

TEAM GUIDE

GIVING DAY 2021



charidy.com/schoolforlife

TRIPLE your impact for girls.

WHO WE ARE



School for Life believes that every child deserves the opportunity to realise their full potential through a quality education. We take a holistic approach to education, recognising that vulnerable children such as girls, often face additional barriers to achieving equal access to opportunity. Through the transformative power of education our mission is to educate poverty out of existence.

HOW CAN YOU HELP?

On the 23rd November 2021, School for Life will launch our inaugural 24 hour Giving Day, when all donations will be TRIPLED by a matched pool from generous supporters.

In October 2020, School for Life launched its \$2.75 million Girls' Fund to cement our commitment to improving the lives of girls and ensuring that they can not only access a quality education, but have an equal opportunity to thrive and contribute fully to their economies, communities and countries.

More than 700,000 girls in Uganda between the ages of six and twelve have never attended school. In fact, around half of girls between the ages of 15 and 24 are illiterate and four in five girls who enrol in primary school do not proceed to high school.

The COVID-19 pandemic has been an unsettling reminder of the disproportionate impact of disasters and crises on women and girls, exacerbating already existing inequalities.

Experience shows that during times of crisis and uncertainty, girls are more likely to suffer from premature school drop-out, early and forced marriage, trauma, an increased labour burden, increased rates of STIs including HIV, and unwanted pregnancy.

Join our inaugural Giving Day on 23rd November by creating a FUNDRAISING team and you'll help a girl continue her education, fulfil her true potential and build the life she deserves.

With every donation TRIPLED your gift will help three times as many girls, and you'll change three times as many lives.

FOR YOUR CONSIDERATION

AS A PASSIONATE SUPPORTER OF SCHOOL FOR LIFE, WE ARE INVITING YOU TO JOIN OUR GIVING DAY BY CREATING A TEAM THAT WILL RAISE FUNDS IN SUPPORT OF THE DAY.

EVERY DOLLAR YOU RAISE WILL BE TRIPLED

Donations from School for Life's Giving Day will go directly towards our innovative Girls' Fund programs, such as:

MENTORING PROGRAMS

Tailored 1:1 and group counselling and mentoring programs to craft personal vision statements, educate and inspire by surrounding girls with a network of inspiring role models and speakers, increase parental engagement and learn finance skills.

HEALTH & HYGIENE

Provision of menstrual hygiene products and developing entrepreneurial skills to make and sell menstrual hygiene products. We will provide continued access to health care, sex education and HPV vaccinations.

GIRLS' BOARDING

We provide comfortable and safe girls' boarding facilities and learning environments where girls are nurtured and supported to reach their full potential through quality education.

COMMUNITY WORKSHOPS

Educate parents about parenting, child rights, sex education, positive relationships with children, health and nutrition. These programs help overcome issues of early marriage for dowry, teen pregnancies and teen behavioural management.

SUPPORT THE GIVING DAY BY...

1. Creating a Fundraising Team

Engage your friends, family and employees by raising funds to protect the dreams of vulnerable girls in Uganda. Your fundraising target can be as much or as little as you would like.

2. Sharing our Giving Day with your network

Share emails and social media posts leading up to and on the Giving Day with your networks.

3. Making a donation on the Giving Day

On the 23rd of November make a contribution and your donation will be TRIPLED by a matched pool from generous supporters.

4. Volunteering your time on the 23 November 2021

Join us in our Giving Day Operations Room to help us inspire as many people as possible to donate to our Girls' Fund.

TEAM LEADER EXAMPLE EMAIL

Dear XXXX,

My name is _____. I am [insert connection to School for Life].

School for Life believes that all children deserve the opportunity to realise their potential through a quality education. They take a holistic approach to education, recognising that vulnerable children such as girls, those from minority groups and children living in poor and remote areas often face additional barriers to realising their full potential.

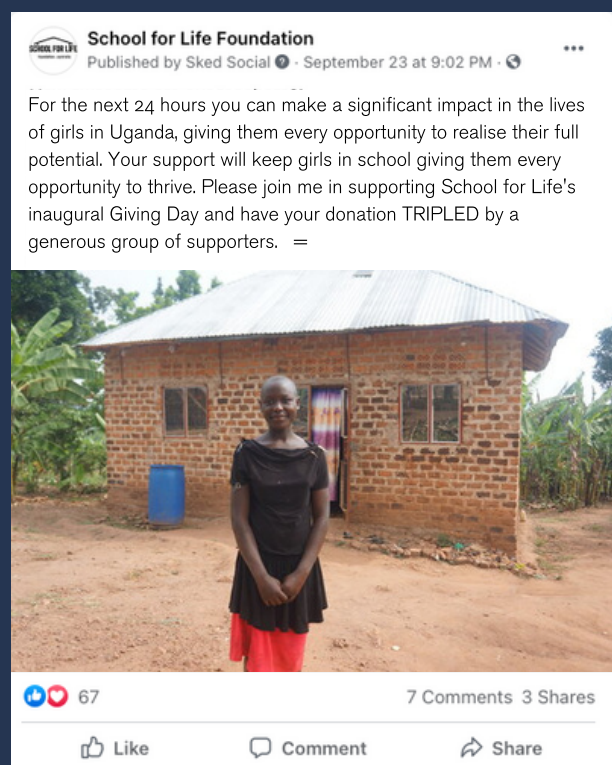
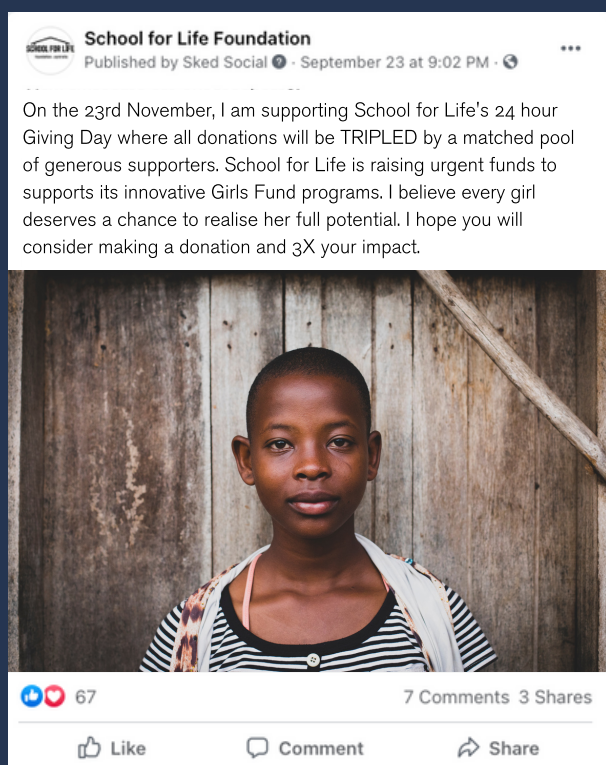
On the 23rd November, School for Life will be holding its inaugural Giving Day. For 24 hours only, all donations will be TRIPLED by a matched pool from generous supporters. School for Life is raising much needed funds to support its innovative Girls' Fund programs providing girls with an equal opportunity to thrive and contribute fully to their economies, communities and countries.

The COVID-19 pandemic has been an unsettling reminder of the disproportionate impact of disasters and crises on women and girls exacerbating already existing inequalities. Your donation will help a girl continue her education, fulfil her true potential and build the life she deserves.

I will be supporting School for Life's Giving Day because I believe every girl deserves a chance to realise her full potential. Please consider making a generous donation to my team and have your donation TRIPLED on the 23rd of November.

Thank you so much for investing in girls, giving them every opportunity to succeed!

TEAM LEADER EXAMPLE SOCIAL POSTS





Educating poverty out of existence.

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**For further information,
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