

C4C Report Card

1 March 2009 | Volume 1

AND, WE'RE OFF...

We thought it would be a good idea to provide an update since launching our charitable adventure known as Classrooms for Cambodia several weeks ago.

This newsletter is intended to keep our growing community of supporters informed about our fundraising status, school construction progress and new fundraising programs in which you may want to consider participating. We will also let you know what you can expect from us over the next several weeks. This will in turn help us prioritize our efforts in the spirit of utilizing your support as productively as possible. We have appropriately named our newsletter the "C4C Report Card" and will try to update you more or less on a monthly basis.

Our activities to-date have focused on launching our website, setting up and attracting members to our Facebook Group, networking with other Cambodian charities and communicating our project to family, friends and colleagues.

We have been pleased with our early fundraising progress, having raised approximately 24% of our \$19,000 goal as of the end of February. This is particularly encouraging as many friends and colleagues had not been contacted by the end of February, and we are getting a lot of encouraging feedback on our project - both from donors and people contemplating making a donation.

FIRST FUNDRAISING PROJECT LAUNCHED

While direct donations through our website are most appreciated ☺, we recognize that this source of fundraising alone will not deliver our objective. Over the next several months, you can expect to see us roll-out various fundraising programs. We've got loads of ideas filling our heads, we just need more time to organize them so that they can be run efficiently. The first of many efforts is, however, well underway:

Mike will be riding L'Etape du Tour on July 20th. The Etape is a famous amateur cycling event, consisting of riding a stage of the Tour de France approximately one week before the pros race the same stage. This year's Etape will cover 172km and five categorized climbs, including a finish up the 21km-long Mont Ventoux. It is a classic bike ride and will be the biggest challenge Mike has taken on as a recreational cyclist.

If you would like to sponsor Mike's ride, you can make a donation through www.justgiving.com/mikemagluilo (UK taxpayers) or www.firstgiving.com/mikemagluilo (US and RoW taxpayers).

"My training is going well so far, having just completed a 120km ride in London taking in Highgate Hill and several laps around Richmond Park. I am cycling about 12 hours per week now and expect to increase that significantly over the next several weeks."

Some of you will be aware that Mike is lucky to be on the bike these days. In early February he was hit by an oncoming car that decided to turn in front of him while he was cruising at about 30kph in central London. Fortunately, neither Mike nor his bike sustained serious injuries, but it did force him to take a week off the bike to recover and nurse bruises to his knee, shin and shoulder.

"The silver lining to the story is that the driver who hit me agreed to make a donation - thanks for the help, Mike H!"



AAfC school under construction in Prek Koy, rural Cambodia

ANNOUNCING OUR SECOND FUNDRAISING PROJECT

Event-Specific eCards

Why not make a donation to C4C in someone else's name and commemorate the gift with a stylish eCard? The first eCard program is now online for Mother's Day in the UK on March 22nd (visit the Events page of our website at <http://tinyurl.com/dvy7yb>). We will also be offering eCards for Easter Sunday on April 12th, Greek Easter on April 19th, Mother's Day in the US and many other countries on May 10th and Father's Day in the US and many other countries on June 21st.

We would be happy to create a custom eCard for any occasion you would like: Thank You, Birthday, New Baby, Anniversary, Get Well, You Name it! Just drop us an email at info@classroomsforcambodia.com and let us know what you are looking for.

BREAKDOWN OF FUNDS RAISED Through 28 February 2009

\$4,606
Total Funds Raised
24%
Percentage of \$19,000 Goal Achieved
33
Number of Donations
\$400
Maximum Donation
\$140
Average Donation
\$0
Minimum Donation (no donation is too small!)
3
Number of Countries Donating
50%
Percentage of Donations to the General Fund
50%
Percentage of Donations to Fundraiser #1 (Mike's Etape Ride)

HOW CAN I HELP?

We are getting a lot of enquiries from people wanting to know how they can help us with our fundraising efforts. Thank you for this and keep it coming! We have set out below some initial ideas. By no means is this an exhaustive list - these just seem like relatively easy ideas to organize and get friends, colleagues and your local communities to support. We encourage you to share additional ideas with us. The success of our project will depend on "viral fundraising" activities such as these.

1. If you are contemplating making a donation or sponsoring Mike's Etape ride, please don't hold back, as no donation is too small. We recently added a list of "School Supplies" to our website to help you understand the impact your donation has on the construction of a C4C school. You can link to the list from the Donate page of our website or click <http://tinyurl.com/bf9tbn> to learn more.
2. **Dress Down Friday.** Plan a "Dress Down Friday" at your office and ask everyone who dresses down to donate some minimum amount to C4C (say \$/£/€ 5). If your office already dresses casually, get creative and consider a "Fancy Dress Friday".
3. **Do you belong to a book club?** Consider adding a Cambodian or education-philanthropy book to your reading list (see recommendations on the Donate page of our website). In addition to discussing the book as part of the usual format of your club meeting, ask members to consider making a donation to C4C, which you can collect and contribute via our website. You can hand out our flyer when you pitch the idea (available on the Events page of our website) and ask members to review our website as they contemplate making a donation.
4. **Bake sales!** Does your child's school, your local church or your residential community run bake sales, potluck dinners or similar events on behalf of charity? If so, we would be happy to help you share the C4C story with your organization in order to put us on the list of charities considered for the fundraiser.
5. **Sign up for - or create! - your own sporting event** (triathlon, half-marathon, long walk, weekend club ride, etc.) and collect donations on behalf of one of our two partner charities, American Assistance for Cambodia (in the US and RoW) or HOPE Worldwide (in the UK to take advantage of Gift Aid). You can collect donations by setting up your own Justgiving or Firstgiving site - it's easy and free. Just make sure we have your Just- / First-giving site details to track your contribution.
6. **Be a distributor of artisanal Cambodian products.** See the next section for more information on the products we will be sourcing from Cambodia shortly. Why not host a "Tupperware-style" party and sell to your local friends, colleagues or community organizations? We can work with you to provide samples in advance. You can market the party by using our flyer and website.
7. **Throw a party!** In honor of the direction asset values are heading, host a '70s costume party. Include our flyer in the invitation to your guests, and ask all your guests to set aside a minimum donation to contribute to C4C when they arrive.

WHAT YOU CAN EXPECT IN THE COMING WEEKS

Artisanal Cambodian Products

We are finalizing sourcing arrangements with a Cambodian supplier of artisanal silk scarves and handbags. These products are hand-made by a socially-responsible company that employs disabled workers as a means to provide meaningful employment to this disadvantaged group. Cambodia has one of the world's largest disabled populations due to a high number of land mine victims and lack of modern healthcare services, meaning diseases such as polio are still common.

You will be able to purchase a selection of these products through the online shop on our website. We will also be looking to recruit "distributors" interested in selling smaller batches at a local level. Ideas for this sales model include "Tupperware party" events at home, participation in arts & crafts fairs, presentations to social clubs or informal sales to family and friends in your local community. Please contact us if you are interested in learning more.

A Visit to an AAfC School

Later this month our friends Bill and Cindy Peterson will be visiting Siem Reap, Cambodia. While there, they will visit the Stephen Ellis school located approximately 20 minutes outside Siem Reap, near the Angkor temples. This school was built by American Assistance for Cambodia (AAfC), our partner charity. They will meet the students of the school, and we hope to be able to share pictures and interviews from their visit in next month's newsletter.

Identification of Our School's Village

We expect to surpass \$5,000 of raised funds shortly. Once we hit this milestone, we can begin working with the Cambodian Ministry of Education to identify the rural village where our school will be located. We will share news of this with you as soon as we know it and begin to feature this village on our website and in future newsletters.

Media Coverage

Sometimes it's nice to be noticed. Over the coming weeks, we expect C4C to be featured in a few media publications. Please look for the Media page to appear on our website where we will post all relevant articles. Feel free to pass our story and website along to local media outlets in your community to help us get the word out. Contact us with any suggestions you may have - we will be happy to provide you an appropriate press pack.

ABOUT C4C

Classrooms for Cambodia is a non-profit fundraising project started in February 2009 by Noelle and Mike Magluilo. Our objective is to raise \$19,000 to help build a much-needed school for kids in Cambodia. We are working in partnership with two established charities in Cambodia, American Assistance for Cambodia (a US-registered charity) and HOPE Worldwide (a UK-registered charity).

WE NEED YOUR HELP: either through direct donations; sponsoring or participating in various fundraising projects; organizing your own fundraising event; or simply spreading the word to your family, friends and colleagues.

We are putting our own money into this project and taking nothing out, other than memories, new friendships and the satisfaction of delivering our goal.

Please join us.

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 twitter: www.twitter.com/c4cproject

