednesdays and Sundays at different times while my children meet once a week.

FLYERS

What to include in a flyer:

WHO- what organizations are involved?

WHAT- what activities are taking place?

WHEN- Write the full date and time.

WHERE- Write the exact location of the event.

WHY- Why should people attend this event?

CONTACT- Include a contact name and phone number.

Tips:

- Keep it brief.
- Organize the information with bullet points, text boxes, and infographics.
- Use a catchy headline.
- Proof read- and have others proof read too.
- Use active voice and tell the reader to take action now.
- Use a tone and message that suits your audience.
- Only include relevant information.
- Put contact information at the very bottom- what is read last, sticks best in the mind.
- Choose an easily readable font and size.
- Use the word ‘you.’