

From one child to another[®]

Event Coordinator's Guide





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Introduction

Thank you for your interest in hosting the Read-a-thon *From one child to another*. Our goal is to make this event simple and fun.

Enclosed in this guide, you will find all the necessary information and tools to assist you in hosting a Read-a-thon event. There are no requirements for how big, small, or detailed your event needs to be. For that reason, our planning guide is divided into two sections: **If you want to do a Read-a-thon on your own, with just a few friends and without a lot of planning, use the “Paperback” guide** on page 4. **If you intend to host a Read-a-thon for a large group, or would like more detailed instructions, use the step-by-step, “Hardback” planning guide** starting on page 5. You can use as much or as little of the information as you need for your event.

By hosting a Read-a-thon event, you will be making it possible to impact the lives of not only children orphaned in Uganda, but also the lives of other participants. We've been told your life might be changed as a result too!

The need

Millions of orphaned children in Uganda are forced to care for themselves and their younger siblings. There are 2.7 million orphans in Uganda, and they need our help to receive an education and live with a loving caretaker. Everyday children are orphaned, scared, and have nowhere to go except to the streets. Many of these children will die of starvation and malnutrition. One boy at 3 years old lost his mom, then shortly after lost his dad. He had no place to go and lived in fear until he received a sponsor from America. With the love from his sponsored family, this boy is now number one in his sixth grade class and wants to become a doctor to help his community. How many more orphaned boys and girls can we help to make a difference in their country and community?

Through the Read-a-thon we are teaching our children compassion and drive that will change America, one child at a time. Let's show our children they can help another child who has no family. Many of these children are as young as seven years of age and are becoming heads of households, unable to attend school and living without hope. We can help change this, from one child to another.

The opportunity

You can respond by participating in and/or hosting a Read-a-thon event to raise awareness and funds for children orphaned in Uganda. Lead Me International helps with all the tools necessary to host your own Read-a-thon. It's a student-created movement, giving children and adults an opportunity to care for orphans.

Last year, participants in Boerne, Texas raised \$25,000 to build a school in Uganda. The goal for this year is to raise \$60,000 to build a children's home in Uganda, which will eventually

become a children's village. In each home is a mom (usually these are widows) and eight children. Each home will have a kitchen and bath along with a dining area and 3-4 bedrooms. Each home will cost \$30,000, including all furniture and the cost of sponsorship for a little over a year. Part of the vision is to build a church, school and clinic on the property, as well. While in Uganda in September, 2011, Natasha and her mother located a 25-acre piece of property, which will be the future site of the village. This village will serve as an out-reach program to the community (including a feeding program), along with the school, church, and clinic. Raising the funds for the children's home is the first step to seeing this dream come true!

Background

From one child to another history: *From one child to another* was started in 2010 by a nine-year-old girl named Natasha Leininger. Natasha was heartbroken after reading Austin Gutwein's book, "Take Your Best Shot". She was also learning more about orphans and Africa from *Hope for Orphans* and *My Father's World* during this same time. Realizing she needed to help, Natasha combined her passion for reading with her desire to reach these innocent children. She decided to host a Read-a-thon and speak at churches, schools, service organizations, and anyone else who would listen to her to help raise \$25,000 to build a school in Uganda. After four months of practicing speeches, giving speeches, and hosting a Read-a-thon, Natasha raised the full amount. A couple months later, she traveled to Uganda for the dedication of the school. While there, she was able to see the poverty and orphans first hand. She knew her goal the following year would need to be much bigger. She would need to reach out to the orphans by building a children's home!

How a Read-a-thon works: Participants sign up to read a marathon amount of books in a Read-a-thon event. Through the promo section in the packet, participants are able to raise awareness and funds for orphans in Uganda.

How to be a coordinator: You can make a significant difference in the lives of orphans by hosting a Read-a-thon event. From One Child to Another will provide you with all of the necessary planning and promotional materials to host your event and provide personal support along the way. You pick a date, reserve a location, and invite others to join. If it seems easy, that's because it is. If you have questions, you can email Shantel Leininger@ skleininger@yahoo.com or call 210.325.5037.

Host a Read-a-thon event!

Planning your Event

The Paperback – Thinking Small

Five easy steps

Planning or participating in a Read-a-thon event does not have to require a ton of time and energy. Do you want to make a difference for orphan children, but want to keep it simple? If so, the paperback is for you! Just follow these five easy steps:

Choose a date to host your Read-a-thon event. You can choose any day of the year that is most convenient for you to host your event.

Find a place to read at a local school, church, community gym, library, or even your own home.

Sign up to participate by emailing your info to: Rmazur@leadmeinternational.org

Send out your promo materials to family and friends.

- Let your family and friends know of your commitment to read for orphan children.

Invite others to join you and then read your books on the date you chose. It should only take 3 – 4 hours, depending on the length of selection to be read. Once accomplished, you have made a difference for orphans in Uganda!



Planning your Event

The Hardback – Thinking Big

Get started

Choose a date to host your Read-a-thon event. You can choose any day of the year that is most convenient for you to host your event.

Reserve a location at a local school, church, library, or community gym. Our events are typically from 9-4, but you can schedule a shorter period of time, if desired.

Sign up to host an event by emailing your event information to: skleininger@yahoo.com

Build excitement

Build anticipation using the following ideas:

- Poster -- Hang poster to let others know of your upcoming Read-a-thon event.
- Flyers -- Create and pass out flyers to raise awareness.

Sign up participants for your event. This is a great time to also get their t-shirt sizes if you intend to order t-shirts for your event.

Challenge your participants to raise a minimum of \$250 each. Participants can send out the link www.FromOneChild.org for credit card donations.

Get organized

Verify that you have the materials you need for your event. Contact Shantel Leininger @ skleininger@yahoo.com if you have any questions.

- Checklist for Event Coordinator -- a step by step timeline to plan your event
- T-shirt & Banner order form -- send this form to us 4 weeks in advance of your event
- Tally sheets/ use these sheets to help track ages of participants. Each sheet has room for 4 participants

Get books for your event. You will want to make sure enough books are available for those who may have forgotten to bring their own books. We recommend a basket of books per grade or room of participants.

Get volunteers for the day of the event. You'll want volunteers for set up, clean up, room monitors, check-in, encouragement of participants and volunteers, registration, games and food. We also recommend bringing in a volunteer to teach the children about Africa. This could be a missionary, a youth member coming back from a mission trip, or anyone willing to research Africa.

Get donations from local businesses. Local businesses may be willing to provide coffee, snacks, lunch or prizes. You can also solicit local businesses if you are planning on holding a silent auction as part of your Read-a-thon event.

Get a list of local media, TV, print, and radio. You will want contact names, numbers, and email.

Order t-shirts for your participants. We provide t-shirts for all participants, provided the amount raised by your event offsets the cost of the t-shirts. The cost of t-shirts and shipping is \$10 per shirt. As soon as your event has raised enough to cover the cost of the shirts, your order will be shipped. You also have the option of writing a check to cover the cost of your shirt order if you would like to receive your shirts prior to fundraising. Orders/funding must be received no later than 4 weeks prior to your event to ensure delivery before your event. We are always happy to provide our logo if you would like to print your own shirts. Please only order the number of shirts actually needed and return any leftover shirts. This ensures that more money is available for the children we are trying to help.

Send out a press release to local media. We have provided a sample press release in our packet.

Print up a participant and volunteer check-in list if you plan on hosting a large event. You may even want to consider pre-assigning rooms.

Find games to play at your event to keep participants energized and excited during game time. We recommend relay games for the older students and simple games for preschoolers, such as blowing bubbles.



Host your event

Set up your location.

- Bring in extra books
- Hang banners if desired
- Provide tally sheets, pen and clipboard per room
- Set up a table for water and snacks if desired
- Set up a location to learn about Africa. This could be a simple table with our videos, or if you desired to bring someone in, they may need more set-up.

Take pictures and video during your event.

Collect any donations that will come in during your event.

Have fun. This is the most important step. We want to engage participants and help them realize the joy of serving others.

Wrap up

Send us an email to tell us about your event. Email skleining@yaho.com.

Mail all donations to:

From One Child to Another
459 Harvest Creek Ln
Boerne, TX 78006

All checks can be made out to From One Child to Another. If you receive cash donations, please write a check or get a money order for the total. Please do not send cash.



Frequently asked questions

Is From One Child to Another just for children? No, From One Child to Another has quickly grown to include participants of all ages...1 to 70.

What is *From one child to another*? *From one child to another* was the name of the Read-a-thon Natasha hosted in 2011. She wanted to help other children, so we came up with the name, *From one child to another*.

How many pages do participants have to read? Some children will read faster or slower than others, so we recommend to leave that up to each family.

What about little kids? We recommend bringing in books to read to them and coloring pages for them to work on while they are listening. Also, if this is at a school or church we recommend to set up centers and let them have a lot of play and game time.

Do my participants have to read every page? No, we don't expect every page to be read. Just realize every page read represents a child orphaned in Uganda.

How much money do participants need to raise? We ask each of our participants to set a goal of at least \$250. We've found most participants are able to raise \$100 without too much effort and many are able to raise much more. As a host, you'll want to challenge your participants to raise as much as possible. While we ask participants to set a goal of \$250, it's not a requirement for participating.

How do participants raise money? We provide participants with a credit card option at www.FromOneChild.org or participants are also able to raise offline donations using the donation form.

Are participants sponsored on a per page basis or with a lump sum? Most donations are given as a lump sum for the participant's efforts. Being sponsored on a per page basis can be difficult to track and collect for you as the host, but is still acceptable.

What will the money be used for this year? This year, participants from all over the country will read thousands of pages. These pages represent the thousands of children orphaned in Uganda. Our goal for this year is to raise \$60,000 to build a children's home in Uganda.

Where do I sign up to host a Read-a-thon event? Sign up by sending an email to skleininger@yahoo.com. Give us your event details and then follow the steps at the beginning of this guide.

Where do participants sign up for a Read-a-thon? If you are planning on hosting an event, you'll want your participants to sign up with you so you know how many to expect.

What date do I choose for my event? Choose a date that works best for you.

Do you provide t-shirts and banners or do we need to purchase them? We can provide t-shirts to participants who have raised enough money to cover the cost of t-shirts ordered. Otherwise, you may purchase shirts for \$10 each. Please refer to page 6 of this guide for further explanation.

Where do I get the forms needed from my event? Go to www.FromOneChild.org for all the forms you will need.

What if I still have questions? You can email any questions or comments to skleininger@yahoo.com.