

Dear Student Leader,

Thank you for your interest in Project Equity. We are an organization dedicated to empowering youth to shape the world we will inherit – now. The time has come for you and others like you to bring your message to your community!

The story begins with one high-school student who was frustrated enough by the lack of political initiative on the atrocities in Darfur, to do something. With four found partners, the Scream for Darfur Rally was born, as part of a North American initiative to bring attention to the genocide in Sudan on April 30, 2006. On the heels of the rally's success, the decision was made to continue and extend our efforts in the form of Project Equity, to tackle not only this issue, but other issues with global impact as well. We are working to create an impact on the issues of Sustainable & Responsible Development, as well as issues of conscience like Darfur.

We are currently in the very beginning stages as an organization, and as such we have an entire pool of possibilities & potential yet untapped. For this we need your initiative. To start your involvement with Project Equity, you will find in this package:

1. A list of Project Equity campaigns
2. Posters for your first meeting
3. Campaign information sheet

This package is our guide to your involvement with us, but the innovation of your ideas does not need to be constrained by what we have here. We are actively seeking new ways to make an impact, so contact us with your proposals!

If you have any questions, please contact us at [mail@projectequity.org](mailto:mail@projectequity.org) and visit our website at [www.projectequity.org](http://www.projectequity.org). We look forward to having you become a vital part of this organization.

Thank You.  
In Solidarity,

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 Email: mail@projectequity.org  
 Web: www.projectequity.org

Project Equity  
 32 Ellison Avenue  
 Toronto, Ontario, Canada  
 M3H 2J6

**Protocol & Policies in Representing Project Equity**

Project Equity (PE) groups are defined by individuals coming together for the purpose of educating, promoting & proliferating the stated causes of the organization, for the betterment of their community, and the world at large.

PE groups are allowed to use Project Equity’s resources & name as long as 1) the group is registered as an official chapter of PE with its campaigns approved, **OR** 2) the event in question is approved & registered with Project Equity.

In both cases, registering either events or your group with PE is free & welcomed.

**In General:**

- One contact from your group is responsible for communicating effectively with the relevant branch of PE, before, during & after any events.
- The purpose & goal of your event needs to represent that of PE. Your presentations & literature must remain true to the intended nature of these goals.
- PE must be notified of any organizations partnering in the organization or promotion of your event.
- You must gain PE permission in order to use our logo & letterhead.
- All events organized by your group are considered in support of PE goals but are not sponsored or endorsed by the organization unless specific approval is attained & a PE representative is present during activities.
- You are required to give a summary of your event after it is held, for administrative purposes.

**Financial**

- In countries where PE is a registered non-profit, there cannot be bank accounts with the Project Equity name or claiming to represent the organization.
- Please send all cheque donations to the Project Equity Head Office (32 Ellison Ave., Toronto, Ontario, M3H 2J6).
- Should your donors request tax receipts, attach a note with the following information: their name, amount donated, address (email & mailing), and phone number.

**Media**

- Should you receive media attention, PE should be notified soon thereafter, and it should be included in your event summary.
- Press releases need to be cleared with PE before distribution.
- Unless you obtain specific permission, you cannot represent yourself to the media as a spokesperson for the group. If such permission is obtained, your remarks need to express the intended nature of PE & your event’s goals. Additionally, it is appropriate to keep your remarks only to the issue/s discussed beforehand with the organization.

If you have any questions or concerns, you are invited to contact us. . . . .  
**STUDENTS STRIVING FOR CHANGE...**



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## Ongoing & Readily Available Projects

**Project Overnight Hope-** This event transforms your school, worship or community center, into an all-night party that benefits Medical Clinics in impoverished India! As the organizer, you pick a date & venue, and use our guideline to play sports or create other fun events, at all imaginable hours of the night. In the past, it was requested that people sign up in groups of 5, but you know your participants best. The second aspect of the project is Fundraising. In the past, it was requested that each participant raise a minimum of \$30 as admission. We've been able to raise thousands of dollars from just one such night, and you can do the same. However, you know your participants better, and another figure might be more appropriate. If you are interested in organizing Project Overnight Hope, please contact [info@projectequity.org](mailto:info@projectequity.org) and we will be able to provide you a variety of resources to make your night a success!

**Community Darfur Assembly-** We've taken our assemblies on tour around Southern Ontario with great success. From classrooms, to whole schools, to faith-based and community based evenings, you can bring the urgency of Sudan to the forefront of your community- and tell them what to do about it. For more information on having Project Equity run an assembly in your area, or on how to run one yourself, contact [info@projectequity.org](mailto:info@projectequity.org).

**Education Campaign-** Starting in January 2007, Project Equity members will be going into classroom across the Greater Toronto Area presenting on Darfur and offering teachers activities and assignments based on the Ontario Curriculum. If you are interested in having a member present in you school or participating in the ongoing development of this campaign, please email [Nogah@projectequity.org](mailto:Nogah@projectequity.org).

**Halloween for Hunger-** This October, instead of collecting candy to rot your teeth, why not collect food for those who are without it? Thousands go hungry in your community, whether homeless or a family of five. Collect non-parishable food items and donate them to your local food bank. Make your night of fright, a night to do right!

**Fundraising-** One of the best ways to get your group and community motivated is through fundraising events- sometimes coupled with education awareness. Here is a list of fundraising ideas. Please review our Policies with particular attention before embarking on any fundraising campaign. Feel free to use these, or develop your own! Additionally, you must confirm with our Youth Coordinator before running a fundraising event, and before allocating your funds to a specific cause. If you have any questions, please email [info@projectequity.org](mailto:info@projectequity.org)

1. Money Buckets- Place small containers in your cafeteria and classrooms asking people to donate their change over the span of 2-4 weeks. One

- spin on this idea is a competition between the different grades in your school. Each monetary value has a point assigned to it, both positive and negative values. For example 100 pennies are worth 1 point; 20 nickels are worth 1 point; 10 dimes are worth one point; 4 quarters are worth one point; 1 loonie is worth 1 point; 1 toonie is worth -2 points (this is where students would put this value of currency in another grade's bin); \$5 bill is worth -5 points etc. This created competition between the grades and requires people to donate large amounts of currency to take away points from other grades.
2. Buy Outs- These occur when the student population at your school pays a certain amount of money (normally, it is a minimum of 5\$) to get out of class to attend an event, such as a sports game or a dress rehearsal for a play.
  3. Fashion Show- Organize a Fashion Show and use the entrance fees as your fundraising money. This type of event requires a large commitment, so make sure you give your group enough time to organize all the details for a smooth event. Additionally, you can take advantage of this opportunity to showcase fairly traded clothing products, the contacts for which are available on our website.
  4. Carnival- Many Student Councils in high schools organize an end-of-the-year Carnival for the students. Talk to your Student Council to see how you can incorporate a fundraiser for Project Equity into the event. One idea is by changing an entrance fee (either a set amount or a suggested donation) and having the money to go Project Equity, or setting up a Project Equity booth where students can pay money to participate in an activity, such as throwing eggs at a teacher.
  5. Bake Sales- Bake Sales are wonderful because they get all members involved by preparing goodies to sell and the event can be held at a variety of venues.
  6. Theater- Team up with your school's drama club and either develop a play or use theirs to fundraise for Project Equity.

These ideas are just a start – where it goes rests upon your creativity and initiative. Talk to your group and see which idea would best work in your community. If you need any help or would like to run an idea past us, please email [info@projectequity.org](mailto:info@projectequity.org).

Personal Education- One of the most important actions you can take is to educate yourself on any issue of interest to you.

We are always open to new ideas, suggestions and ways that we can support you. Please do not hesitate to contact us at [info@projectequity.org](mailto:info@projectequity.org), and feel free to attend our open meetings.

**PROJECT Proposal FORM\***

|   |  |       |  |
|---|--|-------|--|
| NAME  |  |       |  |
| ORGANIZATION NAME   |  |       |  |
| MAILING ADDRESS   |  |       |  |
| DAY PHONE NUMBER  |  | NIGHT |  |
| EMAIL   |  |       |  |
| PROJECT DESCRIPTION<br>(who, what, where, when, how, & why) |  |       |  |
| <b>GOALS</b>  |  |       |  |
| EDUCATIONAL   |  |       |  |
| FINANCIAL   |  |       |  |
| OTHER   |  |       |  |

\*This form is also available for completion on our website  
[www.projectequity.org](http://www.projectequity.org)