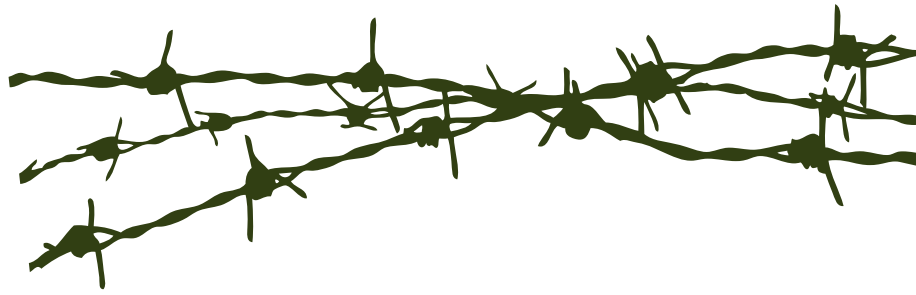


THE PHILANTHROPY CHALLENGE



Dear Teachers

I would like to extend to you and your schools' geography students the opportunity to participate in The Philanthropy Challenge. It is a 10 week co-curricular initiative to support the Stage 4 Geography Syllabus which encompasses Global Environments, Global Change with particular attention to global inequalities, global issues and the responses and actions individuals and groups can take to make a difference in the world. The challenge actively engages your geography students in civics and citizenship within our growing global village.

The Philanthropy Challenge is free to register and participate.

The Philanthropy Challenge requires students to undertake as many home or school 'chores' such as setting the table, unpacking the dishwasher, walking the dog, washing the car, vacuuming the house, carrying teacher books, cleaning the classroom or school yard as they can get over a 10 week term. There is an unlimited list of 'chores' that they can perform, the students are only limited by their ethical and safe imagination.

Each 'chore' performed must be financed by a sponsor. A sponsor would be a parent, brother, sister, relative, friend and / or teacher. Each sponsor negotiates with the student the wage value of the chore (eg: a minimum of \$0.10 to a maximum of \$5.00 per chore) before the 'chore' is performed.

At the end of 10 weeks, all the money earned by the student is spent on a Non-Government Organisation or Not For Profit Organisation (NPO) of the student's choice: animal and / or human, domestic and / or global.

Samples of global and domestic organisations:

- World Vision
- WWF
- Red Cross
- Plan
- WSPA
- Oxfam
- ChildFund
- HSI
- IAPF

At the completion of the challenge, participating students are acknowledged with a Certificate of Philanthropy signed by Damien Mander, CEO of the International Anti-Poaching Foundation (as seen on 60 Minutes in 2010) and founder of the 'Guardian Conservation' concept.

The Philanthropy Challenge was developed by geography teachers who wanted geography students to walk away from each lesson with an ingrained memory of what had been taught so they would use their knowledge during recess, lunchtime and out of school time. They wanted their students to develop a new identity that embraced a higher standard of behaviour with more compelling values and attitudes of empathy, consideration, patience, endurance, wisdom and 'pro-activity'. They wanted their students to gain a working knowledge of what it felt like to earn a low wage as experienced by 'child labour' and 'developing country' workers. They wanted their students to experience the value of money and how \$1 a day does save a person or a rainforest or their favourite animal from extinction.

The Philanthropy Challenge has been embraced both domestically and globally due to its message: that no matter what your age, no matter where you are located – individuals WILL make the world a better place when they DO something towards making it better on a DAILY BASIS. That, if we ALL chipped in just a little time and / or money on a daily basis, then the geographical inequalities and issues would diminish.

The plan is that The Philanthropy Challenge will create a new generation of children and students which think daily about someone or something else (human or animal) other than their next iPod or iPad.

Register your school today for The Philanthropy Challenge and help send a message to our students:

*— I can make a difference
by behaving as the generation of 'Conservation Guardians' —*

Kindest Regards

Bronwyn Kelly