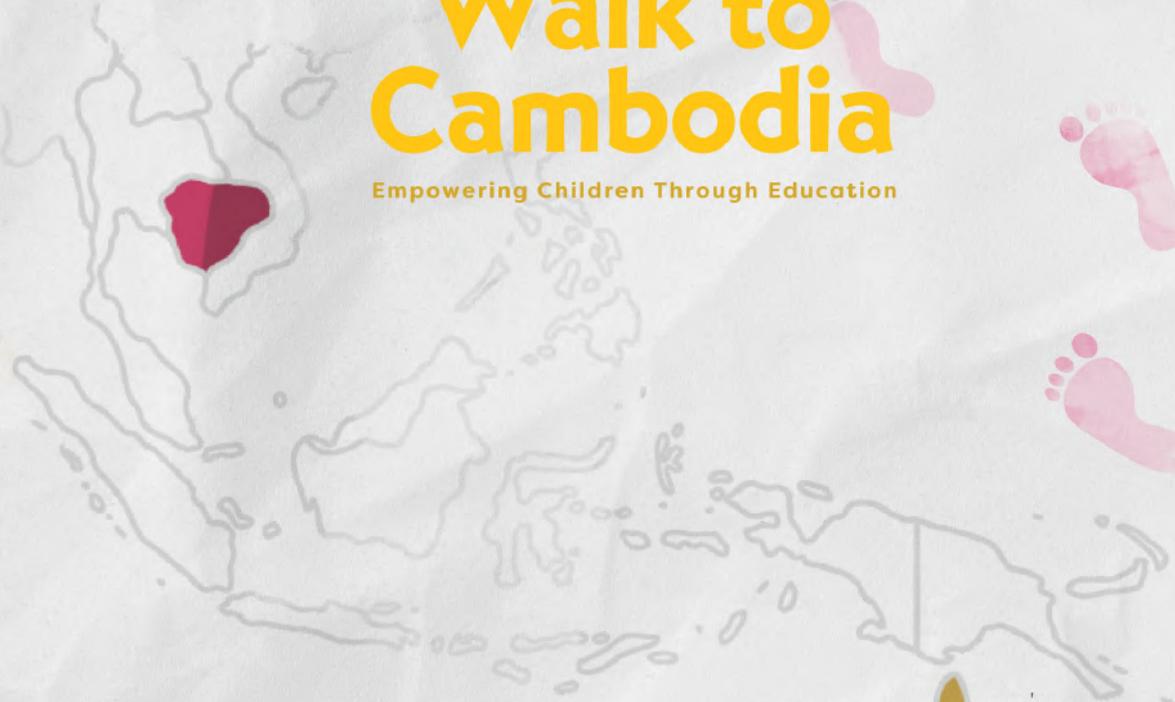




Walk to Cambodia

Empowering Children Through Education



We acknowledge the Traditional Custodians of the various lands on which you all walk. We pay our respects to Elders past, present and emerging and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of Australia.

walktocambodia.org

Welcome!

Thank you for joining us as we walk the distance from Australia to Cambodia to support children's education. This pack has all the information you need about our charity and the walk, so please take your time to read through it. Together, we are aiming to raise \$20,000 this April. Let's get to it!

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About Human & Hope

Human & Hope wants to see a world where communities experiencing poverty are empowered and developed through locally driven initiatives.

We raise funds to support a locally-run community centre (HHA Cambodia) in rural Siem Reap, Cambodia, enabling them to run their own projects with their local expertise.

They reach over 500 people directly with their programs each year. During 2020, they have reached over 27,000 people with their programs in response to COVID-19.

Our goal is for the community to become self-sustaining, with HHA's and our role scheduled to end in 2029.

The Need

We support community development programs in Cambodia because:

- 35% of Cambodians live in multidimensional poverty
- One in five Cambodians over 15 are illiterate
- 32.8% of men in Cambodia reported perpetrating physical and/or sexual violence against an intimate partner (UN 2013)
- One in five men reported raping a woman or girl (UN 2013)
- 32% of children under five are stunted in their growth
- 20% of children are engaged in child labour
- Only 38% of teenagers are enrolled in secondary education
- Between 2015-2017, 2.3 million (15% of the population) Cambodians lived in severe food insecurity over an average of three years (FAO, 2017)
- There is limited government support
- All these problems have been exacerbated by COVID-19

Our Story

When Sally Hetherington was 25, she packed up all her belongings and bought a one-way ticket to Cambodia, determined to make a difference working as a Volunteer Coordinator at a school for disadvantaged children. But when she got there, she quickly realized things were not as she expected: the situation on the ground was grave. She had been told that the role she had come to Cambodia to play, managing short term volunteers, was crucial to sustainable development; instead what she discovered was disempowered staff, children with attachment issues, and an unhealthy 'white saviour' syndrome.

Sally knew she had to make a big change. So she started at the core, the community.

Working with a team of Cambodians, Sally set about developing a community centre, Human & Hope Association (HHA Cambodia). Together they developed a range of programs that addressed the root causes of poverty. By ensuring their team had access to an empowering environment where they could thrive and work hand-in-hand with their community, Sally succeeded in making herself redundant. HHA Cambodia became entirely locally-run in July 2016.

As Sally often says, **“Local staff are the subject matter experts: they know the community and culture well, and are there for the long-term. They are best placed to solve the issues their local community faces.”** HHA Cambodia currently has 15 paid staff, eight full-time and seven part-time.

Human & Hope was established in 2013. Sally led Human & Hope as Board President from 2013 to 2019, before transitioning to a CEO role where she provides advocacy and leads Human & Hope's global fundraising (donors and grants) and oversees the proper administration of funds sent to Cambodia. She is Human & Hope's only paid employee.

Sally was awarded an Order of Australia Medal for service to international communities at the age of 33. Her manifesto 'It's Not About Me', published in 2019, details her journey.



“I want my children to be educated. I don’t want them to be ignorant like me. That’s why I have been sending them to school and I am saving money for their further education,” - Vanna, mother of two children in the education program

About the Walk to Cambodia

The Walk to Cambodia is a virtual fundraising and fitness event that runs throughout the month of April. Now in its third year, our goal is for our participants to collectively walk the distance from Australia to Cambodia whilst raising crucial funds for children's education programs. In 2021, we want to raise funds to support 200 Cambodian children to receive a year of quality education.

How does it work?

SIGN UP on our website. You can register as an individual or a team. If you are walking in a team, each team member will register separately on the Walk to Cambodia website, but only one person needs to establish the team fundraising page through GiveNow. It's best to nominate a 'Team Leader' to take charge.

START STEPPING from 1st April and record your steps each day using a step counter or fitness tracker. You will be able to log these steps in your own portal through the Walk to Cambodia website.

GET SOCIAL and share the badges you collect with your friends on social media and via email. Follow our @walktocambodia Instagram page, where you will get to virtually experience the locations you are walking to in Cambodia. #walktocambodia2021

FUNDRAISE using the tips in this pack. Every \$120 you raise will support a child with a year of quality education. Donations over \$2 are tax-deductible for your supporters.

JOIN OUR COMMUNITY and participate in social walks across Australia. Contact us at sally@humanandhope.org if you would like to host your own!

KEEP AN EYE ON YOUR INBOX AND OUR WEBSITE as we update you with the step progress, fundraising tally, new social walks and health tips.

BE PREPARED TO WIN prizes for your fundraising efforts, most steps walked and best social media post.

How to Set Up your Fundraising Page

- Visit www.givenow.com.au/humanandhopeassociation
- Click 'Create CrowdRaiser' on the right side of the page.
- Enter your email and page title, such as 'Kelly is Walking to Cambodia'.
- Decide whether you want to set up your page as an individual or a team.
- Enter a description for your fundraiser. We have text you can copy and paste below.
- Select if you want a daily donation report so you can thank your supporters, the date you wish to close the fundraising page (**this will be the 9th May 2021**) and your target amount (**we recommend a target of \$250 per participant, but if you would like to aim higher, please do!**).
- Upload a cover photo (this is available for download from the Walk to Cambodia registration page) and a profile picture. Add a YouTube video link, such as.

About Human and Hope - www.youtube.com/watch?v=VQZ1kPDemBA

One Minute at HHA Cambodia - www.youtube.com/watch?v=VhHyhkK89ck

- Preview your page and if you are happy, press submit.
- You will receive an email to confirm your CrowdRaiser page. Once we have checked everything, we will confirm your registration for the Walk to Cambodia!

Crowdraiser Text Example

The distance from Sydney to Siem Reap, Cambodia, is 7,252km. That's around 9, 572,640 steps. This April, I am proud to be virtually walking the distance to Cambodia.

By supporting my participation in Walk to Cambodia, you will help me raise funds to provide education to Cambodian children living in poverty. Children like *Thida.

Thida comes from a family with a long history of violence. After her parents divorced, Thida moved in with her father, who developed a dependence on alcohol. He remained unemployed, leaving it to Thida and her siblings to find money to feed the family and support her studies.

Despite the hardships Thida faced, she began studying at HHA Cambodia in 2016.

“Thida is clever, brave, talkative, and always laughing. Though she always smiles every time she meets teachers and friends, we can see the difficulties that she has faced and overcome as well as the hope for a better future from her bright eyes. When talking about overcoming obstacles, being patient, and perseverance, Thida is our role model and a great example.” - Phyrom, Thida's teacher

Thida comes to class late regularly, as she needs to pick her cousin up from school and undertake housework before she can be permitted to study. Her teachers make an exception for Thida, as they know how difficult her circumstances are.

After English class each day, Thida helps her siblings take care of their livestock, harvest rice and grow vegetables to sell at the market. Even with these responsibilities, Thida's academic performance has improved dramatically, with her always getting good grades in her assessments and exams. We are certain that because of Thida's dedication to her studies and challenging life, she will use these experiences to overcome poverty in the future.

Your generosity in supporting my Walk to Cambodia will ensure other children like Thida are afforded the same opportunity.

Thank you for your support!



“I really love my class because my teacher has many games to play. In the future, I want to be an engineer,” - Mab, Preschool Graduate

Promoting your Page

There are plenty of ways you can promote your fundraising page. Consistency is key; if you don't see results straight away please don't be disheartened. It's an opportunity to try a new approach!

- Personally email or text your family, friends and colleagues with a story about why you are participating in the walk. Pull at their heartstrings!
- Every time you receive a badge, share it on social media with a call to donate.
- Host a virtual or in-person wine and cheese night, and get your friends to 'dare' each other to partake in fun challenges for a donation.
- Tell your friends you will complete a challenge and post it online if they help you reach your fundraising goal.
- Offer to match donations dollar for dollar up to a certain amount.
- Get your workplace involved; host a lunchtime walk and ask for a donation from the participants.
- Keep your CrowdRaiser link in your social media bio for the duration of the event.



Email Template

Want some inspiration to email your family, friends and colleagues? Feel free to use the email template below!

Dear friends,

Haven't got time to read this email? You can head straight to my donation page. *(insert hyperlink)*

This April I am proud to be virtually walking the distance from Australia to Cambodia to raise funds for children's education. The sad reality is that 1 in 5 Cambodians over the age of 15 are **illiterate**; 35% of Cambodians live in **multidimensional poverty** (and this is expected to increase drastically due to COVID-19), and only 38% of teenagers are enrolled in **secondary education**.

By supporting my participation in Walk to Cambodia, you will help me raise funds to change these statistics. We all know that education is the key to improving lives, which is why the funds raised will provide education for children living in poverty in Siem Reap. Every day, more than 250 children attend education classes at Human and Hope Association Cambodia, a community centre that is **entirely run by local staff** who can provide the children with the consistency, support and dedication they need. These classes include English and Khmer language classes, preschool, art and a library.

The COVID-19 impact in Cambodia has been equivalent to losing five years of human development progress. Let's not allow those figures to get worse.

You can support my walking efforts by making a donation to my fundraising page. *(insert hyperlink)*. Donations over \$2 are tax-deductible.

Thank you for your support!

Badges

Celebrate your milestones with badges! We encourage you to update your steps daily on the Walk to Cambodia website so you can collect your badges in real time. There is an option to share your badges from our website; this is a great way to promote your achievements and encourage your friends to donate.

Half a Mill!
500,000 steps



You absolute legend! You have walked HALF A MILLION STEPS in less than a month. We salute you with our highest honour, the Half a Mill badge. Go and celebrate with a massage.

Capital City Champion
400,000 steps



Wow! You have walked the distance from Siem Reap to Phnom Penh, the capital of Cambodia. Home to two million people, this busy city is where you will find historical architecture and attractions.

World Heritage Explorer
350,000 steps



You have walked from east Bungs Tring to Preah Vihear temple, on the border of Thailand. Located on top of a 525 metre cliff, it is said to be the last place to fall to the Krmer Rouge.

River Ranger
300,000 steps



You have walked the distance of the Tonle Sap River and back again! This natural beauty is the only one in the world whose tide changes annually.

Angkor Angel
250,000 steps



What an achievement - you have walked around the grand circuit of Angkor EIGHT TIMES. Did you enjoy exploring the centuries-old temples that were without the heat of time?

Battambang Buddy
200,000 steps



Wow hey! You have successfully walked from Siem Reap to Battambang. This city is in Northwestern Cambodia and was formerly a french colonial town.

Jungle Explorer
150,000 steps



Neat! You have walked from Siem Reap to Koh Ker, a 10th-century temple complex in the north Cambodian jungle. The main structure, Koh Ker temple, is a stepped 7-tiered pyramid.

Bokor Bandit
100,000 steps



Feel the burn! You have walked from Kampot in Southern Cambodia, to the top of Bokor Mountain and back again. On top of the mountain you would have explore 1920's French Colonial buildings.

Mountain Magnet
50,000 steps



You have successfully walked from Siem Reap to Phnom Kulen, a mountain range that was a quarry in Angkorian times. We hope you took some time out to relax in the numerous waterfall!

Temple Tracker
25,000 steps



Did you enjoy the sight? You have just walked from Angkor Wat to Sambor Prei Kuk temple. This remarkable temple was built in the 10th-century and was dedicated to the Hindu god, Shiva.

First Milestone!
10,000 steps



Congratulations! You have walked from Siem Reap City to Kamon and Hope Association's community centre in rural Siem Reap, where 200 children receive education each day.

Walk and Win!

We want to reward your stellar fundraising efforts, and are offering some incredible prizes this year!

Individuals

\$250 = \$20 voucher for our Hope on Purpose online store.

\$500 = A paperback copy of 'It's Not About Me', signed by the author + a pack of e-books written by HHA Cambodia's students.

\$750 = A paperback copy of 'It's Not About Me', signed by the author + a \$20 voucher for our Hope on Purpose online store + a pack of e-books written by HHA Cambodia's students.

\$1,000+ = A personal thank you video from Thai San, the Managing Director of HHA Cambodia + a paperback copy of 'It's Not About Me', signed by the author + a \$50 voucher for our Hope on Purpose online store + a pack of e-books written by HHA Cambodia's students.

Teams

\$1,000 = A pack of e-books written by HHA Cambodia's students.

\$2,000 = A personal thank you video from Thai San, the Managing Director of HHA Cambodia + a pack of e-books written by HHA Cambodia's students.

\$4,000 = Five paperback copies of 'It's Not About Me', signed by the author + a personal thank you video from Thai San, the Managing Director of HHA Cambodia + a pack of e-books written by HHA Cambodia's students.

\$5,000 = A virtual party for the team run by Human & Hope's CEO and HHA Cambodia's Managing Director where you will hear all about their journeys and participate in a Q&A + a pack of e-books written by HHA Cambodia's students.

\$10,000+ = A half-day online Wellbeing Package for your team consisting of:

- A welcome from Human & Hope's CEO and update on the impact your team's fundraising initiatives have raised
- A workshop on How to Structure Your Life for Success, run by Business Coach Yvette Mayer
- A yoga class run by the Playful Yoga Warrior, Rachel Falconer
- A mindfulness class,

PLUS a pack of e-books written by HHA Cambodia's students + a personal thank you video from Thai San, the Managing Director of HHA Cambodia

Additional Prizes

We are also offering prizes for:

- Most steps walked
- Donor prize
- Best social media post

So be sure to lace up your joggers and get social!

Contact Details

Want to get in touch? Reach out to our team using the details below!

Fundraising, public speaking and all other enquiries - Sally Hetherington
OAM - sally@humanandhope.org

Community Fundraising - Kimber Stowe - community@humanandhope.org

Marketing and Media - Mike Collins - mike.collins@humanandhope.org

Troubleshooting - Christian Caltabiano - administrator@humanandhope.org

Corporate Partnerships and Events - Angela Stansfield -
fundraising@humanandhope.org

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