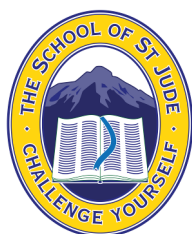


Speaking to your Rotary Club about St Jude's

All the information you need for your presentation.



The School of St Jude
FIGHTING POVERTY THROUGH EDUCATION

Thank you for taking the next step in the fight against poverty by speaking to your Rotary Club about The School of St Jude.

You can ignite support for St Jude's just by speaking about us!
This kit is designed to give you all the tools you need to make a presentation to your Rotary Club.

Remember if you have any questions along the way we're only an email away!
For those of you in Australia, please email australia@schoolofstjude.org and for the rest of the world, please email info@schoolofstjude.co.tz.

In this kit you will find:

- What is Rotary?
- A bit of history about Rotary and St Jude's
- How to contact your nearest Rotary Club
- Frequently Asked Questions
- Preparing for your presentation
- Tools for you to use
- Fact Sheet

Thanks again for taking the next step and committing so much time and effort to raise the profile of The School of St Jude. If you have any questions at all we are only an email away australia@schoolofstjude.org.



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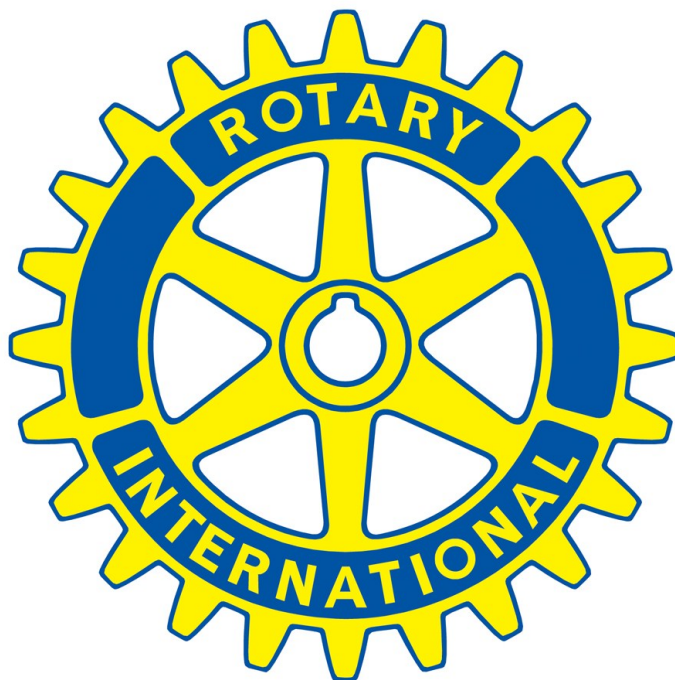
Introduction

One of the most common questions we are asked is, "What more can I do to help?"

The answer is quite simple but extremely powerful! One of the best ways that people can help us is by simply spreading the word and sharing the story about St Jude's with everyone back home and Rotary is a great place to start.

There are Rotary Clubs in most towns and cities and your agreeing to be a guest speaker at one of their monthly meetings is a very effective way of raising awareness about St Jude's.

By speaking about St Jude's you can show Rotarians what a successful Rotary project St Jude's is. We will provide you a Rotary specific powerpoint presentation which you can use when you speak, enough St Jude's promotional DVD's and brochures for all attendees and a St Jude's fact sheet containing facts and stats.... It's the easy!



We would be so grateful if you could contact your local Rotary Club to find out if you could be a speaker at one of their weekly meetings.



What is Rotary?

The world's first service club, the Rotary Club of Chicago, was formed on 23 February 1905 by Paul P. Harris. Rotary now has over one million members worldwide. The motto of Rotary is 'Service Above Self'. People join Rotary to enjoy fellowship with one another in an organisation that primarily supports needy projects both locally and internationally which are making a difference within the world we live.

People who join Rotary are called Rotarians. Most towns have at least one Rotary club which may meet weekly at the local service club, bowling club or restaurant. A cluster of clubs is called a District. A cluster of Districts is called a Zone. The main headquarters of Rotary International is based in the USA.

Millions of dollars each year is spent on alleviating poverty, malnutrition, developing education, youth and health programs all over the world through the activities of individual Rotarians, their clubs and their overall organisation. During the last 10 years for example, Rotary

has literally spent billions of dollars towards eradicating polio from the planet - a very commendable effort.

When Rotarians meet together once a week, they usually have 15-30 minute fellowship and drinks prior to starting their official meeting, which may take half an hour. During this meeting there maybe a meal served. Finally before the end of the meeting, a guest speaker, organised by the Rotarian Speaker Secretary makes a 10-15 minute speech. This is where you come in!



Rotary and 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 fulfill. 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.

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 to come and build 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. Our partnership with the Rotary community is one of our most treasured assets to this day.

"We couldn't have made it without the Rotarians," says Gemma.



How to contact your local Rotary Club

If you are willing to talk to your local Rotary club about St Jude's then below are a few steps which you may find useful:

How do I locate my 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 receiving 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 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. Most



Send a brief letter (or email if that is preferred) outlining your request. Here's an example:

Dear Sir/Madam,

I have recently returned from a visit to The School of St Jude www.schoolofstjude.co.tz 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 over 1,900 students and full time employment to over 350 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 extraordinarily 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 really know 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 reenergize 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. Please see my contact details below,

Kind Regards etc.....

A few more common questions

What should I be encouraging the Rotary Club members to do?

- Individual Rotarians can be encouraged to sponsor a St Jude's student, teacher, boarding room, bus, etc. We especially need 'Student in Boarding' sponsors as well as 'Student & Teacher' sponsors. This is a wonderful way to build relationships with students at St Jude's. Individuals can sign up by simply clicking on the red 'Donate / Sponsor' button on the top right of our website at www.schoolofstjude.org Please note that in the best interests of our students we require an ongoing commitment (preferably for at least 3 years) for our sponsorship programs. When sponsors are unable to make a three year commitment, we ask them to consider making a one-off general donation.
- Each Rotary Club has a governing board which changes every year so sponsorship is not encouraged for the Club as a whole as board members often find a new cause as time goes by. If the Rotary Club would like to make a financial donation then there are many specific St Jude's projects that could benefit this way: a new set of school bus tyres, uniforms, electricity for a month, computers, textbooks, food for students and more! When you donate funds, we will always communicate with you regarding exactly how and where your funds will be used.

How much background information should I include?

You should keep in mind that not everyone has heard the whole story of St Jude's before so including the school's history is great background for your audience. The story of our humble beginnings is important as Rotary was so heavily involved even before the St Jude's doors opened. The St Jude's Rotary PowerPoint presentation, website and fact sheet will provide you with all the background information you will need.

How long will I need to speak for?

At the majority of clubs the guest speaker is given up to 15-20 minutes for their presentation and another 5 minutes for questions. Obviously this may vary between clubs.

We have a Rotary specific PowerPoint presentation and images available for download from our website: <http://www.schoolofstjude.org/> This PowerPoint includes blank slides that you can customise with your own content e.g. your own words and personal travel images. A PowerPoint presentation is the best way to get the message across (a picture paints a thousand words!). Your Rotary club contact will be able to tell you whether the club has facilities or you may have to bring your own laptop/projector/screen. If you are having trouble downloading the power point please email St Jude's on australia@schoolofstjude.org

Making contributions

Contributions made online or directly into one of our nominated accounts in Australian, New Zealand or United States Dollars, and British Pounds are tax deductible. Financial donations can be made by any of the following ways:

Online via our website:

www.schoolofstjude.org/support-us/donate.html

By cheque:

A cheque made out to The Australian Dollar account can be mailed to:

East Africa Fund Inc
Australian Financial Coordinator
PO Box 82
Kew East, Victoria, 3102
Australia

Please ensure that the name of the donor's name, email and postal address are attached to the cheque so the school can give feedback as to how the donation was used.

By bank transfer:

USD Account

Bank Name: National Bank of Commerce,
Arusha, Tanzania
Account Name: The School of St Jude
Account Number: 014105009475 (no spaces)
SWIFT code: NL CBT ZTX
*NBC American dollar account—international
monetary transfer into Tanzania*

TZS Account

Bank Name: National Bank of Commerce,
Arusha, Tanzania
Account Name: The School of St Jude
014103015538 (no space)
SWIFT code: NL CBT ZTX
*NBC Tanzanian shillings account—international
monetary transfer into Tanzania*

Please include your full name in the transaction reference. Also, please email us at accounts1@schoolofstjude.co.tz to advise the date and amount of the transaction. Both of these actions help us to identify deposits into the bank account and to allocate the money correctly.

A few more common questions

What else should I mention?

Enquire if any of the members know of other Rotary clubs and/or local organisations that you could speak to about St Jude's.

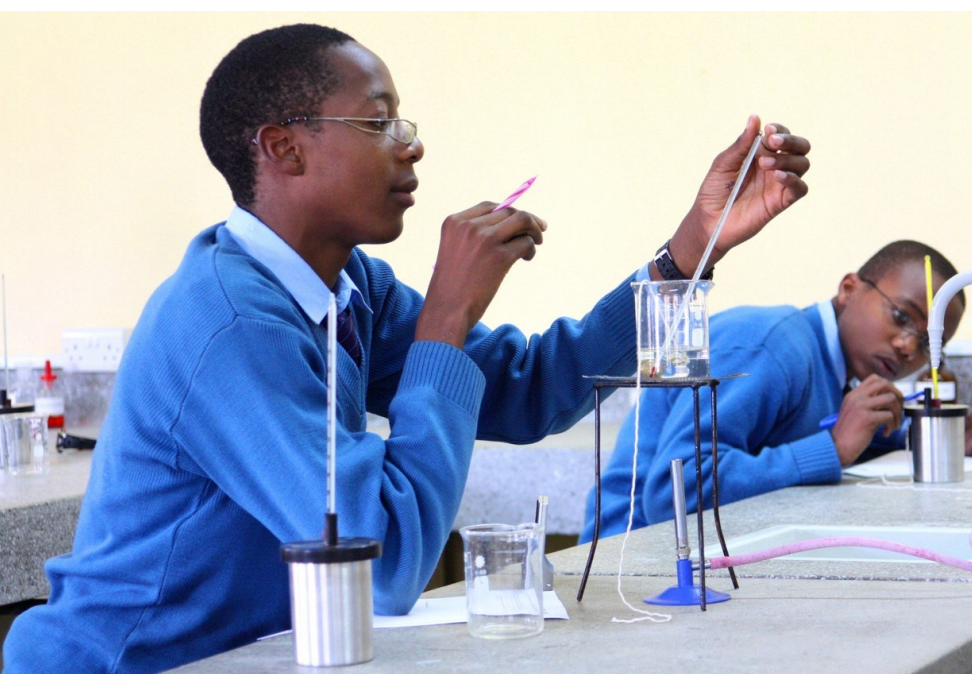
In closing it is always good to point out how important Rotary has been to the school. Without it The School of St Jude would not exist. Simple as that.



You could also encourage the Rotary members to come and visit us because **WE LOVE VISITORS!!**

They can come as a club, as individuals or by joining one of our Tour Groups.

Information about our popular Tours can also be found on our website in our "Visit Us" section.



Preparing for your talk

How do I prepare for my presentation?

Download The School of St Jude Rotary Speaker PowerPoint from the website. Insert your own images on the three blank slides at the back of the presentation (or delete if not required). If you require more slides then duplicate the blank ones. Note the presentation automatically moves from slide to slide which should make the presentation easier for you

Once you know how many people will be at the Rotary meeting please email us **australia@schoolofstjude.org** so we can post to you (via your personal home/business address) the required number of DVDs/brochures — one for each Rotarian to take home with this after you speak. For ease we find that it is best to put a DVD/brochure at each table setting before the meeting starts. You can point out the items during your talk.

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

Arrive early to the event so you can be relaxed and also be able to put out the DVD/brochures on the tables.

Bring some cash (preferably in small denominations) in case you want to get something from the bar (after your speech, of course) or for small donations to Rotary during the meeting.

Always dress in business formal wear unless told otherwise.

Speaking at a Rotary Club can be both a challenging and rewarding experience. But remember that people who join Rotary do so because they want to give back to the community, so you'll get the opportunity to address people who, like you, like helping others – your perfect audience.



Tools for you to use

Logo

The St Jude's logo is available for your event invitations and other promotion. We can email this logo to you as an attachment upon your request. Please note that if you are choosing to make your own posters or promotional material, we ask that you supply us with a copy of this prior to using it.



Images

Under the 'Resources' section of our website you will find a tab called 'Slideshows.' Here we have uploaded a St Jude's Images PowerPoint presentation, which you can download and play at your event. Some organizers like to play their own music and let the images roll on a wall/screen whilst meals are served or at the time guests are arriving. Please click the following link to jump to the 'Resources' section www.schoolofstjude.org/Media/slideshows.html

DVDs and Brochures

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

Please tick the box on the registration form if you would like copies of the DVD and brochure sent to you before your event.

Fact Sheet

We believe it's important that you have accurate facts about The School of St Jude to refer to when you are talking about your upcoming event. People don't expect you to know everything, but it is great to have event organisers with the correct information about St Jude's. The latest fact sheet is included in this document. Please feel free to distribute these at your event.

Ready to use presentation!

We have a PowerPoint presentation ready for you to use at your event.

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.

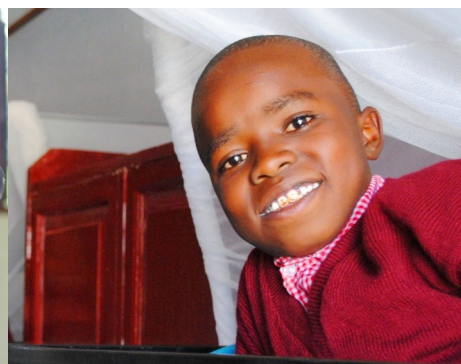
Click the link below to jump to the 'Resources' section of our website

www.schoolofstjude.org/Media/slideshows.html.

Please note the file size is quite large so you will need some patience to download the presentation. If you are having trouble, please contact us at

australia@schoolofstjude.org for assistance.

Some of your guests may want to make a donation to St Jude's at your event. We can provide you with a spreadsheet so you can track all of these donations and then donors will be issued with a tax deductible receipt from St Jude's.



Fact sheet

How many students are enrolled at St Jude's?

As of January 2015, we have **1,899** students in total - **510** lower primary students, **413** upper primary students and **976** secondary students.

How many campuses does St Jude's have?

Three. **Sisia Campus** at Moshono for Lower and Upper Primary school, **Moivaro** for the Upper Primary boarding houses. **Smith Campus** at Usa River is for Secondary school and boarding.

How many students board at St Jude's?

As of January 2014, Moivaro boarding campus has **413** students and Smith Campus has **976** students.

Upper primary students return home to their families every Friday afternoon and are back at school on Sunday evening. Secondary students return home for mid-term and end-of-term holidays. All boarding students take part in after school sport, homework and lessons, group discussions and chores. Secondary students have opportunity for extra curricular activities and special projects on the weekends.

Between eight and ten students share a boarding house room which is supervised by one of the 36 boarding teachers (15 at Moivaro and 21 at Usa River). These teachers live at the boarding houses and take over the supervision of the students after their normal school lessons. They manage the classes and homework periods, mentor the students, and supervise the students overnight.

What is the ratio of boys to girls at the school? 56% of students at St Jude's are girls and 44% of students at St Jude's are boys.

Gender Balance

St Jude's selects students according to two criteria. 1) A child must be very poor. 2) A child must be very bright. Over the years, St Jude's have selected more female than male students, but this has not been intentional. St Jude's does not discriminate on gender or faith during our student selection process.

Is St Jude's a religious school?

The School of St Jude is a non-denominational Christian school where a child's religion does not have any bearing on his or her eligibility to join the school. However, following the trend of the local population, approximately 80% of the students are Christian and the rest are predominantly Muslim.

Tanzania's national demographics list 45-50% Christians, 35-40% Muslims with the remainder following traditional beliefs. There is a small minority of Asian-Tanzanians who are Sikhs and Hindus. The people of the Arusha region are mainly Christian, with coastal areas predominantly Muslim.

The government respects all significant religious holidays including Easter, Christmas, Ramadan and Eid. In Primary school, St Jude's students have *Religion* as a subject with a Christian-based curriculum. In Secondary School, as per the Tanzanian Education Board requirements, St Jude's offers the subject, Religious Studies.

Muslim children are given the opportunity to attend Friday prayers once a month accompanied by a Muslim teacher. Grace is said before every meal and the prayer of St Jude is said by all at assembly.



Fact sheet

How much does it cost to run the school?

In 2014, the running costs of the school's three campuses and two boarding campuses was AU\$5.9 mil. In 2015 we have budgeted for running costs to total AU\$5.4 mil.

Do any students pay fees at St Jude's?

Yes. Of the 1,899 students 48 are currently paying fees. These are children who joined the school in the early years when the sponsorship scheme was just getting started and not many people knew about the school outside Tanzania. Gemma made a commitment to these families that their siblings could attend St Jude's in the future, whereas our general policy only allows one child per family.

How is the school funded?

At present, the school runs entirely on donations and the sponsorship program. The school does not receive any government funding. Our only alternative form of income generation is that of visitors to the school, either by planned tour groups or those who have heard of the school and drop by. Visitors to the school pay for their tour and accommodation or make a small donation when visiting.

How does St Jude's raise funds to ensure the school keeps running?

Raising funds for the school is an on-going task as we need to find sponsors for new students and raise money for ongoing costs. Now, as we look into a Tertiary program we are starting to source for funds for that as well.

When St Jude's first opened, we were fortunate to receive support from Australian-based Rotary clubs. Today, members and clubs of Rotary International remain major supporters.

Each year Gemma and Kim Saville -Director of International Relations- tour internationally to speak at conferences and events which help to raise the profile of the school. Gemma and Kim currently spend between one to three months of the year overseas promoting the school and meeting with potential and current supporters.

St Jude's received significant attention when Founder Gemma Sisia featured on ABC's *Australian Story* in 2005 and again in 2009. The release of Gemma's book, *St Jude's*, in 2007 and the Order of Australia medal she received the same year also created an influx of support.

The school also reaches out for support online. A photo-filled monthly newsletter is sent to over 13,000 supporters globally, and frequent updates are posted on the school's social networking sites. The St Jude's website is regularly updated and provides a wealth of information as well as an opportunity for supporters to donate online.

St Jude's features in the international travel guide, *Lonely Planet* and on the website, *Trip Advisor*, and has relationships with local tour companies who bring clients to do tours of the school. Welcoming people to the school and showing the great work being done often results in generous support.

We rely heavily on our supporters spreading the word for us and are grateful to many people who host fundraisers and speaking events on behalf of St Jude's.

How much of funds raised go towards administration costs?

Approximately 2% of money raised is allocated to administration costs.



Fact sheet

How do you choose which students attend St Jude's?

Around April each year the Arusha community is notified by radio, signs and flyers around town of the St Jude's selection process. Then, every Saturday from August to December potential students are invited to the Sisia Campus to apply.

The School of St Jude aims to deliver high-quality education, develop leadership, promote critical thinking and instill high moral values in its students. In line with this, our student selection process tests learning concepts, reasoning, and social and emotional awareness. The tests are designed to identify students with skills in many areas, not just academic.

Once a child has passed the tests, the next step is to confirm they are from a very poor family or disadvantaged situation. St Jude's staff members visit their homes to check things like amenities, number of rooms and visible wealth. Information is gathered to ensure the most deserving are accepted.

Finally, potential students attend probation classes for up to two weeks to ensure they have the right attitude towards learning and attending school. Once completed, the real excitement is visible on the day all the new students receive their St Jude's uniforms, ready to start classes in January.

Aside from Prep and Standard 1, if class sizes allow, students are accepted from neighbouring government schools to commence secondary school at St Jude's. In 2015 we have accepted 22 new secondary students.

Only one child per family is accepted into the school to enable as many families as possible to have a well-educated child and to widen our effect on the community.

How many children apply for St Jude's?

During the application period around 400 children each week undertake the examination. Those who are unsuccessful are invited to try again. Once the school has reached capacity of 150 new students, applications are closed until the following year.

What has been put in place for the students after graduating from St Jude's?

After students have completed their final national high school exam in May each year, they will enter our year-long Community Service Program.

Our students are aware of the benefits they have received thanks to supporters around the world who believe in fighting poverty through education. This is the students' chance to show appreciation for their free, high-quality education by using their skills and knowledge to help those less fortunate in the community.

As we prepare to graduate our inaugural class in 2015, our academic leadership, management team and Board are also looking into a range of opportunities for our students following their community service year, including tertiary programs within Tanzania and wider Africa.

As St Jude's aims to fight poverty through education in Tanzania, all students are encouraged to remain with their families, communities and country for as long as possible. As happens in other developing nations, the educated often choose to seek international opportunities, perpetuating the 'brain drain' of their country. St Jude's will encourage its students to contribute to their country's medical, legal, financial, educational, trade, environmental, entrepreneurial and political fields.



Fact sheet

How many Tanzanian staff are employed at St Jude's?

Currently **338** full-time local staff are employed at St Jude's. The roles include headmasters and academic heads, admin staff, cleaners, cooks, security guards and bus drivers. At times casual staff may also be employed for small construction work being undertaken at the school.

It is the school's policy to employ local staff in as many positions as possible and staff training is an important part of the school's program. Our staff list the stability of St Jude's and our facilities as advantages of working at the school. They also respect that they are encouraged to voice opinions, make suggestions and feel that they are listened to by management.

How many non-Tanzanian staff are employed at St Jude?

This varies depending on workload and activities at the school. Wherever possible, Tanzanians are employed in all sections of the school— academic leadership, teaching, IT, security, grounds, kitchens, transport and administration. However, at times non-Tanzanian professionals are required as local staff are unavailable. Currently, there are around 20 international volunteers across our three campuses. Positions include accounting and marketing, teacher mentors and administration.

Do volunteers get paid?

Volunteers committing to a year's contract receive a small monthly allowance which is enough for living expenses in Tanzania and financial incentives are given to those who renew their contract for a further 12 months. Free accommodation, including all amenities, is also provided on site . Short term volunteers do not receive an allowance.

How does St Jude's also help the local economy in Arusha?

As well as providing employment for 338 local Tanzanians, the school has a policy of purchasing from local suppliers wherever possible.

The school sources the produce required for school and boarding house meals from local markets . Producing the school uniforms for 1,899 students has also helped boost the income of many local people and businesses.

All building materials, hardware, stationery, furniture, fittings and fuel supplies are also bought locally and with such a large and growing school the impact is being felt amongst the local businesses. Bricks, paving and wood products are manufactured in Arusha. Campus trees, plants and grasses are acquired from a number of roadside nurseries.

Whenever appropriate, St Jude's aims to complete all building work in-house with the tradesmen employed by the school. Where this is unachievable the job is outsourced to a local business. Over the years the school has built up a list of preferred suppliers who are given the opportunity to bid to ensure the best price is achieved.

More questions?

If you've got any further questions, we would love to hear from you.

Check out our website at www.schoolofstjude.org or email us at info@schoolofstjude.co.tz

