



Welcome TEAM LEADER!

And thank you.

By leading a team in 'Breaking Ground 2010' 11th June- 11th July 2010, you are starting work on a school for 720 of the poorest children in coastal Kenya. But more than that, you are building the base from where they will be educated, grow, learn and go on to do great things for other children in the next 20 years.

Without you stepping up to lead this challenge, there will be no school. So thank you, deeply and sincerely. We at OHMH UK are here to help your team succeed.

Now... to business. We want to make this easy and even enjoyable for you ... but we'll settle for easy. None of us are professional fundraisers, none of us like asking people for money, but all of us know that people we care about will respond to the things we care about, so long as we have the courage to give them the opportunity.

So this pack will show you how and equip you to:

1. Build your team
2. Raise your team target of £5,000, £1,500 or £1,000

Also, check out our general fundraising information pack for more ideas on how to raise the cash that will raise the roof of the girls' new school. And remember that **we believe in you** – this is why we have already raised the funds to buy the site you will build school on. Be sure to check www.breakinggroundkenya.org regularly to see the progress you are making. As your thermometer rises towards your target, the girls' roof rises towards the sky.

Oh, and e-mail your OHMH leaders anytime with questions (www.breakinggroundkenya.org/contact.html) to find out about team leader meetings and resources right where you are.

Building your team:

The easiest way to raise money these days is online. Even your grandmother knows that. If you know how to send an e-mail, you have the ability to raise funds for whatever cause is on your heart.

But if I were to ask you to raise £1,500 simply by e-mailing your friends and family for money, you would probably fail, you would probably hate it, and you would probably hate me.

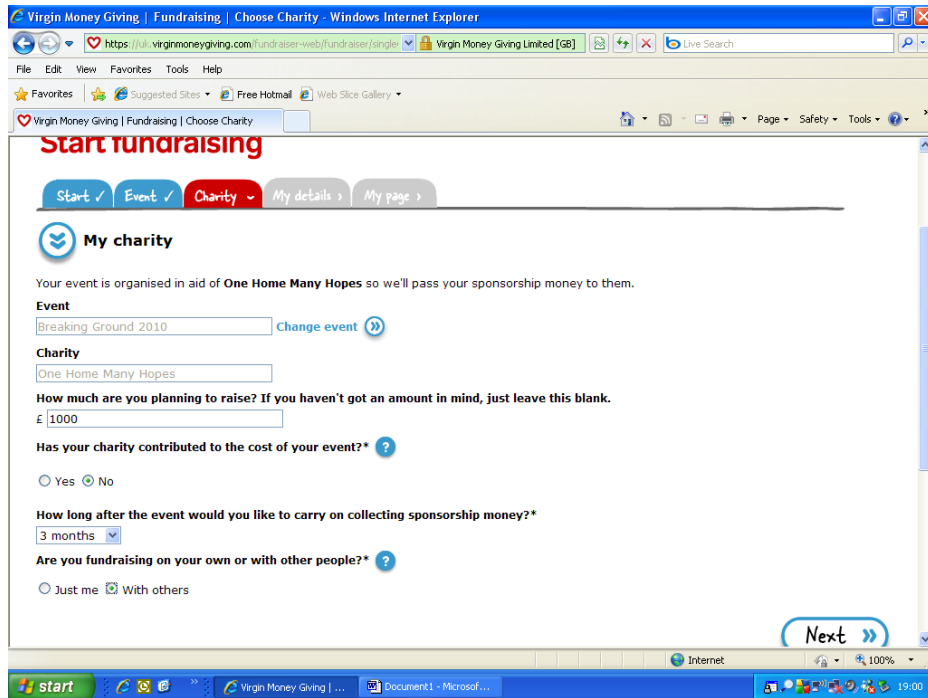
So we don't ask that. We ask you to raise £300. By e-mailing everyone in your inbox just three times using the templates in this pack, you will have raised more than you aimed for.

And then we ask that you get four people you care about to be on your team and each raise £300 as well. And there's your £1,500 and the roof is rising.

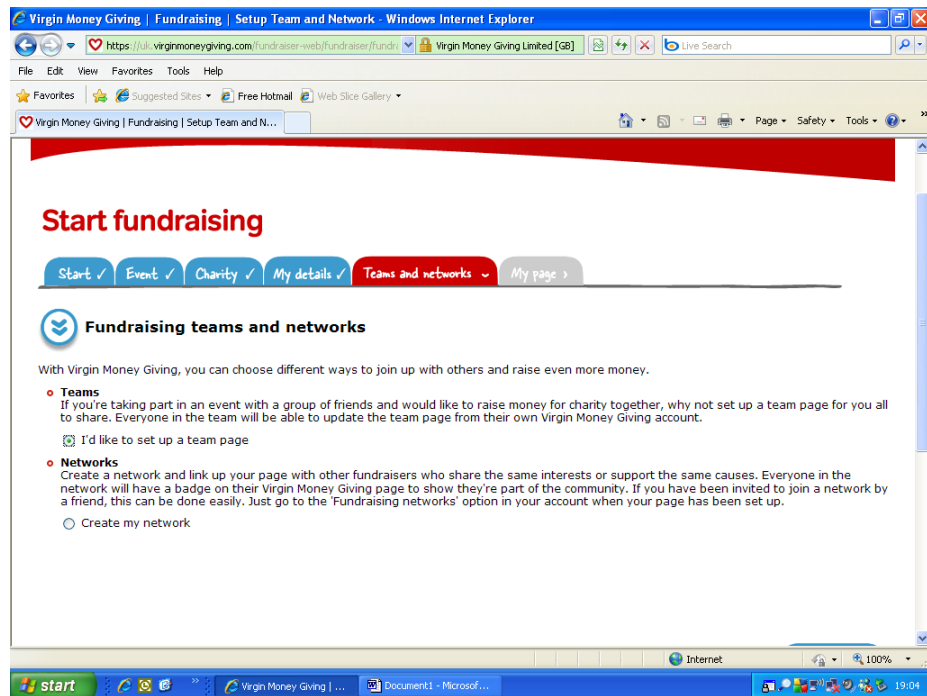
How you will do it, in just 10 steps:

Leader set up

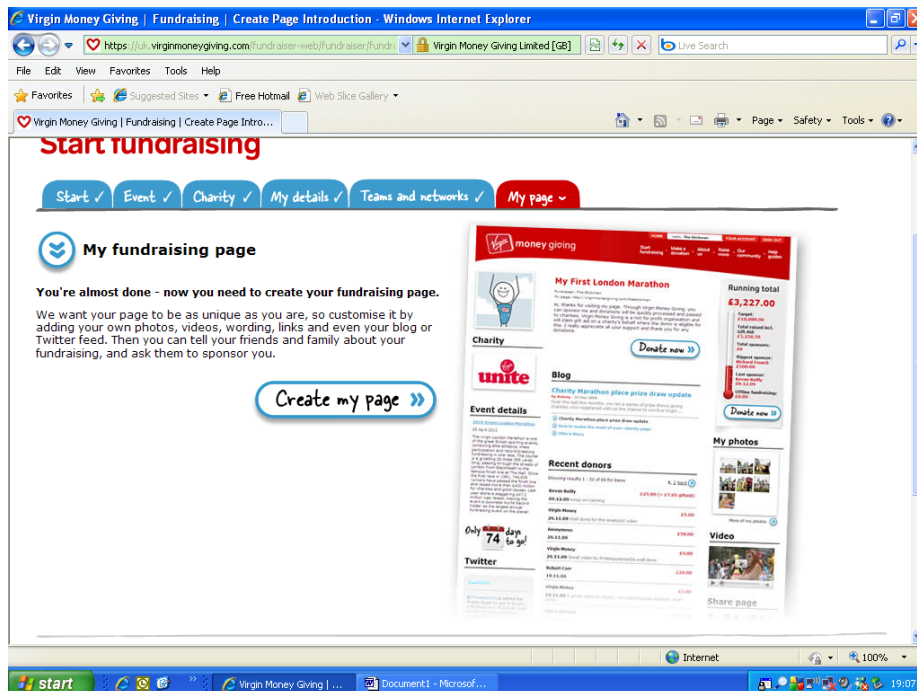
1. Go to www.breakinggroundkenya.org/join.html and follow the links to register as a team leader and set up your personal fundraising page.
2. Click on Events (on the left hand side of the page under our logo).
3. Click on BG 2010 (in a square at the bottom of the page).
4. You are now on the BG 2010 page.
5. Click "Start Fundraising".
6. Fill in the couple of brief pages that will come up with your details. Note that under the "Charity" heading you will need to tick the "with others" box so that you can form a Team.



7. When you get to the "Teams and Networks" page you will need to tick the box saying you would like to set up a team page.



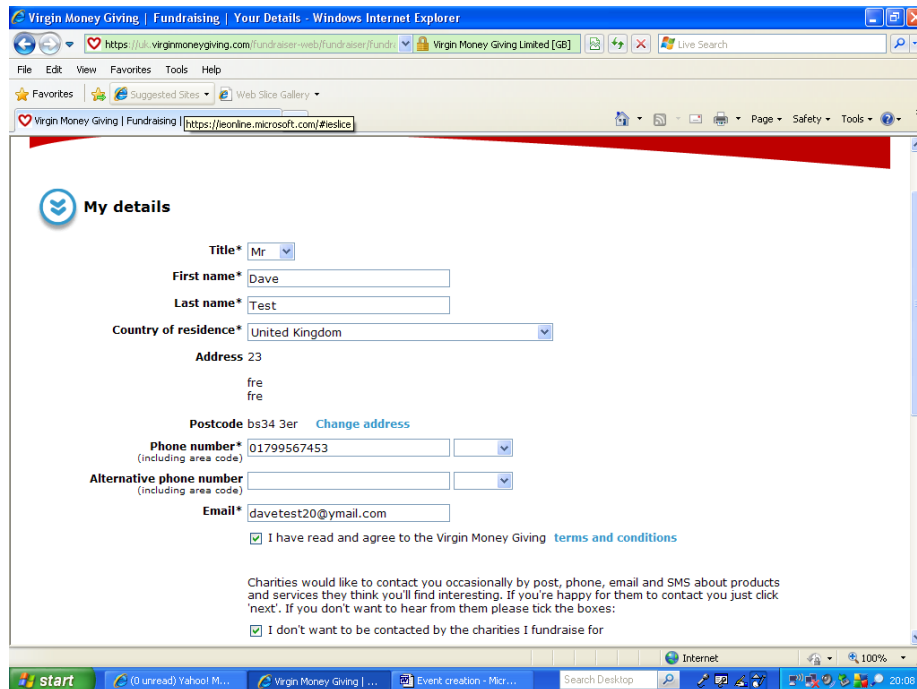
8. Invite your team members by inserting their email addresses.
9. The go on to create your team page. You can put as much, or as little detail as you like. If you can, try to make this personal - why does OHMH matter to you and why should it matter to your friends?
10. Copy and paste and e-mail your friends and families and co-workers and many others the link to your page so they can donate to your target or join your team and raise money too.



11. Once you have created your page, use the next screen to email or Facebook your page to everyone you know.

Team members-

1. You will receive an email from Virgin Giving and your team captain inviting you to join the team.
2. Click on the link in the email.
3. Click "Register" (unless you already have an account with Virgin Giving)
4. Fill in your details.



5. That's it! You will now be a team member. Use your team page (www.virginmoneygiving.com/team/NAME OF YOUR TEAM) to start raising lots of money for Breaking Ground 2010!

Why you are helping OHMH build a school

1. The short **practical reason** is that this will save us money:

- We now have capacity for 60 girls
- The schooling needed to give our children the opportunity to get to university is expensive.
- The cost of building our own school is the same as paying for 10 years of our current school for 60 girls. So...why rent when you can buy.

2. The less short but not long **philosophical reason** is that this is why OHMH exists:

The mission of OHMH is not to house every orphan in Kenya to a point where they can subsist. Rather the mission of OHMH is to house those who need us most and to raise up a group of children who will have the quality education in their heads and the genuine desire in their hearts to change the system that keeps them and other children in a cycle of poverty that never ends. In 20 years many of these children will be doing this work so as we don't have to.

Phase #1 of our mission was the building of a home for 60 children. We currently have 32 girls and thanks to Breaking Ground 2009, the new bigger building will be complete by the end of this year.

Phase #2 is the building of a school for 720 pupils so as the girls we house will grow up with lots of other children of like minds. Together they will be an educated network of friends and brothers and sisters who will do work in their community we could never do.

What's wrong with the schools there now?

- Government schools are severely overcrowded (with 120-130 pupils per class,) underfunded and, as a result, ineffective.
- The best private school we can provide is expensive, a long way away and not of the standard we can provide.
- Therefore we plan to build our own school. This will

- Be cheaper in the long run;
- Mean that none of our girls need to attend boarding school (which they do at the moment in their final years);
- Allow us to provide a quality education to up to 720 children in our community; and
- Enable us to eventually generate income by attracting local students who can afford to pay.

E-mail templates:

Make your page and your e-mails as personal as possible.

Your friends and family and classmates and co-workers will support the girls in part because of the girls and the cause, **but mostly because of you**. So tell them why you care. Tell them why you are sharing this mission with them. You can personalise these sample templates below if you find them helpful.

REMEMBER - Don't feel bad e-mailing multiple times. We all get so many e-mails and Facebook messages these days that we all lose or forget to come back to messages that we do care about.

1. Initial e-mail asking for donations to your target (11th June 2010)

Dear XXX

I need your help.

You may know that for the past two years, I've been involved with a charity called 'One Home Many Hopes' (OHMH). Our mission is to provide a home and education for 32 orphaned girls in Mtwapa, Kenya, and partner with them to one day become the women who will stop other children suffering what they had to.

We need to raise at least £20,000 between 11th June and 11th July 2010 to build our girls their first proper school and I have committed to raising £1,500 of it. But I can't do it alone.

So I am asking and hoping that you will help me get there. £50 or even £20 or whatever you can afford would mean so much to me and to the girls. You can help me build by visiting my personal goal page at: www.XXX.com **Oh, and for £100 we send you a limited edition OHMH T-shirt** (and yes, in your size and cool enough to wear...)

Currently OHMH houses 32 children but housing is just the start. We want to provide our children and those around them with the quality education that will enable them to escape the cycle of poverty they were born into. And become educated adults able to change that for other children. OHMH just needs £20,000 to get started building classrooms. And that's where we come in.

If we give up a night out one week this month, or cook instead of going to a restaurant, we can do this.

'Breaking Ground' teams just like mine all over UK are raising small sums like mine to get these girls a school. I have come to care about them very much and hope that you will too. I hope you will help me succeed for them.

These girls grew up eating and sleeping alone in the streets, but now they are family and I hope that you might help me build them a school.

I leave you with the words of Gift, our first OHMH girl: "I pray that you will have a long life so as you will come and see me graduating as a doctor."

Thank you for considering helping me towards my goal for her. For more on Gift and the girls, visit www.BreakingGroundKenya.org

Sincerely,

XXX

2. First reminder e-mail (14th -20th June)

Subject: I'm building! Thank you

Hello again XXX

Just a quick note to thank you for supporting my team effort to build a school for 720 of the poorest children in Kenya.

It has only been a (week) but already I am xx% towards my goal. Please know that it means a lot to have friends 'buy-in' to this cause with me.

If you would like to help me, but haven't had the chance to visit my personal team page yet (www.XXXX.com), then I hope that you will and that you will support me if you can.

£30 (\$50) or £20 (\$35) even £12 (\$20) buys us a lot of bricks in Kenya! So don't take me out for that meal you were thinking of this month, but donate to my site instead! **Oh, and for £100 we send you a limited edition OHMH T-shirt** (and yes, in your size and cool enough to wear...)

One of our girls, Christina, had a birthday recently and said "Thank you for making my birthday special. Even though I didn't get any presents, I know I have lots of aunts and uncles."

Thank you so much for making a new school happen for her and for supporting me. It means a lot. I will keep you posted on our progress.

Sincerely,

XXX

3. Second Reminder (21st – 28th June)

Subject – Look at what you are building. Look at it!

Hello!

Two weeks ago, I asked for your help in building a school for our 32 orphaned and abandoned girls in Kenya.

Well, look at the picture below to see how we are progressing. OHMH believed that I would be able to convince you to help me, and so started building with faith that I would reach my target of £1,500 by 11th July.

And here is where we are: (right click on picture from www.breakinggroundkenya.org as we post them, and paste into the body of your e-mail.)

I still have a ways to go before the end of the month. If you would still like to help me reach £1,500 there is still time at www.XXX.com.

Thank you!

Sincerely,
XXXXX

4. Final Reminder (1^{29th} June – 6th July)

Subject: (XX) days to go

Hello (or, as we say in Kenya) Jambo! for the final time.

I am almost at my target for 'Breaking Ground'! The walls are at roof level and we are almost there.

I am just £xx short of my goal of £1,500.

Thank you for being part of this with me but please, if you haven't had a chance to buy a few bricks yet, consider doing so at my personal fundraising page www.XXX.com. There is still time and we still need you.

We are close ... but no cigar yet. (You can paste another picture or video link from www.breakinggroundkenya.org here to show building progress).

Thank you so much; this means a lot to me personally, and it means a home to 32 girls who need it.

Sincerely,

XXXX

P.S. – To help you know our girls better: Sopra is one of our older and most energetic girls. She says: "*I get to go to school and play and clean and practice so as when I grow up I can do everything. I want to be a pilot.*" Let's help her get there!

Team/Personal Fundraising Website Template:

Add pictures from www.breakinggroundkenya.org/goodies.html

Thank you for helping me build a school!

Because of your contribution to my/my team's target of £1,500, we are going to build the first classrooms of a school for 720 of the poorest children in Kenya.

You are part of a movement of lots of little teams like mine in the U.K. and the U.S., all trying to raise £20,000 in 30 days to provide these beautiful ladies who have endured so much with a school they will love so much. And you're providing the chance to help other children avoid the pain they suffered.

Not long ago, these children were scared and alone and in the streets and abandoned to die or worse. Some of them were beaten or raped or forced to be married or saw their parents die. OHMH has helped rescue and house and love and educate them.

They are now one family of sisters and with this 'School's In for Summer' campaign, we are going to build them a school. If you can help me reach my target of £1,500. £50 or £20 buys a lot of bricks in Kenya. **Oh, and for £100 we send you a limited edition OHMH T-shirt** (and yes, in your size and cool enough to wear...)

Just click the donate button at the top of this page. And visit www.breakinggroundkenya.org for more details about the girls and the campaign.

These girls mean a lot to me. And building this school means a lot to me. Thank you for helping me do it for them.

Thank you sincerely,

XXXX

P.S. – If you would like to join my team and raise £500 or £300 or even £100 ... e-mail me! Or just click 'join this team' above. I'll send you the OHMH information pack, so you can do it easily.

Last Words: Breaking It Down

How to raise £1,500 (average team captain target)

1. Form a team of you and four friends. Raise £300 yourself and find 4 people who care about you to commit to raising £300 each as members of your team. See instructions in the 'How you will do it' section above.
2. Use this information pack to set up your Virgin Money Giving page with your £1,500 target. Your team members set up their pages to raise £300, after joining your team on your page.
3. You and your team e-mail your friends and family and co-workers and classmates and church people and others (templates provided) asking for help and every dollar they raise counts towards their £300 goal and your £1,500 team goal.
4. Record 'offline' checks and cash on your page manually. Mail those donations to:

U.K. - Breaking Ground at OHMH, c/o David Scott 23 Fremantle Square,
Bristol BS6 5TN England.

How to raise £10,000 (and get to Kenya!)

Replicate the above model with your team goal at £10,000.

Find 3 friends to do the same as members of your team raising £2,500

Or find 9 friends to raise £1,000 as team members

Or find 19 friends to raise £500 as members

You get the idea ...

How to raise £500 (give this to your team members)

Show your commitment and contribute	£50
Send e-mails to friends and family, linking to your personal page	£150
Ask a friend or family member to raise money on your behalf	£50
Ask your two best friends to give £25 each	£50
Send a handwritten written letter to your Christmas Card list.	£50
Include a stamped addressed envelope.	
Ask someone who has asked you to support their cause	£50

in the past

TOTAL

£350

And remember that your OHMH leader is standing by ready to answer questions any time you have them. Visit www.breakinggroundkenya.org/contact.html for contact details.

Again we thank you, and let's build.



About One Home Many Hopes

One Home Many Hopes is a loving home for orphaned and abandoned girls in Mtwapa, Kenya. Known in Kenya as “Mudzini Kwetu,” OHMH finds, rescues, houses, loves and educates former street children and equips them to be the future agents of change in their community. Our philosophy is that investing in education and family support for children is the most effective way of ending cyclical poverty.

32 parentless girls who had spent their earliest years surviving on Mtwapa’s streets and trash piles, today live as one family, attend school, and care for one another. The girls have a safe place to sleep, food to eat and a chance at childhood. We were named “Best Home in the District” by Kenya’s Government Inspector's Report in April 2007.

But Mudzini Kwetu is severely over-capacity. All 32 girls and three ‘house mothers’ live in our four-bedroom house.

In 2009 we launched Breaking Ground to raise enough money to build a proper home with capacity for 60 children. Using the tools in this toolkit, volunteers raised more than 100,000 and that home will be completely built this year.

Phase #2 is the building of a school and your team and others will raise the first 20,000 to build the first classrooms. Then this autumn teams from the U.S. will continue from where you left off.

Your support is not just a donation; it is an investment that will build the first real school these girls have ever had. It will build the base from where OHMH can rescue more girls. It will give them a family, and it will be part of transforming Kenya.

For more information, please visit us at www.BreakingGroundKenya.org