

HELP-A-SCHOOL FOUNDATION

Taking action to create a better world for children, schools and their communities



SCHOOLS CONNECT PROGRAM

2015 Theme: *Gratitude*

PROGRAM OUTLINE

This document outlines the **Schools Connect Program** for corporate sponsorship.

Project commencement date: January 2015

Help-A-School Foundation

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SCHOOLS CONNECT PROGRAM 2015

1. PROGRAM SUMMARY

The *Schools Connect Program (SCP)* is a new initiative established by the Help-A-School Foundation, a not-for-profit charity dedicated to enriching the educational opportunities for students in rural schools in India with schools in Australia.

The program will:

- provide stationery and art supplies to classes in India;
- establish learning networks between classes in Australia and classes in rural India;
- feature an **Exhibition of Artworks** created by all participating students on the Theme: *Gratitude*

Sponsorship is required to ensure that as many students can benefit from this program as possible.



2. PROGRAM AIMS

The *Schools Connect Program* (SCP) aims to:

- enhance learning opportunities through the provision of resources to schools in need in rural India;
- provide ‘real-life’ educational opportunities for each ‘buddy class’ through a range of social and literacy activities (including visual and digital literacies) over a period of 6 months;
- explore creative, artistic and innovative ways for students to share their understanding and personal connection with the 2015 theme: *Gratitude*
- promote a ‘helping and learning’ together approach to global relationship and issues

3. SCHOOLS CONNECT TIMELINE 2015

This school to school program will connect a class in Australia with a class of students in India over a 6 month period. Students from both ‘buddy’ classes will engage in a range of social and literacy activities (including visual and digital literacies) to learn about each other’s culture, school and world.

Timeline:

- | | |
|-----------------------------------|---|
| Dec 2014 | <ol style="list-style-type: none"> 1. Establish and ‘buddy- up’ classes to participate in the ‘Schools Connect’ (SC) Program for 2015 (semester 1: January to June 2015) <ul style="list-style-type: none"> • Confirm classes /teachers in S.A. schools • Confirm classes /teachers in Peedam, India schools 2. Establish corporate sponsors to support resourcing for program requirements |
| 2-16th Jan 2015 | <ol style="list-style-type: none"> 3. Visit to Sri Narayani Nethram School in Peedam, India to: <ul style="list-style-type: none"> • Build class profiles of the students in each SC class • Establish partnerships with 2015 SC teachers and support staff • Provide introductory info about the program to the school, community |
| Feb 2015 | <ol style="list-style-type: none"> 4. Establish program activities with classes in S.A. involved in the SC program. <ul style="list-style-type: none"> • Introductory letter or drawing from each student and teacher • Class / school profile/ Photos and video of school / activities • Provide parent information about the program and Exhibition Event 5. Resources for program received in India & distributed to classes |
| March - May 2015 | <ol style="list-style-type: none"> 6. Buddy classes participate in various literacy activities to engage with learning about each other and sharing cultural information. Schools to post materials to each other during this time.
(note – Schools in India end their school year in June) |

June 2015

7. **Public Exhibition Event 28-29 June:** Over this 2 day event, participating classes will display a final piece of artwork that reflects their learning through the program with the virtue of 'Gratitude'. Sponsors invited to hold a stall to promote and sell their products.
8. Review program outcomes with classes involved. Document outcomes.

4. EXAMPLES OF BUDDY CLASS ACTIVITIES

The purpose of the buddy class activities will be to learn about each other's culture, school and world through a range of literacy and creative activities. Some suggested tasks for classes involved include:

- VISUAL LITERACIES; taking photos, making drawings, maps or artwork to share with their buddy class



- ENGLISH/ LITERACIES; letter writing, stories, history narrations, inquiry based research

- DIGITAL LITERACIES; video production and sharing, oral stories, personal histories, cultural activities



5. FINAL EXHIBITION OF ARTWORK: 'GRATITUDE'

Students from each buddy class will be invited to create a final piece of work to submit to an art exhibition on the Theme: *Gratitude*. Any medium may be used to allow for creativity, individualism and to portray the message they wish to share with their audience. This could mean for example; painted canvas work, charcoal drawings, print designs, pastel drawings, photography or handmade craft works.

Details of the Exhibition are:

Dates:

- ❖ Sunday 28th June: Public Day. Open 11.00am – 5.00pm for parents, families and general public
- ❖ Monday 29th June: School Day. Open 9.00am – 3.00pm for participating schools in S.A. to attend as a class group (booked time slot required)

Venue: Norwood Town Hall, Don Pyatt Hall; 175 The Parade, Norwood SA 5067

Student artworks will be offered for sale during this exhibition time, with proceeds contributing to the Help-A-School Foundation's aims and future projects in schools in India.

Sponsors will be invited to hold a stall during the exhibition days to promote their involvement and products.

6. CLASS RESOURCES

- 1) To support the Schools Connect program aims and activities to be successfully achieved, the following resources will be provided to each buddy class in India. (approx. 40 students per class)

The Class Resource Kit minimum requirements are:

Items required	Approx. retail cost price
<input type="checkbox"/> 40 x lead pencils, erasers, rulers and bios	\$175.00
<input type="checkbox"/> 40 x sets of coloured pencils	\$199.00
<input type="checkbox"/> 40 x sets of textas or crayons	\$119.00
<input type="checkbox"/> 40 x lined writing pads and 40 x blank exercise book/ sketch pad	\$160.00
<input type="checkbox"/> 5 x reams A4 white paper (for classroom)	\$27.00
Total retail cost per resource kit	\$675.00

** Any donations of additional resources or art/ craft materials would be gratefully appreciated and will be distributed across classes within a school to share

- 2) **Classes in Australia:** To support the final creation of the exhibition piece, all classes will receive a **\$100** voucher to spend at one of our Bronze, Silver, Gold or Platinum Sponsors stores.

SPONSOR OPPORTUNITIES

7. EXHIBITION EVENT

The Schools Connect Program will culminate in a 2-day Exhibition of Artwork (see previous section 5).

Aims of the Exhibition Event are to provide an opportunity for:

- students, teachers, parents and the general public to view the project/ art works and engage with participants about their learning and perspectives.
- raising awareness of the Help-A-School Foundation's aims and projects
- Major sponsors to display and promote their contribution and products

Sponsor benefits include:

- Promotion of the business name and products
- Increased positive public image through sponsor involvement and support of charity work
- An opportunity to directly link products to outcomes of artworks (on display from students)

*Sponsors may consider providing classes with a newly featured or innovative artwork product to use for their Exhibition piece to showcase 'end products'

Anticipated attendance:

We currently anticipate 16 -18 classes will be involved in South Australia in the Schools Connect Program 2015. This equates to approx. 450-500 students and their families involved in the program within South Australia. Final class numbers will be known by Dec 12th when school registrations are due.

8. SPONSORSHIP CONTRIBUTIONS

The sponsorship contribution *may* consist of these elements (depending on sponsor level):

1. The donation of Art / Craft materials, cash, or voucher– to the value of \$100 or more
2. The donation of the materials **or** \$ funding for a 'Class Resource Kit' (see previous section 6)
3. The donation of a \$100 voucher to the sponsor's store
4. An additional cash donation will contribute to funding the following project aims/ activities:
 - ii. The purchase of an electronic device (eg tablet) to share between 2 classes in India. This will allow these students to participate in taking photos, videos and creating other digital literacy works in the project and afterwards.
 - iii. The purchase of USBs, postage bags, freight and stamps for the classes in India to post their letter and drawings to their buddy class in S.A.

SPONSORSHIP LEVELS & BENEFITS

	Supporter	Bronze	Silver	Gold	Platinum
❖ Name to be listed in the Exhibition program	✓	✓	✓	✓	✓
❖ Private invitation to Public Exhibition Event	✓	✓	✓	✓	✓
❖ Certificate of sponsorship appreciation	✓	✓	✓	✓	✓
❖ Sponsor logo on welcome screen at event		✓	✓	✓	✓
❖ \$100 Voucher to be provided to participating class in S.A. to spend at sponsor's store		✓	✓	✓	✓
❖ One page promotional flier at the event door			✓	✓	✓
❖ Logo on all promotional materials for event			✓	✓	✓
❖ Logo and link to sponsor on the <i>Help-A-School Foundation</i> website for 1 year			✓	✓	✓
❖ Sponsor stall at Exhibition event – 1 table				✓	✓
❖ Sponsor logo on certificates of participation for all students and teachers				✓	✓
❖ Selection of sponsor stall location at event					✓
❖ Sponsor recognition & public promotion to audience at Event (2 mins x hourly each day)					✓
❖ Half page sponsor advert in the <i>End of Project Report</i> document					✓

The following levels of sponsorship are available for 2015:

- (a) SUPPORTER = cash donation, voucher **or** art/ craft materials of \$100 *or more* in value
- (b) BRONZE = donation of materials or funding for **1** Class Resource Kit *and* \$100 voucher
- (c) SILVER = donation of materials or funding for **1** Class Resource Kit, \$100 voucher *and* \$250 contribution
- (d) GOLD **x 3 sponsors only** = donation of materials or funding for **2** Class Resource Kits, 2 x \$100 vouchers *and* \$500 contribution
- (e) PLATINUM **x 1 VIP sponsor only** = donation of materials or funding for **3** Class Resource Kits, 3 x \$100 vouchers *and* \$750 contribution

To become a sponsor for the 2015 Schools Connect program complete the attached registration form and return **before December 19th 2014**.