



**The School  
of St Jude**

Fighting poverty  
through education

# Spread the Word

Thank you for your interest in supporting The School of St Jude.  
We are so grateful you're taking the time and effort to help  
us fight poverty through education.



[www.schoolofstjude.org](http://www.schoolofstjude.org)

# We are here to help

Spreading the word about St Jude's is a fun and rewarding way to contribute to our cause. This kit is designed to give you all the tools you need to talk about St Jude's to your friends, colleagues, club or organised event.

In this kit you will find everything you need to make your speaking event a success!

Please first register your event on The School of St Jude website ([www.schoolofstjude.org](http://www.schoolofstjude.org)) or by completing the [event registration form](#) provided.

If you have any questions about hosting an event for St Jude's please contact [donorrelations@schoolofstjude.co.tz](mailto:donorrelations@schoolofstjude.co.tz).



## Step 1

Choose your audience



## Step 2

Register with us



## Step 3

Prepare for your presentation



## Step 4

Promote



## Step 5

At your event/ activity



## Step 6

After your event/ activity

# STEP 1: Choose your audience

Spreading the word can be as formal or as informal as you like.

You might just want to chat to your friends over coffee, speak to your team about it at work or talk to people at a club you are a member of. Or you may want to arrange to speak to a group you don't know as well, like a Rotary club or an organised event.

Whichever you decide, any of these will help us to share the story of St Jude's and encourage others to support us.

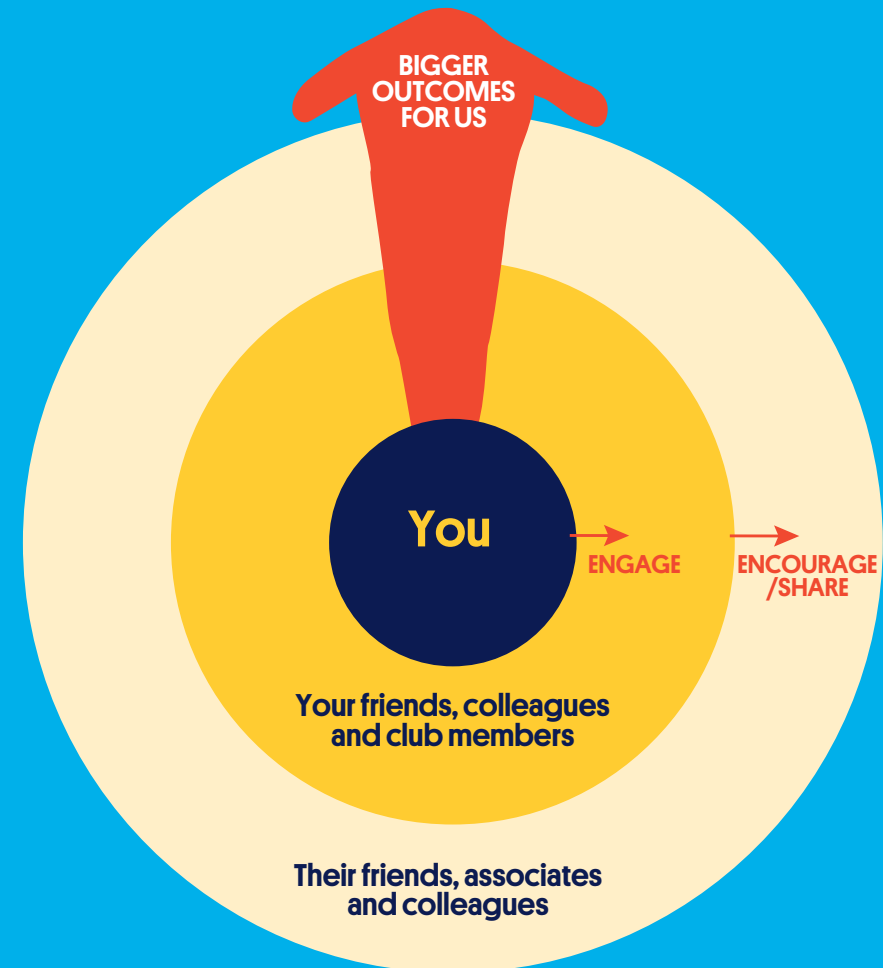
If you would like to speak at a more formal occasion, like a Rotary meeting, and aren't sure how to approach them, see our [template request letter](#).

If your event is open to the public, we are happy to promote it on our website's events page and share information about your efforts on our social media platforms too.

## St Jude's and Rotary

The School of St Jude has a long history with Rotary. Rotary is made up of people who want to help and support communities near and far, so they're a perfect audience to talk about St Jude's to and as a popular organisation, there's almost guaranteed to be a club near you.

We have lots of useful information about Rotary, their history with St Jude's and what to expect if you arrange to speak at a meeting. Check out the [resources in our appendix](#).



Encourage people to spread the word within their own networks!  
Sharing the story of St Jude's can have a huge impact.



## STEP 2: Register with us

When you've confirmed who you'll be speaking to, let us know! Be sure to complete the brief **registration form** so we are aware of your efforts.

Once you've registered, a member of St Jude's Donor Relations team will contact you to assist and answer any questions.

### Personalised video

If you register the event with us, we can send you a personalised video from Gemma Sisia for you to play to your audience at the start of your talk!





# STEP 3: Preparation

## Resources

We have lots of resources that will help you talk about St Jude's in any situation and bring the school to life. You'll find these in the [Appendix](#) or [in our Dropbox](#) and if you think there might be something else that's useful, just email us.

We will also send you a resource file including our annually updated [fact sheet](#), [school logo kit](#), a [blurb about Gemma Sisia](#) and some [information about the school](#).

You can also request for printed brochures and USBs to be sent to you that you can share at your event, contact Emily at [australia@schoolofstjude.org](mailto:australia@schoolofstjude.org).

## Ready to use presentation

We have a PowerPoint presentation ready for you to use! The presentation has general information about St Jude's and we've also added a couple of blank slides so you can customise it with your company logo, photos if you've visited St Jude's or contact details. You can [find it here](#).

If you are presenting to a Rotary club, we have a tailored [Rotary PowerPoint presentation](#) too.

We also have a slideshow of images that you may like to have running in the background at the start or end of your talk. [Find them here](#).



## Fact sheet

It's important that you feel confident you have accurate facts about The School of St Jude to refer to when you are talking. People don't expect you to know everything, but it is great to have some key facts at your fingertips. You can also print them off and distribute them at your event. Check out our [latest fact sheet](#) and more information [about The School of St Jude](#).

If you are feeling a little nervous then run through your presentation in front of family and friends.

## USBs and brochures

One of our most powerful marketing tools has been the St Jude's brochure and USB. People love to share them amongst their family and friends, which helps spread the story of St Jude's.

Tick the box on the registration form or email [australia@schoolofstjude.org](mailto:australia@schoolofstjude.org) if you would like copies sent to you before your event.





# STEP 4: Promote

## Social media

Be sure to follow St Jude's social media channels



@schoolofstjude



@schoolofstjude



@schoolofstjude



SchoolOfStJude



school-of-st-jude

## Tag us

Tag @schoolofstjude if you want to promote your event through social media. This encourages people to find out more about our organisation, and it makes it easy for us to show support and spread the word about your wonderful efforts.

## Use hashtags

Use hashtags to spread the message to a wider audience. St Jude's commonly used hashtags are:

#schoolofstjude #stjudes #donate #charity #sponsor  
#fightingpovertythrougheducation #education #breakthecycle.

## Privacy

Let your friends know what you're doing. Sharing our content on your social media platforms is a great way to spread the word. You're welcome to upload photographs and videos from St Jude's Facebook page to your page.

Just remember, if you sponsor a student's scholarship and want to share this, **please only use their first name.**



# STEP 5: At your event

## Set up early

Arrive early to the event so you can be relaxed. This also gives you an opportunity put out the USBs and/or brochures on the tables or chairs.

## Test any equipment

Nobody wants to find out at the last minute that the projector isn't working! Have a quick run through before anyone arrives so that you can be confident everything will go to plan.

## Engage people

Don't be afraid to make it personal. If you've been to visit us and/or sponsor a student's scholarship at St Jude's, people will want to hear about your experience and why you are so motivated to support us. Have a look at our [top tips for public speaking](#).

## Collect supporter details

Keep a count of the number of people attending so that you can include it in your [event report](#). Take the names and email addresses of anyone interested in hearing more about us and submit these with report so that we can follow up with them.

## Enjoy yourself

Talking about something you believe in and are passionate about will always resonate with an audience. Make sure you take time to enjoy it and they will too!





# STEP 6: After your event

## Deposit funds

Making your donation to St Jude's after your fundraising is easy! You can donate by cheque or direct debit. Details for each option are listed below.

If your guests ask you about sponsorship, please direct them to our website ([www.schoolofstjude.org](http://www.schoolofstjude.org)). We ask for sponsors to make a minimum three-year commitment. If this is not possible, please instead consider allocating funds as a general donation. Any money raised during, before or after your fundraiser can be deposited using one of the following options.

### In Australia

**Please make your cheque payable to:**

"The Public Fund of East Africa Fund Ltd"

**And mail to:**

The School of St Jude Australian Financial Coordinator  
PO Box 82  
Kew East  
VIC 3102

**Please include a note advising the following:**

Your (or the donors) full name  
The postal address of the donor  
The email address of the donor  
The event name and date

**By direct deposit:**

To make a direct deposit to St Jude's Australian bank account:

Bank Name: National Australia Bank  
Account Name: The Public Fund of East African Fund Ltd  
BSB: 083-166  
Account Number: 41-201-1750



If you choose this option, please include your event and full name as the transaction reference. Also please email [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz) to advise the date and amount of the transaction/s. Both of these actions help us to identify deposits into the bank and to allocate the money correctly

### Outside Australia

We have lots of amazing supporters all over the world. If you are outside Australia see [how to make donations in your local currency](#) and claim tax deductibility for donations from New Zealand, America, Canada and the United Kingdom.

Or simply contact our friendly accounts team and they can assist you personally. Email: [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz)

## Issuing tax deductible receipts

Often people request a tax deductible receipt for their donations. Although you are not able to issue one on the spot, please inform them that they will be issued a tax deductible receipt if they provide you with the following details: donor's full name, postal address, email address and amount of the donation.

This information will need to be recorded in the "Issue me with a tax receipt" [Excel spreadsheet](#), found in the Appendix. Then email it to [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz) along with the date of the transaction and total amount deposited.

## Send report

Once your fundraiser is complete, fill out the [event report](#) found in the Appendix. This is a really simple document where you can record the details of your event, how many people came, any feedback or highlights and how much you raised.



# Appendix

## Introductory letter template

Send a brief letter or email outlining your request. Here's an example to help you get started:

Dear Sir/Madam,

I have recently returned from a visit to The School of St Jude ([www.schoolofstjude.org](http://www.schoolofstjude.org)) located in Arusha, Tanzania, East Africa.

The School of St Jude was initially established thanks to Rotarians from Armidale, NSW, Australia. It now gives a free, quality education to 1,800 students, has assisted in the teaching of over 60,000 Tanzanian government school students and provides full time employment to over 270 Tanzanians.

I would like to request an opportunity to be a speaker at one of your upcoming meetings to share my experience of this amazingly successful Rotary Project with your members. I can provide an update on how the school is bringing about extraordinary, positive changes in the lives of the students, local Tanzanian staff, their families and the local community.

I know that as Rotarians you are always doing good for other people and maybe sometimes you don't get to see how your goodwill ripples through a community, so I hope you will allow me to speak to your club so as to both inform, update and re-energise each Rotarian about how Rotary has touched the hearts of people in East Africa.

Thank you for considering this request and I look forward to hearing from you to arrange a future date.

Kind Regards



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# Rotary

## Rotary at St Jude's

Australia's Rotary community crossed paths with a young woman with a big heart, \$10 in her pocket, and a dream to fulfil. What they did next changed the lives of thousands of Northern Tanzanian families forever.

When Gemma Sisia went back to Australia after her life changing stay in Africa, she knew she would have to pull off a major fundraising feat in order to obtain the money necessary to build the school of her dreams. It was her dad who had the brilliant idea. On his advice, she contacted Rotary, essentially a network of passionate individuals with a history of pulling together to help others.

Gemma and a family friend, David Steller, worked the phones and in no time engaged members of local Rotary clubs in Australia, who, in turn, brought local schools on board. Together this group of energetic idealists found an ingenious way of communicating with a large number of people: they put up a table in a shopping mall where volunteers took turns selling \$2 paper bricks (made using clip art and a photocopier) representing the building works that needed financing. In a few months, Gemma managed to raise the necessary funds to start work.



Thus began the long-term partnership between The School of St Jude and Rotary. Gemma's inspiring story and her reputation as a passionate and engaging speaker led to many invitations to speak at Rotary clubs. From then on, the number of people, Rotary clubs, schools, institutions, churches and businesses interested in supporting the cause snowballed.

When it was time to actually build the school, Rotarians did not pull back to watch from a distance. Armidale Central Rotary Club organized a group of 13 volunteers who came and built the first block of classrooms in 2000. This was the first of many volunteer teams of Rotarians to come to Arusha, roll up their sleeves, and get personally involved with the school.

Rotarians who remained in Australia never missed a beat. They helped with the collection and transportation of computers, library and school books, teaching aids, classroom equipment, sports equipment, sewing machines, clothes and an endless list of goods. When the time came to give St Jude's tax-deductible status, the school was registered as an official Rotary project.

The story of this friendship is still being told. Many Rotarians visit us each year. They are generous sponsors of our students, teachers, buses and boarding rooms and the school proudly established its very own Earlyact, Interact and Rotaract clubs in 2016. Our partnership with the Rotary community is one of our most treasured assets to this day.





## About Rotary

The first Rotary Club was established in 1905 by Paul P. Harris in Chicago, America. Rotary now has over one million members worldwide and many towns have a Rotary club. The motto of Rotary is “Service Above Self”. People join Rotary to be a part of something that primarily supports needy projects both locally and internationally that make a difference to the world we live in.

Millions of dollars each year are spent on alleviating poverty, malnutrition, developing education, youth and health programs all over the world, fundraised through the activities of individual Rotarians, their clubs and the overall organization. It was Rotary who played a major role in eradicating Polio in Tanzania in 2015.

Clubs often meet weekly at a local venue and usually have 15-30 minute fellowship and drinks prior to starting their official meeting, which may take half an hour and end with a meal. At most clubs, before the end of the meeting, a guest speaker, organized by the Rotarian Speaker Secretary makes a 10-15 minute speech. This is where you come in!

## How to locate your nearest Rotary Club

Most towns have at least one Rotary club and many of these clubs are already familiar with St Jude's, however they will be happy to receive an update on the school, a good example of the great work Rotary is doing in East Africa, and will enjoy hearing your personal experience in relation to St Jude's.

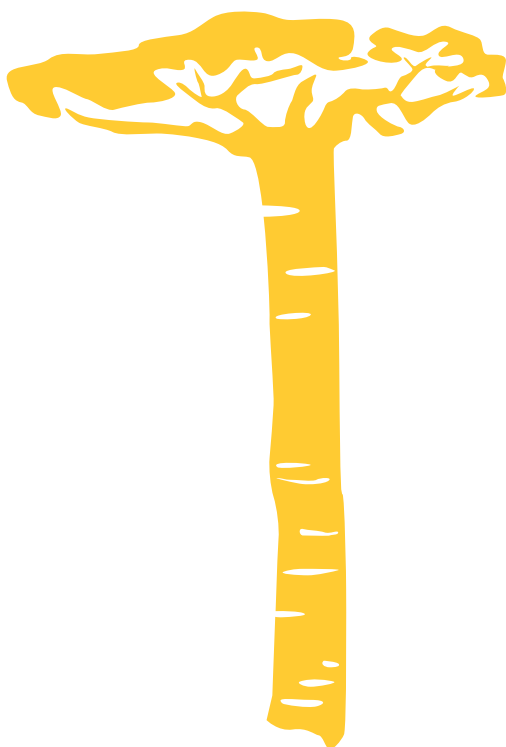
To find the contacts for the club(s) in your town, you can ask at the local Tourist Information Centre or Library. Clubs can also be located by using the official Rotary website: [www.rotary.org](http://www.rotary.org) or simply Google the words ‘Rotary club’ along with the name of your location. You may even know someone who is a Rotarian back home. They will help you get the contacts of each of the Rotary clubs in your area so you can contact them about being a speaker.





# Event registration form

Click on the image to download the registration form.



The School  
of St Jude

## Speaking event registration

### About You

Title	Name
Company / Group / Organisation	
Address	State / Province
Post or ZIP code	Country
Telephone (include country code)	Mobile (include country code)
Email	

### Please tell us about your involvement with St Jude's

☐ I have previously hosted a fundraising activity and / or event for St Jude's

☐ I am a current sponsor ☐ I have donated to the school

☐ I have visited St Jude's Date  ☐ I am planning to visit St Jude's Date

☐ I am a new supporter and this is my first involvement

### About your speaking event

Event name
Proposed date Location
Description
How many people do you expect to attend

☐ I would like my event promoted on the events page of the St Jude's website.  
(Please provide us with your event flyer and all of the details that are to be listed on our website.)

### Are you seeking sponsorship for your event?

☐ Yes ☐ No

Details

### What support / resources would you like from St Jude's?

☐ Use of the St Jude's logo ☐ USBs and brochures Quantity

☐ Other

Details

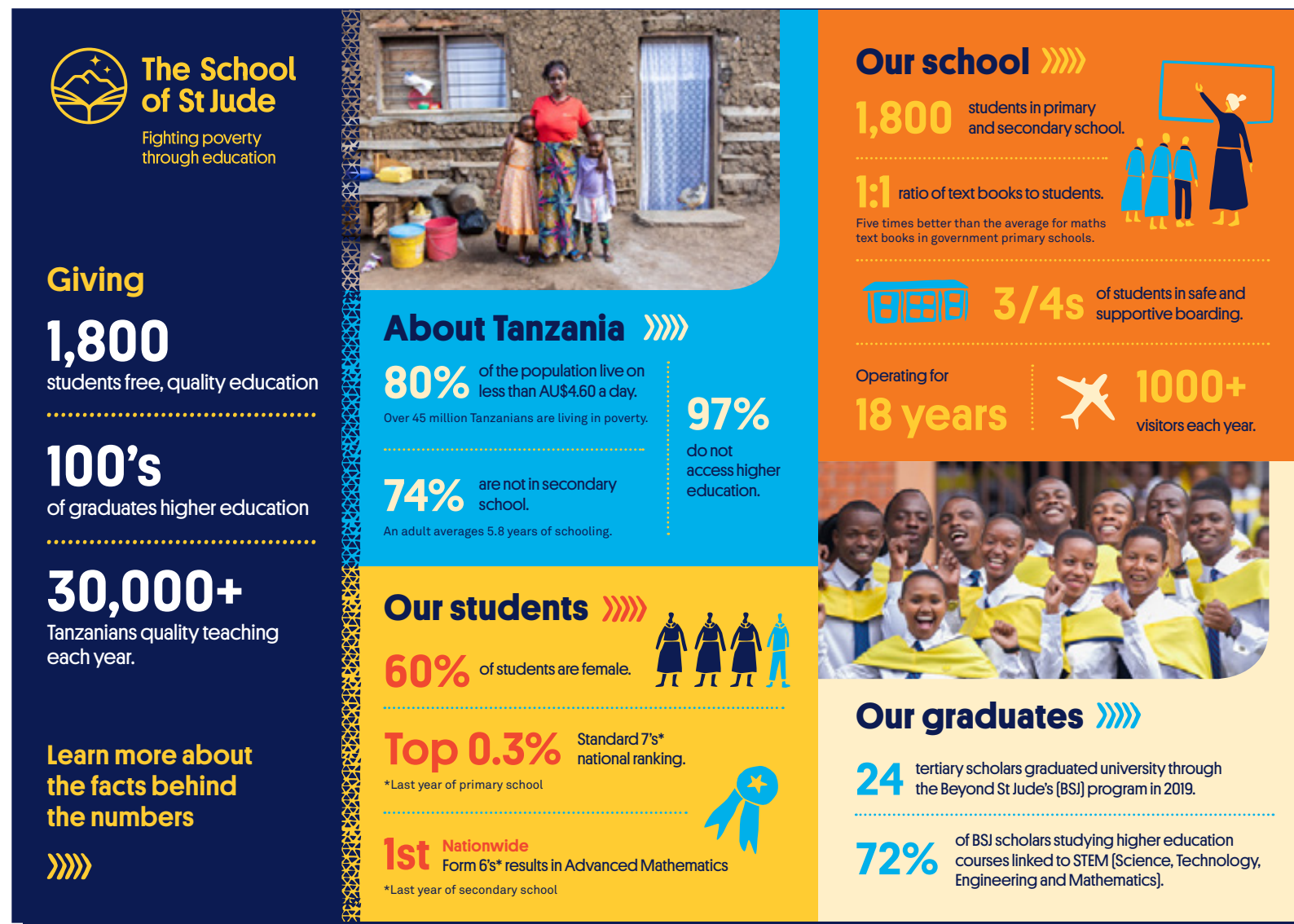
Email: [info@schoolofstjude.co.tz](mailto:info@schoolofstjude.co.tz)

Web: [www.schoolofstjude.org](http://www.schoolofstjude.org)



# St Jude's factsheet

Click on the image to download the PDF file.



# Gemma's bio

Click on the image to download the PDF file.

 **The School of St Jude**  
Fighting poverty through education

## Gemma Sisia

### Making dreams reality

.....

In 2007, Gemma's achievements were honoured by an Order of Australia medal. Her story has been featured twice in the ABC TV documentary program Australian Story, in 2005 and a follow-up in 2009. In 2012, Gemma was named one of The Australian Financial Review and Westpac's 100 Women of Influence, nominated in the Global category and was also a finalist in New South Wales for Australian of the Year. In 2000 and 2019, Gemma was awarded a Sapphire Paul Harris Fellow by Rotary International.

 [www.schoolofstjude.org](http://www.schoolofstjude.org)



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# About The School of St Jude

Click on the image to download the PDF file.



**The School of St Jude**

Fighting poverty through education

In 2002, Australian woman, Gemma Sisia, opened The School of St Jude with three students and a big dream to bring the opportunity of a 100% free, quality education to children living in poverty.

Today, St Jude's is a pioneering leader in charitable education within Africa. We educate 1,800 students across a primary and two secondary schools, achieving among the top results in the country. We support 100's of graduates through higher education and provide 30,000+ Tanzanians with quality teaching each year.

St Jude's offers academic scholarships to students that combine academic promise with a desperately poor background and a great attitude to work.

We feed them, house them, educate them, and do everything possible to ensure our students' wellbeing and future success. As a result, we have three campuses filled with happy and healthy students in a country where over 70% of school-aged children will not be enrolled in secondary school.

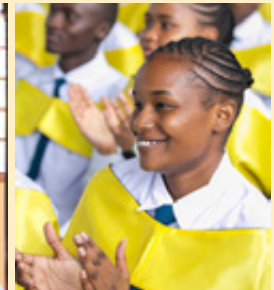
In January 2020, to have an even bigger impact, we opened a secondary school for over 400 girls. In Tanzania, girls from a poor rural background will only receive four years of schooling on average, we wanted to change this by stacking the odds in their favour. Educated women ensure their children are educated, healthy and empowered to change the world.

Here at St Jude's, we encourage Tanzanian youth to do more than just succeed – we empower them to transform their community, challenge the status quo and find solutions for the 45 million Tanzanians living in poverty.

Thanks to a quality education, our graduates are role models in their community and their families are able to overcome extreme poverty.



Together, we will do more  
[www.schoolofstjude.org](http://www.schoolofstjude.org)



# 7 tips for public speaking

## 1. Speak with an intent to move people to action

Know what you want your audience to do immediately after hearing your speech. Ideally, you want people to think or do something different than they would have done before you spoke.

## 2. Start strong with a 'grabber'

A personal story, a quote from an expert or a shocking statistic – something that takes a hold of your audience and gets them hooked and opens their mind to your message. Give the audience a chance to see your personal connection to the topic.

## 3. Get to really know the material

Feel comfortable with what you're talking about and how it'll flow together. Rehearse out loud, ideally with all the equipment you plan on using. Practice, pause and breathe!

## 4. Know the audience

Know the audience. Try to speak to one or two people in the audience as they arrive – they will be your allies – it is easier to speak to friends or people you have built a rapport with than to strangers.

## 5. Know the setup

Arrive in good time to check out the speaking area and get practice using the microphone and any visual aids.

## 6. Smile

Communicate with your body language that the content matters to you – if the audience don't feel that what you're saying is important to you, it will be really hard for them to feel that it should be important for them.

## 7. Relax

Relax and visualise how much you're going to enjoy it. See yourself at the end surrounded by people asking questions.





# Issue me with a tax receipt

Click on the image to download the Excel spreadsheet.


The image shows a screenshot of an Excel spreadsheet titled "Tax Deductibility Receipt Spreadsheet". The spreadsheet is open in the Microsoft Excel application, with the "Home" tab selected. The ribbon shows various formatting options like font, alignment, and styles. The spreadsheet itself has a header row (row 1) with the following columns: "Name (Individual or Organisation)", "Address 1", "Address 2", "Town/City", "State", "Postcode", "Email Address", and "Total AU\$". The rows are numbered 1 to 39. The spreadsheet is currently empty, with no data entered.

	A	B	C	D	E	F	G	H
1	Name (Individual or Organisation)	Address 1	Address 2	Town/City	State	Postcode	Email Address	Total AU\$
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# What your donation could do

Click on the image to download the PDF file.

<b>Nutrition pack</b> <b>\$30</b> Fruit for a student for a school year	<b>Transport a student</b> <b>\$66</b> One student for a term	<b>Upcycle furniture</b> <b>\$120</b> Maintain/refurbish furniture for a class	<b>Kitchen Kit</b> <b>\$260</b> A week's food across all campuses
<b>Security</b> <b>\$600</b> Secure a campus for a month	<b>Keep us connected</b> <b>\$875</b> Internet for a class for a year	<b>Lab kit</b> <b>\$2,000</b> Stock a science lab	<b>Support the journey</b> <b>\$5,000</b> Maintain a bus for a year
<b>Quality teachers</b> <b>\$10,000</b> Secondary teacher for a year	<b>Keep us connected</b> <b>\$25,000</b> Provide a campus with internet for a year		



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# Thank you

It's because of the efforts of supporters like you that we are able to continue fighting poverty through education.

**Asante sana** (thank you very much in Kiswahili).



[www.schoolofstjude.org](http://www.schoolofstjude.org)

