

REACH IN, REACH OUT, REACH BEYOND



**STUDENT REACH**

[www.STUDENT-REACH.COM](http://www.STUDENT-REACH.COM)



**Corporate Partnership Package**



# STUDENT Reach

Potential Partner,

Student Reach is a non-profit group, soon registering as a Canadian non-profit organization, dedicated to providing secondary and post-secondary students with opportunities to participate in humanitarian efforts. Reach envisions students playing an integral role in solving global poverty. Reach motivates students to better the lives of communities, families, and children who are living in impoverished conditions. We believe that encouraging students to be aware and involved will have a lasting impact not only in communities overseas, but also in communities here in Canada.

We are looking to create corporate partnership to assist us in achieving our goals. We recognize such a partnership as being mutually beneficial.

Reach is holding an event on May 16<sup>th</sup> 2008 in Guelph, Ontario. The goal for the event is to raise enough funds to build a primary school for children in Kenya. The event is open to the entire community and is at the River Run Centre. We are holding the event in co-operation with Free the Children. They are an international non-profit organization that specializes in such projects.

Free the Children has now changed the lives of more than one million young people around the world. The organization has built more than 450 primary schools, providing daily education to thousands of children.

Free the Children's founder, Craig Kielburger, is the co-author of two national bestsellers, as well as the recipient of the prestigious Christopher Award for his first book, *Free the Children*. Having accepted the Nelson Mandela Human Rights Award, the Order of Canada, the Children's Nobel Prize and two honorary doctorates, at 24 years of age, Craig has truly impacted the world. Craig is relentlessly inspiring others with his philosophy of volunteerism, service to others, and social involvement. He is an internationally renowned speaker who has shared the podium with Nelson Mandela, Queen Noor, Archbishop Desmond Tutu, and the Dalai Lama. Student Reach is thrilled that Craig will be speaking at the event to add to the fundraising effort.

We hope that you will consider creating a lasting partnership with Reach. Please read through the package and contact us at your convenience. We look forward to hearing from you. For any more details, see [www.student-reach.com](http://www.student-reach.com).

Abid Virani, Chair  
Student Reach

Ashley Bondad, Chair  
Student Reach



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## STUDENT REACH

### ***ABOUT US***

Student Reach is a non-profit group, soon registering as a Canadian non-profit organization, dedicated to providing secondary and post-secondary students with opportunities to participate in humanitarian efforts. Focusing on children and their rights, Reach envisions students playing an integral role in solving global poverty. Student Reach focuses on a three-step concept; *Reach In, Reach Out, Reach Beyond*. Reach is responsible for creating multiple school-based organizations and fundraisers that have resulted in both community and child sponsorships internationally. By providing means to show compassion and global awareness, Reach motivates students to better the lives of communities, families, and children who are living in impoverished conditions. We believe that encouraging students to be aware and involved will have a lasting impact not only in communities overseas, but here in Canada as well. Student Reach is developing strategically to become an internationally recognized volunteering agency in the future.

### ***OUR MISSION & GOALS***

Our mission is to provide students with humanitarian opportunities and increased awareness; to educate youth; to encourage leadership development, global citizenship, and compassion. We carry out this mission while being part of the solution to global poverty, particularly focusing on the well being of impoverished children and their rights.

One of our current goals includes funding the building of a primary education school in Kenya through Free the Children. Also, it is our goal to register as a non-profit organization in Canada. We are hoping to achieve these goals by June of 2008.

### ***OUR PHILOSOPHY***

Student Reach has developed a philosophy to help us turn our vision into a reality. The philosophy is best described as a three-step process to create a positive lasting change in the world.

- Reach In:** The first step is to encourage each and every student to reach within him or her self. To do this, Student Reach provides students with information and knowledge about global poverty. We then encourage each student to find the cause that he or she is most passionate about and inspire them to take action. We encourage students to prioritize, to self-actualize, and to be compassionate – to *Reach In*.
- Reach Out:** The second step is to assist each and every student to take action and share his or her passion with others. To do this, Student Reach provides students with opportunities to join various humanitarian initiatives. We then encourage each student to develop leadership skills and apply them to their efforts. We encourage students to raise awareness, to be innovative, and to be empowering – to *Reach Out*.

**Reach Beyond:** The third step is to support each and every student in overcoming obstacles. To do this, Student Reach provides students with materials, assistance, and encouragement continuously and constantly. We then encourage each student to question standards, to raise the bar, and to challenge societal norms. We encourage students to make a lasting positive change in the world – to *Reach Beyond*.

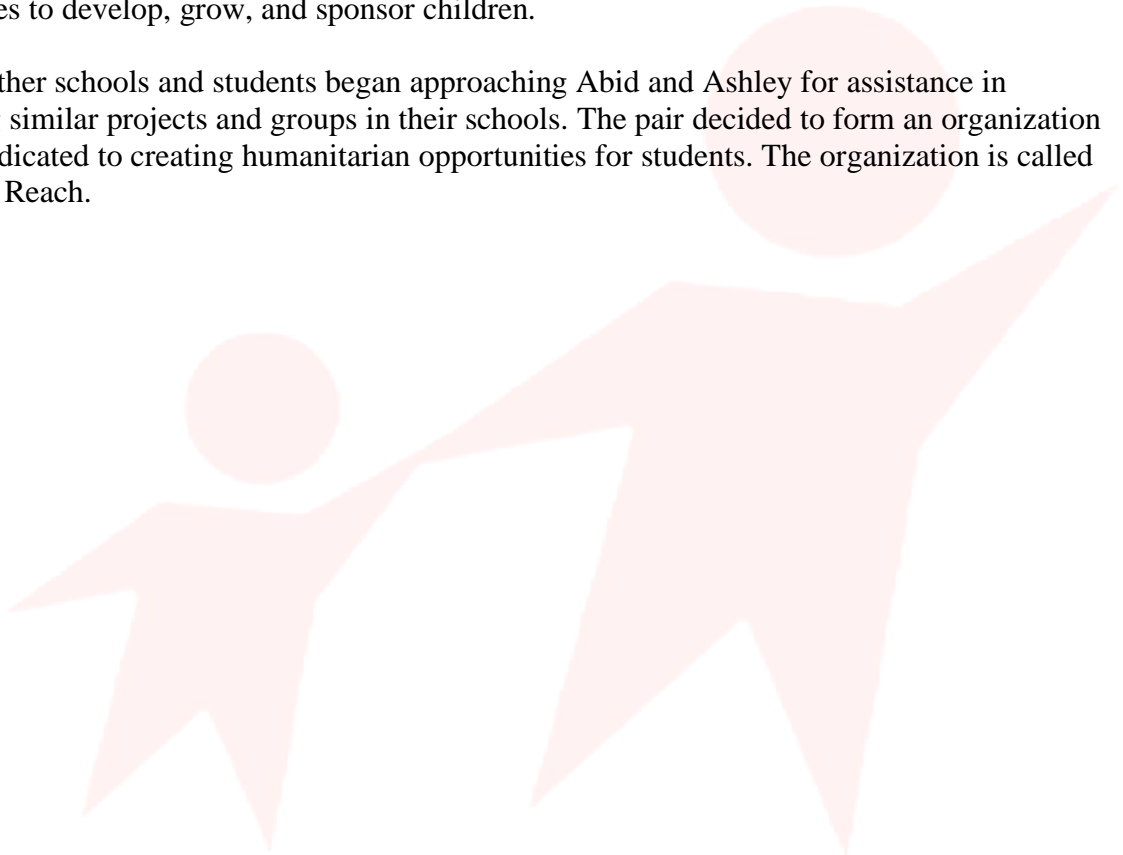
### ***OUR HISTORY***

In fall of 2005, Abid Virani posted regularly on a Xanga blog under the alias of FlyingSpider. On November 9<sup>th</sup> of that year, he wrote an entry regarding child poverty. Inspired by the multiple comments, Abid was inspired to join forces with Ashley Bondad and create a school club.

In September of 2006, the pair created SpartanKids. After selecting an executive through an application process, SpartanKids jumpstarted the year with a fundraising campaign that raised nearly \$2000. Through this fundraiser, SpartanKids gained respect from the school and administrators alike. Portions of the funds were used to immediately sponsor a child; a young baby living in Niger named Fildoussou Harouna. Fildoussou is still being sponsored today.

After sponsoring a child, SpartanKids focused on throwing a benefit. In March of 2007, SpartanKids held an evening event hosting both speakers and performers. Gaining corporate sponsors and community assistance, the fundraiser brought in over \$3000. The money was used to sponsor communities in various countries with children living in need. SpartanKids continues to develop, grow, and sponsor children.

Soon, other schools and students began approaching Abid and Ashley for assistance in creating similar projects and groups in their schools. The pair decided to form an organization fully dedicated to creating humanitarian opportunities for students. The organization is called Student Reach.



### ***OUR BOARD OF DIRECTORS***

The Student Reach board of directors is compiled of six outstanding students. The six academic honour role students have all excelled in their areas of interest and have been heavily involved in their school and community at large.

The six students have accumulated a number of awards including the Guelph and District Multicultural Award, International DECA Awards, the Ontario Association of Medical Laboratories Award, the Celtic Ambassador Award, the Student Trustee Award, the Centennial Top Student Award, various athletic awards, the Cyngiser Prize for Good Citizenship and more. Nominations for the Young Woman of Distinction Award can also be noted. When investing in Student Reach, not only would you be investing in the development of an organization, but in outstanding young leaders.

<b>Name</b>	<b>Position</b>	<b>Email</b>
Abid Virani	Co-Founding Chair	abid@student-reach.com
Ashley Bondad	Co-Founding Chair	ashley@student-reach.com
Fred Yin	Technical Coordinator	fred@student-reach.com
Meaghan Morris	Volunteering Coordinator	meaghan@student-reach.com
Nick McWilliams	Public Relations Coordinator	nick@student-reach.com
Pinky Langat	Events Coordinator	pinky@student-reach.com



## PARTNERSHIP OPPORTUNITIES

### ***OUR HOPE***

Student Reach is hoping to develop long-term partnerships with corporations, organizations, local businesses, and community members. By building these partnerships, we feel that we will be able to establish ourselves as a supported and credible organization. It is also our hope to develop partnerships that are mutually beneficial. We feel that our partners should be recognized both by Student Reach as well as the public.

### ***SPECIFIC CONTRIBUTIONS***

As Student Reach is a young organization, all contributions are appreciated very greatly. Specific contributions are associated with specific events, projects, or campaigns. We are currently planning our inaugural benefit, *REACH: From Guelph to Kenya*, and are searching for contributions to assist us with this specific event. We have also initiated a project called the *Reaching Competition*, which has gathered seven secondary schools to participate in a humanitarian competition. Contributing specifically to an event, project, or campaign can be very beneficial for any organization. We can cater to your wishes to ensure that you feel your contribution is going a long way. Also, we are always excited to have organizations contribute financially as well as non-financially, and be directly involved.

### ***GRADED TIERS***

Student Reach has developed a graded tier system for sponsors specifically for the upcoming event in May. Depending on the financial level of contribution, different grades receive different forms of appreciation for their contribution. Event sponsors will receive website thanks until August 1<sup>st</sup>, 2008. If a contributor desired a tailored package for their contribution, Student Reach would be very willing to discuss other possibilities.

#### **4<sup>TH</sup> GRADE (\$2000+)**

- \*✦ Plaque of Recognition for outstanding contribution
- \*✦ Business materials (brochures, business cards, etc) available for attendees at event
- \*✦ 250 half-page flyers (See below)
- \*✦ Linked profile on Student Reach website (Partnerships page)
- \*✦ Logo and direct link on Student Reach website homepage
- \*✦ Logo and description in the event program for *REACH: From Guelph to Kenya*
- \*✦ Logo on podium at *REACH: From Guelph to Kenya*
- \*✦ Four seats for *REACH: From Guelph to Kenya*

### 3<sup>RD</sup> GRADE (\$1000+)

- \* \* Plaque of Recognition for outstanding contribution
- \* \* 100 half-page flyers (See below)
- \* \* Linked logo on Student Reach website (Partnerships page)
- \* \* Logo in the event program for *REACH: From Guelph to Kenya*
- \* \* Small logo on podium at *REACH: From Guelph to Kenya*
- \* \* Four tickets for *REACH: From Guelph to Kenya*

### 2<sup>ND</sup> GRADE (\$500+)

- \* \* Framed Certificate of Recognition for contribution
- \* \* Small logo in the event program for *REACH: From Guelph to Kenya*
- \* \* Linked logo on Student Reach website (Partnerships page)
- \* \* Two tickets for *REACH: From Guelph to Kenya*

### 1<sup>ST</sup> GRADE (\$200+)

- \* \* Certificate of Recognition for contribution
- \* \* Name of organization in the event program for *REACH: From Guelph to Kenya*
- \* \* Linked name of organization on Student Reach website (Partnership page)
- \* \* Two tickets for *REACH: From Guelph to Kenya*

This is an example of a half-page flyer. These could be given to the organization to distribute, or distributed by Student Reach.



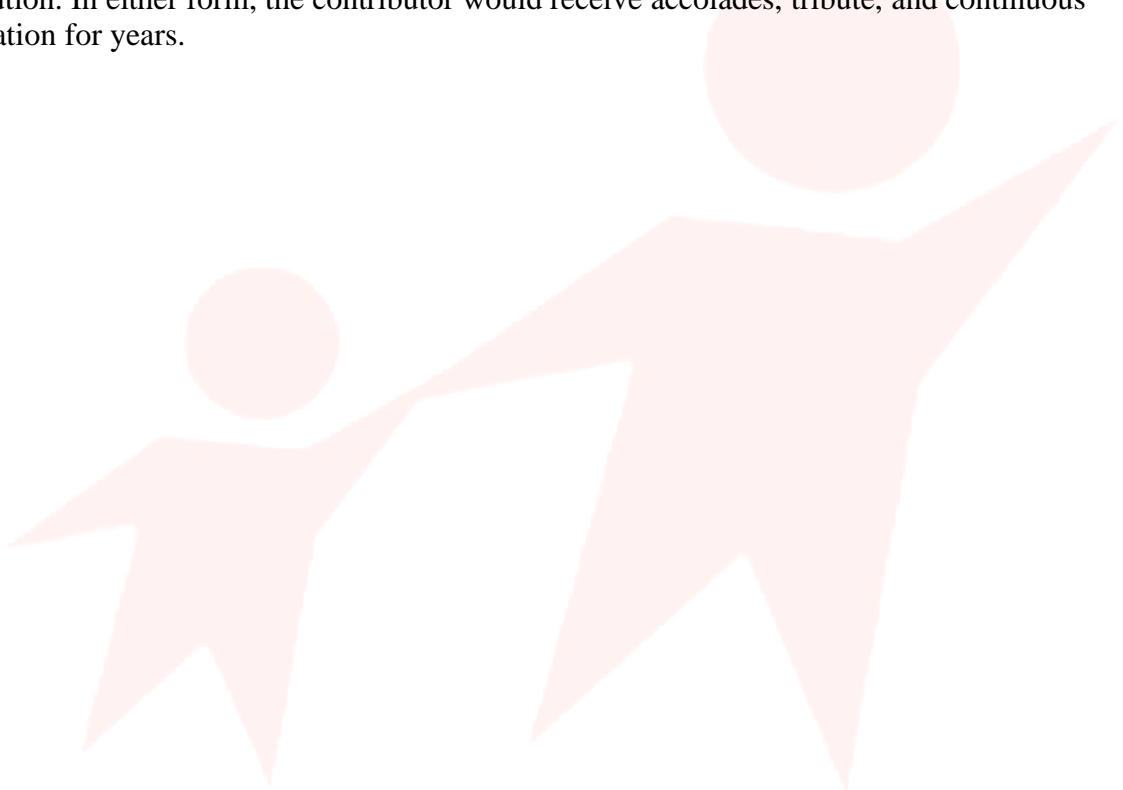
### ***LONG TERM CONTRIBUTIONS***

As Student Reach is aspiring to develop into an internationally recognized volunteering agency, long-term partnership development is vital. These contributions are thanked for year round and provide opportunities for the organization year round as well. Contributors who make long-term commitments to Student Reach are to have a representative join a committee. This committee is updated quarterly about Student Reach's developments, and are also approached when a major decision is to be made regarding the overall direction of the organization. Student Reach is also excited to invite these contributors to attend our events, and participate as well.

One goal Student Reach has is to develop a scholarship to assist those with the ambitions of volunteering overseas. The costs of volunteering in foreign countries can be astronomical for a student, and as Student Reach is dedicated to providing opportunities for students, we feel that we should develop a scholarship specifically for students aspiring to make a difference in such a way. The details of such a contribution would be thoroughly discussed and has great potential.

### ***A VERY UNIQUE CONTRIBUTION OPPORTUNITY***

Student Reach in planning to register as a Canadian non-profit organization in June of 2008. As Student Reach is young, the startup costs have been mainly covered by loans from students dedicated to the organization's success. Student Reach would like to be free of debt when registering. We are currently looking for an organization willing to assist us with our startup costs. We would rather register sooner than June but without external support, we are unable to do so. This contribution could be the beginning of a long-term partnership, or be a specific contribution. In either form, the contributor would receive accolades, tribute, and continuous appreciation for years.



## **SECONDARY SCHOOL REACHING COMPETITION**

### ***COMPETITION OUTLINE***

Student Reach proposed a challenge to all high schools in the Upper Grand District School Board. We proposed the challenge to each school to be the largest secondary school contributor in efforts of building a school overseas.

An application process to select School Representatives was held throughout September and November, and the competition officially commenced on December 1<sup>st</sup>, 2007. Seven secondary schools have created clubs/groups dedicated to the competition in their respective schools. Schools are all approaching the challenge in different ways. Schools have already raised funds by selling bracelets, holding bake sales, etc. One school is currently organizing an all-night dance-a-thon to raise fund for the cause, and the schools are also currently collaborating on a project that will bring all the schools together for friendly athletic competition. The school with the greatest amount of points on May 1<sup>st</sup>, 2008 will be award the Secondary School Reaching Award.

### ***POINT EARNING***

Student Reach recognizes that raising funds and awareness are equally important. To encourage raising awareness, points are awarded to school for making either monetary or non-monetary contributions. The non-monetary contributions include artistry portraying individuals reaching out, as well as literature. More details on the Reaching Competition can be found on the Student Reach website.

Student Reach will be presenting the award to the winning school at *Reach: From Guelph To Kenya*, and evening event held at the River Run Centre on May 16<sup>th</sup>, 2008. Schools will be sent ticket order forms and for each student ticket purchased, a school will receive a certain amount of points.

Lastly, schools can earn points by acquiring corporate partners for Student Reach. Depending on the grade of a corporate partner, the respective school will earn a certain number of points.

All funds raised by schools are going directly towards building a primary education school in Kenya. The school will be built through the organization Free the Children, who has build over 450 schools in developing countries. The Free the Children website contains all the details regarding their school building projects. See [www.freethechildren.com](http://www.freethechildren.com).

### ***SECONDARY SCHOOL REACHING AWARD***

The secondary school that obtains the most points will be awarded with the Secondary School Reaching Award. The award was created to honour a school that shows admirable compassion and dedication to the global society. It is the goal of Student Reach to provide the winning student representative with a monetary scholarship to assist with post-secondary education costs. This will only be possible if a corporate sponsor is interested in the unique opportunity.

## REACH: FROM GUELPH TO KENYA

### ***EVENT DETAILS***

On Friday May 16, 2008, Student Reach will proudly host its inaugural Guelph benefit to support the community building efforts of the Free the Children organization. With doors opening at 6:30 p.m., the event will be held from 7:00 p.m. to 9:30 p.m. at the River Run Centre in Guelph, Ontario. Student Reach is thrilled to be raising funds to bring Free the Children one school closer to the remarkable milestone of building five hundred elementary schools worldwide. The evening is designed as an opportunity to unify the Guelph area as a city in an effort to *Reach* and aid a community overseas in Kenya, Africa. Keynote speaker Craig Kielburger will deliver a motivating presentation, and keynote performer Adam Hart-Owens will be giving a remarkable musical performance. General tickets are \$25 each and \$20 for students (through their respective secondary school). Tickets will be available for winning through radio stations prior to the event. *Reach: From Guelph to Kenya* is a night to inspire, bring hope, and unite our community on the world situation around us.

### ***CRAIG KIELBURGER, FOUNDER OF FREE THE CHILDREN***

Craig Kielburger is an accomplished child rights advocate, leadership specialist, *New York Times* best-selling author and a speaker with a powerful message. He is the founder of Free The Children, the world's largest network of children helping children through education, and the co-founder of Leaders Today, the world's top youth leadership training organization.

Craig has received many awards for his work, including the Nelson Mandela Human Rights Award, the World Economic Forum GLT Award, the Roosevelt Freedom Medal, one of the youngest people to receive the Order of Canada, the Human Rights Award from the World Association of Non-Governmental Organizations and the World's Children's Prize for the Rights of the Child, also known as the Children's Nobel Prize. He has a degree in peace and conflict studies from the University of Toronto and is the recipient of two honorary doctorates.

When Craig was 12, he was shocked to learn about the murder of a child labourer-turned-child rights activist. Eager to take action, he established Free The Children to help free children from poverty, exploitation and powerlessness. The organization began as a small group of classmates and quickly evolved into an international phenomenon.

Under Craig's leadership, Free The Children has now changed the lives of more than one million young people around the world. The organization has built more than 450 primary schools, providing daily education to more than 40,000 children.

Free The Children's many accomplishments in the areas of education, alternative income, health care, water and sanitation provision and peace building have earned three Nobel Peace Prize nominations and facilitated high profile partnerships with organizations such as the United Nations and Oprah's Angel Network.

Convinced of the importance of leadership development in empowering youth, Craig co-founded Leaders Today in 1999. Leaders Today empowers young people through leadership

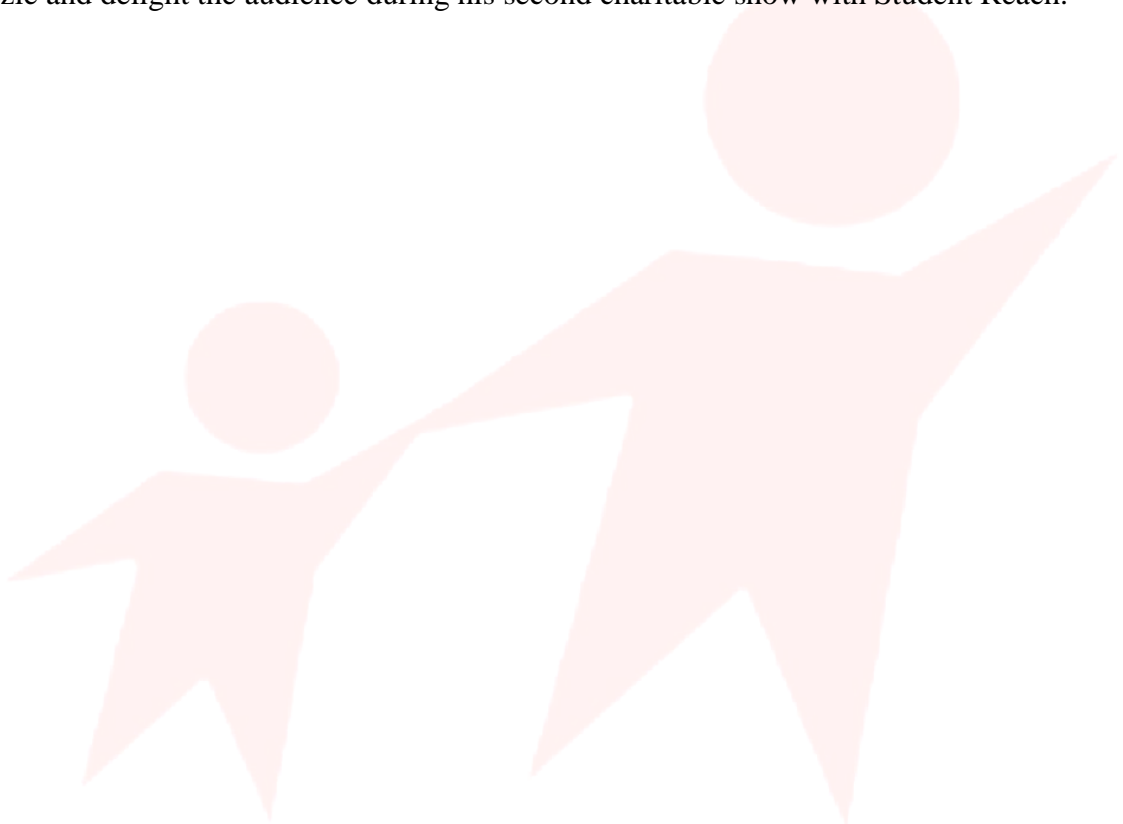
education, providing them with the inspiration and tools to affect positive social change. The organization delivers one-of-a-kind local and international training experiences, reaching more than 350,000 youth every year.

Now 24, Craig has traveled to more than 50 countries, visiting underprivileged children and speaking out in defense of children's rights. An internationally renowned speaker, Craig frequently addresses business groups, government bodies, educators, healthcare groups, unions and students. A sought-after speaker, he has shared the podium a number of times with former U.S. president Bill Clinton, as well as with such world-renowned leaders as Nelson Mandela, Queen Noor, Archbishop Desmond Tutu and the Dalai Lama.

Craig's first book, *Free The Children*, won the prestigious Christopher Award and has since been translated into eight languages. He is co-author of the national bestsellers *Take Action!*, *Take More Action*, and *Me to We: Turning Self-Help on Its Head*. Craig's most recent book, *Me to We: Finding Meaning in a Material World* is a *New York Times* bestseller co-authored with his brother Marc and published by *Simon & Schuster*. This inspirational volume empowers people of all ages to live the Me to We philosophy of volunteerism, service to others and social involvement. Together with Marc, Craig also writes a regular column for Canada's largest newspaper, the *Toronto Star*, and for Canada's most read magazine, *Canadian Living*.

***ADAM HART-OWENS, NATIONAL YOUTH ORCHESTRA CELLIST***

At age sixteen, Adam Hart-Owens is considered one of the most aspiring young musicians. As the winner of the Kiwanis Festival and member of the National Youth Orchestra, Hart-Owens will dazzle and delight the audience during his second charitable show with Student Reach.



## **MEDIA**

### ***WEBSITE***

Having developed a professional website ([www.student-reach.com](http://www.student-reach.com)), Student Reach can provide information regarding all our events, campaigns, programs, and projects in a cost effective manner. The website consistently receives over one thousand hits a month, and the number is continuing to grow. Please refer to the website for any information, and do not hesitate to contact the Student Reach at [info@student-reach.com](mailto:info@student-reach.com).

### ***ROGERS TELEVISION***

Rogers Television has recognized Student Reach and the students involved with the organization. Meaghan Morris, the volunteer coordinator for Student Reach, was interviewed live on the Daytime talk show that aired regionally (Stratford, Kitchener, Guelph, Waterloo, etc) for one week. Nick McWilliams, the public relations coordinator, as well as Pinky Langat, the events coordinator, will both be interviewed on January 31<sup>st</sup>, 2008.

### ***NEWSPAPERS***

Local newspapers have also recognized Student Reach and the organization's efforts. Several articles have been published in the Guelph Mercury and the Tribune regarding Student Reach, the students involved, and the organization's initiatives. For reference to articles, see the Student Reach website.

