



OPPORTUNITY CHALLENGE

Fundraising Toolkit

Your support helps families leave poverty behind

opportunity.org.au



OPPORTUNITY
International
AUSTRALIA

THE OPPORTUNITY CHALLENGE

START A BUSINESS WITH \$10 AND TRANSFORM LIVES

Inspired by Projec10, the Opportunity Challenge is an innovative fundraising challenge aimed at young people between the ages of 10-18 to empower and educate them about fighting global poverty.

Starting with a loan of \$10 from their parents, kids are encouraged to do what they can to make it grow – perhaps buying a bucket and sponge to wash cars or buying ingredients to bake and sell cupcakes – the ideas are endless.

With the income they earn from their micro-enterprise, they then pay back the original loan and donate the profits to Opportunity so that together we can give families in poverty the tools they need to transform their lives, their children's futures and their community.

With a small loan to buy a sewing machine or seeds to plant a vegetable farm, families are able to start their own businesses, earn a regular income and leave poverty behind. With 98% of loans repaid and then recycled, your impact continues year after year.

We're thrilled that you're keen to be a part of the Opportunity Challenge. This toolkit provides a step-by-step guide for taking part, from coming up with ideas to making your donation.

Thank you for your support - it will create a ripple effect for generations to come!

Welcome to the Opportunity family!

Find out more at

opportunity.org.au/join-a-community/opportunity-challenge



Created by a group of Opportunity Ambassadors, Projec10 is a fundraising challenge for youth that encourages social justice and entrepreneurship. Projec10 is committed to engaging, empowering and equipping Australian students to be long-term change-makers in their world.

MEET RAMBU



Meet Rambu. She lives on a small island called Sumba in the east of Indonesia where she loves to play hide and seek with her brother Ridwan. Rambu also believes that her mum has magical powers!

Nearly two years ago, Rambu's father passed away suddenly. Without her dad around, Rambu's family struggled. Her mum wasn't able to grow enough vegetables to feed her family and earn the income she needed to provide for her children's needs.

Eventually she couldn't even afford to send Rambu and her siblings to school. This was especially hard for Rambu, who wants to be a doctor when she grows up.

Then her mum Lydia received a small loan from Opportunity and that's when the magic started! A small loan enabled Lydia to open a small shop, giving her a regular source of income to support her family and send Rambu back to school.

Now Rambu and her siblings eat three meals a day, giving them the nutrients they need to grow up healthy.

A helping hand in the form of a small loan was a world of magic to Rambu. By taking part in the Opportunity School Challenge, you can help more families like Rambu's. Watch Rambu in My Magic Mum - <https://www.youtube.com/watch?v=qmUssHTet28>

HOW TO TAKE PART



1. Plan your idea

Decide what business you want to run and what you will need to make it happen!



2. Start with \$10

This is your business 'seed' money – it's small, like a seed, and you're going to make it grow! See page 6 for where to get this from.



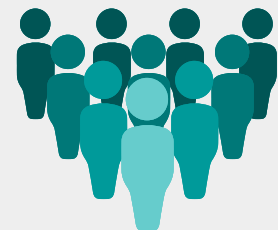
3. Make it happen

Use your \$10 to buy supplies and spread the word to customers about your business!



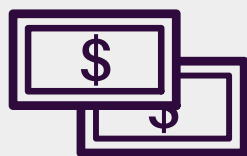
4. Gather your profit

This is the amount of money you earn from your business, minus your \$10 seed money!



5. Donate

Donate your profit to Opportunity International Australia and help families living in poverty use small loans to start their own businesses, helping them earn a regular income!



6. Make Change!

With a regular income from their own businesses, families who used to live in poverty can afford nutritious meals, safe shelter, medicine and education.



7. Celebrate

Celebrate your success of you business with you school, friends and family.

BUSINESS IDEAS



1. GET CRAFTY

Paint, sew, hammer, build or glue your own innovative inventions! Using your imagination, you can create a line of customised iPhone cases or jewellery, make celebratory cards or design a do-it-yourself kit.



2. BAKE SOME CHANGE

Bake your own yummy treats, have fun decorating them and raise funds at the same time! You can even also host a bake-off between your friends to see who can come up with the most mouth-watering goodies!



3. AUSTRALIA'S GOT TALENT

Ever wondered what hidden talent your friends might be concealing? Why not host a talent quest to find out and charge people to enjoy the performances!



4. GET OUTDOORS

Help service your community by mowing lawns, clearing autumn leaves, picking up rubbish or get your friends together and set up a local car wash!



5. FURRY FRIENDS

Get involved with your community's lovable little family members! Create your own flyers to spread the word about your dog walking or pet-sitting business!

LEARNING OUTCOMES

AS A SCHOOL YOU WILL EMPOWER STUDENTS TO

- Engage in a hands-on experience of running a business
- Develop a business action plan
- Work collaboratively with students
- Become active global citizens
- Ignite their creativity and imagination

AS A SCHOOL CHALLENGE PARTICIPANT YOU WILL

- Gain leadership skills
- Learn to work in a team
- Improve your communication and problem solving skills
- Gain knowledge and skills in budgeting, finance and entrepreneurship
- Connect and make friends
- Have fun!



FREQUENTLY ASKED QUESTIONS

Do I have to start with \$10?

Part of the fun of the Opportunity School Challenge is starting small and making it big! So \$10 is a good starting point – you can choose to start with \$10 per group or \$10 per student. But don't get too hung up on the starting amount – if you have a great idea that requires \$12 to get started then go right ahead! Similarly, if you only need to spend \$6 for your business, then that's great too!

Where do I get the \$10 from?

Hopefully your school or parents will be happy to fund the \$10 'seed' money. You will pay them back this initial \$10 from the profits of your business or you may choose as a group to donate the starter money to Opportunity International Australia alongside your profits!

What are some business ideas?

Car washes, bake stalls, lemonade stands, lawn-mowing services, craft businesses like card-making or jewellery making, face painting, dog walking – it's up to you!



Where is the money I raise going?

Opportunity International Australia is a non-profit organisation that provides small loans to families in developing countries to help them start businesses, earn incomes and leave poverty behind. By helping a mother buy a sewing machine to start a tailoring business or a father buy seeds to plant a vegetable garden, small loans enable them to transform their lives, their children's futures and their communities. With 98% of loans recycled, the impact continues year after year. Find out more at www.opportunity.org.au

Can I keep some of my profits?

No – and for good reason! The Opportunity School Challenge exists to raise funds for people who need it more than you – people who live every day in poverty and struggle to afford even the most basic things like food or clean water. But by running your business, we hope you've been inspired to see what you can achieve with some hard work, creativity and planning. Who knows what you could do next!

What if I don't make a profit?

Unfortunately, despite all our best planning, sometimes things don't work out. If this happens to you, don't be disappointed. Your effort and desire to make a difference is admirable. Talk to whoever gave you the \$10 – they will likely understand and may even help you try again.

Can I do the challenge as a team?

Absolutely! You can pool your \$10 starter money to invest together. You can join with friends, neighbours or classmates – or go it alone if you'd prefer!

Why would my school take part?

You'll be gaining a lot of important skills by taking part in the Opportunity School Challenge. It's a practical learning experience that encourages students to create a 'real world' business while gaining important skills and knowledge. Plus, your school will be showing the world that you care about the people in it – and that you want to do something to make a difference to those in need!

Is there an age guideline?

The challenge is most suitable for students aged between 10 and 15 years old. However, with a teacher's or parent's help, kids of any age can get involved, as long as you're under 18. You could be our youngest entrepreneur!



How do I give Opportunity the money I earn?

You'll need an adult's help for this one. There are a few different options - see the Make it Count section on page 10 of this toolkit for more information.

Are my Mum and Dad or teacher allowed to help?

Yes! We're more than happy for families and classes to do the challenge together. Get as involved as you can to experience all the fun of running your own business – but feel free to ask for as much help as you need.

Are the dates flexible?

Yes! You can take on the challenge any time throughout the year and you can do it as many times as you like!

Can I do the challenge out of school?

Absolutely! You can run your business outside of school hours or on the weekend. The only requirement is that you have permission from your parent or guardian. If the Challenge is being run by your school, please submit a signed letter from a parent or guardian to the teacher in charge if you will be doing the challenge out of school hours.



How many days can I run the business?

As many days you would like! The Opportunity School Challenge is all about raising as much money to help families out of poverty. Whether you decide to run your business for two days or 10, just go for it!

Do I have to fold the business at the end of the challenge?

Students are free to run their business for as long they like (as long as they have permission from a parent or guardian), but your school might have a specific time frame for running the challenge.

Who can I contact for more information?

If you have any questions feel free to contact your local Opportunity state manager:

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MAKE IT COUNT



Once you have gathered your profits, there's just one thing left to do - donate the funds to those who need it most! Ask your parent, teacher or guardian to help with this step. Make sure your funds are donated within seven days of running your business.

There are a few different ways you can donate your funds raised:

1. VIA OUR WEBSITE

The easiest way to get your funds to Opportunity is via our website. You can find the page at <https://au.opportunity.org/donate> and donate the funds raised at the end of running your business. Please email giving@opportunity.org.au to advise of your donation so that we can match this with your school's record.

2. DIRECT DEPOSIT

If you collected cash totalling over \$1,000, please deposit it into our bank account:

Account Name: Opportunity International Australia Ltd

Bank: Westpac Banking Corporation

BSB: 032 044

Account Number: 394773

Please put the school name as the reference on the transaction and email giving@opportunity.org.au to advise of your donation so that we can match this with your school's record. .

3. PHONE

To make a donation by credit card over the phone - please call 1800 812 164.

Donations of \$2 or more are tax deductible in Australia. If you wish to receive a receipt for your individual donation please transmit funds via the Opportunity website. Please note that tax receipts should only be used for deductions when the total amount was donated personally and not by a group.

Thanks again for your wonderful support - you are helping give families the tools they need to transform their lives, their children's futures and their community.

MAKE AN IMPACT

Every little bit you raise has a serious and lasting impact on the lives of mothers and their families. Each item below represents a common item bought with a small loan, helping a family in need start their own business, earn a regular income and leave poverty behind.

\$36

Can buy 220 fluffy ducklings! In the Philippines, families living in poverty are able to sell duck eggs for use in cooking. The income generated from these feathered friends can help families afford regular meals.



\$55

They're cute and cuddly, but piglets also provide a common source of income for people living in poverty. Once they're grown, families can breed the pigs to start a small farm, earn a regular income and afford clean water and proper shelter.

\$96

Can buy seeds and fertiliser to start a small vegetable farm. Families living in Indonesia are able to sell their fresh produce at the markets and send their children to school.

