Moo 4 Change Challenge Prizes and Rules

This challenge is a friendly challenge against schools, where students and staff work to raise a minimum of $1,000 to help other schools in rural Kenya. The money raised will influence thousands of other students, staff, and families. Humans for Education helps schools and clinics in developing countries by building them sustainable, culturally-sensitive small businesses so that they can become financially independent.

To learn more: watch Daphne Pariser’s TED Talk or our Mission video.

This is a unique opportunity for children to have the ability to begin changing the world for better at a young age. All participating schools will be acknowledged on the Humans for Education website. All schools that raise money will be added to our newsletter list and will receive an official Moo 4 Change poster. Schools that raise $1,000 or more will be eligible for winning prizes listed below:

**Prizes awarded:**

- **First prize (1 awarded)**
  First prize is awarded to the school who raises the most money. The prize will be a visit to your school by CEO Daphne Pariser, a framed photo of the school you helped, and a video call with one of our school headmasters out in Kenya.

- **Second prize (3 awarded)**
  A tour of the Humans for Education’s office with CEO Daphne Pariser and a framed photo of the school you helped

- **Third prize (3 awarded)**
  A video call with the CEO Daphne Pariser

- **Super Prize (1 awarded)**
  This prize is awarded to any school who raises over $10,000. Daphne Pariser will come to the class with ice cream Sundays for the entire class and spend the day showing photos of what the money will do for schools in Kenya. Each child and staff member will receive a T-shirt and framed photo of their school. Students in this category can opt-in to pen-pal program with a student in Kenya.

**Dates to remember:**

- Registration due: January 30th
- Funds due: March 30th
- Prizes announced: April 5th
Checklist

Congratulations on deciding to make a sustainable difference in our world, we are grateful for people like you who believe in making the world a better place. We are here for you during your journey to raise money and help schools in Kenya. Here is some information to get you started:

**STEP 1-**

Please register on here ([need a link to Givebutter](#)) to get started with your campaign. If you want some information about how to start your fundraiser please see our [fundraising guide](#).

**STEP 2-**

Set your fundraising goal, prizes are based on the amount each school or classroom raises. Pick a goal that you feel is feasible for you and your class. To see what different levels of giving we have you can check out our website ([need a link to our webpage](#)).

**STEP 3-**

Communicate your plan to everyone involved. Begin talking with potential donors about contributing to help your class or school win in the competition. Here are some recommendations on where to start:

- Involve local businesses
- Parents
- Faith-based organizations
- Rotary groups
- Civic groups

One of the most effective ways to raise money is through word-of-mouth. So, the more people talk, the more you will raise money. You are welcome to share our email, found in our [fundraising guide](#) or our any of our [videos](#).

**STEP 4-**

Start raising money! All donations can be taken through our webpage via credit card. If someone would like to send a check, they can write the check to “Humans for Education” and write the school’s name in the memo. All checks can be sent to:

Care of Humans for Education  
260 E. Main Street Suite 6325  
Rochester, NY 14604

Do you have any questions? Please contact Daphne Pariser at [daphne@humansforeducation.org](mailto:daphne@humansforeducation.org) or for technical questions about the fundraising website please contact Max Friedman at [max@givebutter.com](mailto:max@givebutter.com).
The Finer Points

We are excited to work with you on your projects. Here is some further information on your campaign:

- Schools cannot use funds from the previous year towards the goal for this current year
- Money raised and submitted this year cannot be used for next year’s goal
- Please use your school or team name on all donations and checks so that we can properly track what you have raised and so we can provide a receipt at the end of the fundraising
- If you are raising money through our website and using credit cards each individual donor who makes a donation will receive a receipt for their donation from Humans for Education
- Visits and video calls are subject to availability and will need to be booked in advance. Due to our accessibility please keep in mind that you may need to book 1 month in advance.
- Calls and visits should be made when the majority of the students are present, therefore scheduling in during the school year is likely best
- If your school or class wins please be prepared to plan and execute the visit with minimal support from Humans for Education staff, unless it is the Sunday party. Humans for Education will coordinate for any prizes to be delivered. Aside from the visit and the prizes your school can take additional responsibilities, which may include event planning, accommodation, and other potential needs.