

C4C Report Card

1 April 2009 | Issue 2

C4C REPORT CARD - OUR MONTHLY NEWSLETTER

As covered in last month's inaugural newsletter, the C4C Report Card is intended to keep our growing community of supporters informed about fundraising status, school construction progress and various fundraising programs you may want to consider supporting or running yourself.

You can expect to hear from us more or less on a monthly basis. We would likewise be happy to hear from you, so feel free to let us know what you think about our newsletter, the project, etc...

FUNDS RAISED THROUGH MARCH 2009

We are very happy to announce that through March 31st we have raised 54% of our \$19,000 goal. We are extremely grateful to the more than 75 individual donors that have allowed us to reach the \$10,000 milestone approximately one month ahead of schedule! We have included a list of all donors in this month's newsletter and look forward to watching the list grow over time (please see page 4).

While we are delighted to have passed our 1/2-way milestone, we still very much need help to complete our fundraising. For those of you who have already donated - a most sincere thank you. For those of you contemplating making a donation, please know that any amount will be greatly appreciated. If you are interested in supporting our project in other ways, there are several fundraising programs you may want to consider running yourself. See page 3 for more information.

\$10,208
Total Funds Raised
54%
Percentage of \$19,000 Goal Achieved
77
Number of Donations
\$10 - \$1,400
Individual Donation Range
\$133
Average Donation
5
Number of Countries Donating



Photo taken by Bill Peterson while visiting an AAfC school near Siem Reap (see story on page 2)



Our friend Cindy Peterson showing Cambodian kids a video of the coconut dance they performed in class (see story on page 2)

OUR SCHOOL'S LOCATION CONFIRMED!

Trach Torng in Kampong Speu

Having passed the \$5,000 fundraising mark in March, we recently confirmed our school will be located in the Trach Torng commune, in the Kampong Speu province of Cambodia. It is approximately 70km West of Phnom Penh, a roughly 90-minute drive by car.

Our school will be a lower secondary (junior high) school for grades 7 to 9. It will be located next to a three-room primary school built by the Cambodian government in 1996. Our school will enroll approximately 70 seventh grade students in its first year. These kids are currently enrolled in the sixth grade at three nearby primary schools.

Feeling creative? We are seeking suggestions for a name for our school. Please email ideas to info@classroomsforcambodia.com by April 25th. We will include a shortlist of names in next month's newsletter and put these top ideas to a vote in May.

We also plan to bring you more information on the village and construction progress in upcoming issues of this newsletter.

C4C IN THE PRESS

The Citizen of Laconia, New Hampshire

The March 16th edition of *The Citizen of Laconia* in Noelle's hometown in New Hampshire ran a story on Classrooms for Cambodia titled "Couple with local ties pushes Cambodia school project".

In addition to an incredible amount of typos, the article offers an accurate account of the C4C story and our reasons for creating this project. For those of you who had the pleasure of attending high school with Noelle, you may enjoy the following testimonial provided by Gary Liptak, Noelle's high school science teacher:

"Liptak remembered [Noelle Bourgault] Magluilo as a 'marvelous kid who came off as unafraid of challenges'.

'It doesn't surprise me a bit that she ended up doing this sort of work in Cambodia,' said Liptak, adding that 'as an educator, I'm just thrilled when I see one of our kids do wonderful things in general but specifically great things in education.'"

You can read the full article online at <http://tinyurl.com/cdp92y>.

AN EYE-OPENING VISIT TO CAMBODIA AND ITS SCHOOLS

The Need for Quality Schools Confirmed, Lessons to Ensure Sustainable Success Learned

Our friends Bill and Cindy Peterson visited Cambodia in late March during an extended trip through Southeast Asia. They spent several days in Siem Reap, where they volunteered as English teachers and, with some hesitation, building engineers.

“They asked us to help design a kitchen, since we were engineers and all. YIKES! We tried explaining that we were not THAT kind of engineers...”

Bill and Cindy’s first-hand observations have confirmed the virtues of why we created Classrooms for Cambodia. They found kids that were hungry to learn, grateful for the contributions of volunteers and donors and enthusiastic to use the limited resources available to them.

Their experience teaching at a government-run orphanage underscored what we view as the benefits of building a school through American Assistance for Cambodia (AAFC). (Note: AAFC is our charitable partner that has been building, monitoring and maintaining schools in Cambodia for the past 20 years). For example, the orphanage-school at which they taught had a shortage of books, notepads and writing instruments; employed underpaid and undertrained schoolteachers; and was located in a poorly maintained building.

We have deliberately organized our project to be a partnership with AAFC. As opposed to trying to manage the on-the-ground work ourselves, we would prefer to benefit from AAFC’s experience of building, monitoring and maintaining more than 400 schools in Cambodia, training teachers and hiring professional teachers at a fair market wage. By working with AAFC, we hope our school will avoid the issues Bill and Cindy encountered in their visit.

However, hope is not a strategy, and we don’t want to simplistically assume someone else will “take care of it”. Bill and Cindy’s observations highlight the importance of not walking away from this project once our school is opened. To this end, we have started to give some thought to how we will be able to ensure the sustainable success of our school.

One idea we have come up with is to identify a school that has an interest in running a fundraising program for C4C to also serve as a “partner school” with our C4C school. We will encourage these partner schools to communicate as pen pals and update us as to what they are learning from each other. These updates, combined with our separate communications with the C4C school’s headteacher and AAFC will help us keep an eye on things.

We will continue to work on a simple yet effective way to ensure our school serves its purpose over time. Any lessons you may have learned from similar experiences are welcome.

You can read more about Bill and Cindy’s teaching experience in Cambodia by viewing their travel blog at <http://tinyurl.com/crx49a>.

FUNDRAISING PROGRAMS UPDATE

Fundraiser #1: Mike’s Ride in L’Etape du Tour - 20 July 2009

This fundraiser has been very well received, having generated just over \$5,000 of sponsorship donations - thanks to all for your huge support for my ride and our project.

Training is going well. I think I am now fully recovered from the crash back in February (see last month’s newsletter for that story). Completed a 130k ride on March 28th and putting about 12-15 hours on the bike a week. Looking forward to our move to Southwest France in early May where I will be able to enjoy riding the rolling hills of the Gascogne region as well as easy access to some classic Pyrenean mountain climbs.

Fundraiser #2: Gift eCards Off to a Slow Start - Hopeful for Easter

There was not much interest shown from the UK crowd for Mother’s Day eCards on March 22nd. Right, well, we will keep calm and carry on.

The idea behind the eCards is to enable supporters to make a modest donation to C4C in someone else’s name by sending them a stylish eCard to commemorate the gift. The next holiday card we have created is for Easter Sunday on April 12th. Please visit the Events page of our website at <http://tinyurl.com/dyy7yb> to learn more and place an order.

In addition to Easter, we would be happy to create a custom eCard for any occasion you have in mind. Over the past month, we have created custom eCards to commemorate new babies and birthdays, so please keep this in mind. Just drop us an email at info@classroomsforcambodia.com and let us know what you are looking for.

Fundraiser #3: Reading (UK) ½-Marathon - 29 March 2009

Rebecca McCheyne and Matt successfully completed the Asics Reading Half Marathon on March 29th. In the process, they managed to raise £185 for Classrooms for Cambodia through sponsorship from family, friends and colleagues (as of March 31st). You can view their Justgiving page at www.justgiving.com/rebeccamccheyne. Congrats guys and thanks for the support!

Fundraiser #4: London to Brighton Bike Ride - 21 June 2009

Helen Jones just launched her Justgiving page to raise money for Classrooms for Cambodia. You can sponsor Helen as she tries to achieve her £600 goal at www.justgiving.com/helenjones78. Good luck with the training, and our fingers are crossed you don’t break yours this year, Helen!

Fundraiser #5: Sale of Artisanal Cambodian Products

Noelle has begun selling hand-made Cambodian silk scarves and handbags in the UK. Due to our upcoming move to France in early May, these will only be available for purchase on a direct basis until May 5th. Please contact Noelle at info@classroomsforcambodia.com if you would like to view samples and place an order. We will have scarves and hand-made silk purses available for purchase through the Online Shop of our website in the U.S. in June.

We are sourcing these products from two small, independent workshops that employ disadvantaged Cambodians (both were started by land mine survivors). The workshops are run as cooperatives, giving employees training, food, accommodation and a share of the profits.

LOOKING FOR A WAY TO HELP? ADDITIONAL FUNDRAISING PROGRAM IDEAS

We are encouraged by the number of emails we get from people interested in creating their own fundraising program. For those of you thinking about this, please go for it - we need your help! We have summarized below some of the ideas that appear to be gaining traction.

Sporting Events. As Bex, Matt and Helen have demonstrated (see Fundraisers #3 and #4 on page 2), creating your own First- or Just-giving webpage to collect donations from sponsors of your sporting event is easy to do and a big help to our project. The range of events you can participate in is huge, whether it is a full- or half-marathon, triathlon, road or mountain biking event or an awareness walk. We have received additional indications from people planning to nominate our partner charities for their events, so we expect to be able to share this news with you soon.

Wii Tournament. We've all heard the story. You've invested in the Wii and have been waiting to be able to show off your virtual athletic prowess. Why not do so in a big way by hosting a Wii Tournament at your home? Get creative in designing what your Wii Tournament will look like: focus on one or multiple events, organize teams or go every person for themselves. We are happy to help you with C4C-related communication and logistics. For example, you could include our flyer with the invitation to the tournament and inform invitees that you will be collecting a donation, part of which will go towards prizes, part of which will go towards a donation to C4C in the group's name.

Potluck Dinner Party and Raffle. Invite a large group of friends over and ask everyone to bring a meal. One idea is an "international dinner party" where guests bring a dish reflecting their ethnic heritage. You can explain the dual purpose of the party is to raise money for C4C, include our flyer in your invitation and ask everyone to contribute when they arrive. If you want to provide further inducement to the group, you can use a portion of the money to purchase prizes you raffle off at the end of the night.

Bake Sales. Does your company, child's school, local church or 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. In addition to our website and flyer, we have developed a slideshow presentation that tells the C4C story for a similar event planned for this summer. We would be happy to work with you to tailor the presentation for your audience.

KHMER ROUGE TRIALS UNDERWAY

PHNOM PENH, Cambodia – The first substantive sessions in the trials of former Khmer Rouge officials began on March 30th, 30 years after the end of the notorious communist regime that left some 1.7 million Cambodians dead.

Reuters covered the first day of these trials in a helpful Q&A format, which you can view at <http://tinyurl.com/cx8ugs>.

MAILBAG & OTHER C4C COMMUNITY NEWS

In addition to the reports and photos from Bill and Cindy Peterson included in this month's newsletter, we have received a lot of helpful correspondence from other members of the C4C community. While impossible to include everything in this newsletter, we have presented a sample below:

Nicola Taylor has been a huge help on the viral marketing and fundraising front

- Recruited her brother to nominate HOPE Worldwide (our UK partner charity) as the charity he will raise funds for when he runs a triathlon in September
- Working the Book Club angle with her friends
- Put us in touch with the Photofusion Gallery in London, which is running a photo exhibition from May 1st - June 26th titled "Portraits from Cambodia's Killing Fields". The gallery has agreed to post Classrooms for Cambodia flyers at the exhibit. If you are in London, please check out this exhibit at <http://tinyurl.com/5acyuy>

Joy Bannister sent us a touching note based on her experience travelling through Cambodia last year. An excerpt from her email follows:

"Our guide in Siem Reap had been taken out of education during Pol Pot's time and forced to work in the fields collecting cow dung for fuel cakes. In spite of this his teacher (who had managed to stay alive) had secretly continued to try and educate the children in his home at weekends. That positive spirit was evident in the people we met as well.

We drove past a couple of schools in the country (and also one afloat on lake Tonle Sap!), and it was wonderful to see how even with basic facilities the children (usually in immaculate uniforms) were being given the chance to make up for that 'lost' generation. There is no doubt that your efforts will make a difference and you are to be congratulated."

Antoine Ernout-Dairaine introduced us to a relative who runs a jewelry shop in Phnom Penh. We are exploring a way to add Cambodian jewelry from her shop to the selection of artisanal Cambodian products sold through our website. If you happen to visit Phnom Penh, feel free to visit Waterlily in the city center and say hello to Christine.

Natasha Beeby, a university student in Glasgow, is speaking to us about volunteer teaching English at our school, or another AAFC school, during the summer of 2010.

Enny Choudhury spent two weeks visiting Cambodia in February. She sent along a number of excellent photos, including the one below.



A HEART-FELT THANK YOU TO OUR DONORS
OUR WORLDWIDE COMMUNITY OF SCHOOLBUILDERS IS GROWING
 (as of 31 March 2009)

Dan Adams

Anand & Manushi Baldawa

Phil & Joy Bannister fbo Mary Ford & Zena Klein

Befuddled of Harrogate

Rebekah, Chris & Alex Berry

Sue Ann Bissey and Mike Burychka

Tony Bond

Guillaume Bouhours

Leo & Lauria Bourgault

Maude & Amigo Bourgault

Mel Bourgault fbo Josephine, Noah & Remy Bourgault

Rhett Braunschweig

Jennie & Frank Capodice

Matt & Brenda Ciardiello

Rick Conklin

Alexia Constantinou

Chris Cook

Jessica Dahlstrom

Jim & Connie Dalton

Antoine Ernault-Dairaine

Sarah Dauncey

Dave

Anna & Mark de Venecia

Liz Diprose

The Fitzgerald Family

Jon Fitzsimmons

John Fordham

Kelly & Pam Gavin

Laura Gough

Franz & Lucia Grueter

Brian & Lisa Henning

Jill & Malcolm Hill

Michael Hydes

Helen Jones

Matt Kessler

Warren & Rosie Kellogg

Jack & Estelle Magluilo

Jennifer Magluilo Macey

Jerry & Kathy Magluilo

Jerry & Kathy Magluilo fbo Josie & Remy Bourgault

Noelle & Mike Magluilo fbo Patti Lindsay

Noelle & Mike Magluilo fbo Western Golf/Evans Scholars

Walter & Frisky Magluilo

Andreas & Megan Mang

Anthony Marraccino

Carlo Marsiletti

Rebecca McCheyne & Matt

Chris McMahon

Anne & Jack McNally

The Mishkin Family

Andrew Moye

Nick the Grief

Fia Nilsson

Liam & Donna O'Connor

Judy & Dennis Paloucek

Tiz and Dina Piscina

Lin Roy

Lin Roy fbo Eva Peverett

Frank Rudd

Sally and Jonny

John Stallabrass

Jayne Seaford

Simon & Becky

Patrick Spencer

Nicola Taylor

Martin & Nicky Thomas

Charles Thompson

Ken Thompson

Jason Treeby

Kristyn & Jason Ulrich

Toby Voss

Charles & Mary Walters

Pat Wasser

Watsons of Suffolk

James Woodburn

Mark Worrell

Joan Young



*Photo taken by Bill Peterson while visiting Siem Reap
(see story on page 2)*

ABOUT C4C

Classrooms for Cambodia is a volunteer fundraising project started in February 2009 by Mike and Noelle 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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