



**The School  
of St Jude**

Fighting poverty  
through education

# Event Host Kit

Thank you for offering to organise an event with Gemma.

This kit has all the information you need to plan a successful St Jude's event and should answer any questions you may have.



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



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# About the presentation

Gemma has travelled the world spreading the word about The School of St Jude; from the International Rotary Convention to the TEDx stage, she has inspired people of all ages and from all walks of life with her story.

St Jude's was built on her belief that everyone has the right to an education. Since 2002, Gemma has seen the school grow to offer free, quality education to 1,800 students across three campuses, expand to include a successful tertiary program and watched over 400 alumni graduate from university and begin entering the workforce.

During this year's tour, Gemma will be joined by two incredible St Jude's alumni: Suleiman and Winnie.

Suleiman joined St Jude's in Form 1, spending 6 years at the school and was among the first Beyond St Jude's (BSJ) scholars. After studying medicine, he is now working as a doctor at Tanzania's largest and most renowned hospital.

Winnie spent 14 years at St Jude's, also joining the BSJ program. After receiving an international scholarship to study in Kenya and establishing herself as a fierce entrepreneur, she has come full circle, now an outstanding part of the St Jude's team in Supporter Relations.

The trio will take your guests on journey through the growth of the school, sharing the big wins, challenges and undeniable results of the schools model through personal stories.

## Things to be aware of

- Make sure you have everything for Gemma and the team to present including a laptop, projector, microphone and speakers. Use our [Checklist](#) to be set up and ready to go.
- The tour is a very busy time and there's lots to squeeze in. Gemma will likely only arrive around 15 minutes prior to guest arrival time for setup.
- The St Jude's team will set up and staff a merchandise table. All you need to provide is a table, powerpoint and an extension cord for our EFTPOS machine - we'll do the rest.
- Generally, the presentation will run for 40 minutes, but can be adapted to suit the time available.
- Ensure to fill out our [tour event details form here](#) and let our Australian-based tour coordinator know additional details such as requests for a Q&A, if you have a special guest attending or if there will be a presentation of a donation.
- Gemma's presentation is designed not only to share stories, but also to raise much needed funds for St Jude's. In her presentation she will outline how individuals can support the school and its mission.
- Gemma and the team will be bringing copies of The School That Hope Built and making them available for those that would like to purchase directly from us on the day.





# Your event details

As you can imagine, there's a lot to organise to make sure Gemma gets to meet and speak with as many people as possible and we couldn't do it without you.

You will have been contacted by our Australian-based tour coordinator, who will gather all the information about your event to make sure everything runs smoothly. Please fill out the events details form [here](#) and if you have any additional information, please email [australia@schoolofstjude.org](mailto:australia@schoolofstjude.org)

## Contact prior to the event

Our Australian-based tour coordinator arranges Gemma's travel plans and can answer any questions you might have by email. Please ensure to keep them up to date with all event details.

Email: [australia@schoolofstjude.org](mailto:australia@schoolofstjude.org)



## Emergency contact within 48 hours of your event

Winnie Nemes will be joining Gemma while she is on the road. You can contact her for any last minute changes or emergency information within 48 hours of your event.

Phone: +61 494 030 062



For help with any promotion of your event or promotional materials, please contact our Marketing team in Tanzania.

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







# Resources

We have lots of resources that will help you prepare for your event, feel confident to talk about St Jude's and bring our story to life. You'll find these in the [Appendix](#) and [on our website](#).

## Fact sheet

If you want to inform yourself or others about St Jude's prior to your event, we have a short factsheet that will help you to have some key facts at your fingertips. You can also print them off and distribute them at your event. Go to our [latest fact sheet](#) or read the [Biography of Gemma and St Jude's](#).

## Brochures

Gemma and the team will bring brochures for the attendees, but if you would like to have some to give out after the event she will have more with in the car, so please just ask.

## Images

A selection of images of Gemma, Suleiman, Winnie, St Jude's and its students are available for you to download from [our website](#) and also directly [here](#).

## Logo

The St Jude's logo is available upon request, should you require it for any other additional promotional material. We just ask that you send us a copy of your promotional material prior to using it. Please email [marketing@schoolofstjude.co.tz](mailto:marketing@schoolofstjude.co.tz)

## Additional resources:

- [Promotional poster](#)
- [Suleiman and Winnie's biographies](#)
- [Biography of Gemma and St Jude's](#)
- [What your donation can do](#)
- [Checklist](#)





# Promote

## Pre-event

So now that you're planning your St Jude's event with Gemma, Winnie and Sule, it's time to tell everybody about it and help us spread the word even more!

### Contacting our supporters

We ask that all events, where possible, are made open to anyone who would like to attend. This normally would only add an additional 5-10 attendees but helps significantly to spread the word! Please ensure to have selected 'public' in our [event details form here](#), that way so we can help promote it by adding your event to our website and sending an invite on your behalf to our supporters in the surrounding area.

If you would rather your event be private then of course we will respect that.

### Contacting the media

Local press in particular are often keen to hear about local events, activities of residents and people of note visiting their area. If you require assistance preparing a press release please contact [marketing@schoolofstjude.co.tz](mailto:marketing@schoolofstjude.co.tz) who can help you prepare one for you to send to your local media.

### Promotional Poster

We have prepared an editable [poster](#) for your event. You can also access these on our [website](#). All you need to do is complete details of when and where your event is taking place in to the editable fields and how guests can register if required.

### Local schools, clubs and groups

You just never know who might be interested in coming to your event! We recommend contacting your local schools, clubs, groups and churches to let them know about it.

## Post-event

There is also an opportunity to promote St Jude's after the event, by engaging your local press to share a post-event summary with photos and videos. Once again the marketing team can assist so please reach out if you'd like some direction.

If you do have an article published about your event, we'd love to have a copy. If electronic, please email [marketing@schoolofstjude.co.tz](mailto:marketing@schoolofstjude.co.tz). If it's in hard copy, please post to: PO Box 82, Kew East VIC 3102 and we'll send them on to the school for their media files.

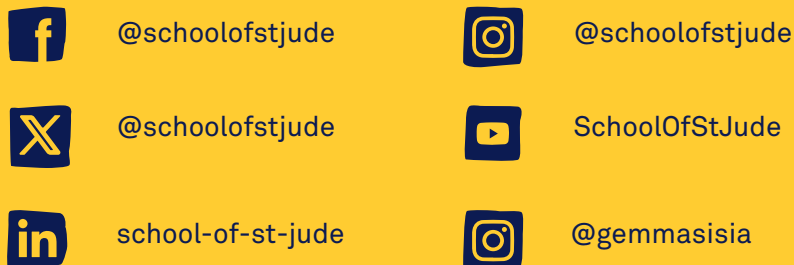






## Social media

Be sure to follow St Jude's social media channels:



## Tag us

Please tag us on any posts! This encourages people to find out more about our school, 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.

## Privacy

Please remember in your posting and promotion of your event that if you sponsor a student's scholarship and want to share this, please only use their first name.

More details about privacy can be found in the Personal Communications Policy that you received when you signed up for sponsorship.

## Social Media Public Events

To promote the public events, we will set up individual Facebook and LinkedIn Events on the St Jude's official pages.

Please help us to share and promote the event by giving us a link to your Facebook and/or LinkedIn pages (personal and/or business). This will enable us to add you as a co-host on those events to edit and share.

Simply let us know if you do not want your public event created on social media.

## Social Media Posting

We will be updating all our social media platforms throughout the tour including [our X page](#), our [Facebook](#), [our Instagram](#) and our LinkedIn.

If you have any photos or videos from your event that we can share, please place them in this [Dropbox](#) with a folder labelled by your event name for us to share!

If you would like us to not post about your event, please let us know and we will ensure to not include.





# At your event

Please refer to the event [checklist here](#) to ensure that everything is covered on the day but some key areas to keep in mind below.

## Test any equipment

You don't want 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.

## Event photos

We love photos! We ask that all our event organisers take photos at their event because we want to share these success stories with our supporters on social media and in our monthly newsletters. They're also great inspiration for the team back in Tanzania to keep up the hard work knowing that people around the world are also working hard to keep St Jude's moving forward.

After your event, please place your photos and videos in this [Dropbox](#) with a folder labelled with your event name.

## Event assistant

It would be great if you had at least one person at your event who could help Gemma and the team with any small tasks. We've found that this works best if it's someone in addition to the event organiser, as they will often be very busy during the event.

## Event table

At the venue we ask that you organise a table we can use to put St Jude's marketing materials on. We will have a portable EFTPOS machine to take card payments and this will need a nearby powerpoint and extension cord that reaches the table, so please keep this in mind when setting up your venue.

## Enjoy yourself

Putting so much time and effort into supporting St Jude's by hosting an event is no small feat, make sure you take time to enjoy it and everyone else will too!







# Donations

We will be taking cash, card and cheque donations on the day and our website is the perfect place to direct people to donate or sponsor if they ask. Alternatively, there is a donation slip attached to the brochures handed out on the day that can be filled and mailed to us at any point.

Please note that we ask for sponsors to make a minimum three-year commitment. If this is not possible, we instead prefer to allocate funds as a general donation or to a specific area of need.

## Issuing tax deductible receipts

### Donations at the event

Gemma and the team will record all donations made to them on the day, will deposit any cash donations on their behalf and send the donors details back to the school so they can be sent a receipt.

### Donations given to you directly

For cash donations made to you, please have the donor provide the following details for a tax deductible receipt: full name, postal address and email address.

Once you have deposited the money into the bank account provided on this page, add all donor and transaction details to the **“Tax Receipt List”** spreadsheet, and email to [accounts@schoolofstjude.co.tz](mailto:accounts@schoolofstjude.co.tz) Our accounts team will then be in touch with them directly to provide receipts.

### For an Australian Financial Enquiries

David Collins +61 3 9755 2167

Email: [treasurer@australia.schoolofstjude.org](mailto:treasurer@australia.schoolofstjude.org)

## Cheque details

**If a donor wants to write a cheque, please provide the below information:**

### Cheque payable to:

“The School of St Jude (Australia)”

### And mail to:

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

### 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

## Direct deposit details

### By direct deposit:

Bank Name: National Australia Bank  
Account Name: The School of St Jude Limited  
BSB: 083166  
Account Number: 412011750





# Appendix

## Checklist

Click on the image to download the checklist form.



The School  
of St Jude

### Checklist

#### Event detail confirmation

Ensure you have confirmed the following details with our Australian-based tour coordinator and filled out the event details form [here](#).

- Public or private (can we invite some of our local supporters to your event or is it a closed event?)
- Arrival time of guests
- Official event start
- Gemma's presentation start time
- Time allocation for Gemma (ideally 40min but can be flexible)
- Time allocation for Q&A if required
- Earliest departure time for Gemma and the team
- Any key attendees that Gemma and team should know
- Max attendees expected

#### Before your event

- ☐ Ensure you have the equipment Gemma and the team need, including:
  - Laptop with at least one USB port or adaptor
  - A projector and any cords for the laptop
  - A microphone
  - Speakers
  - A table for merchandise and books
  - Extension cord and power boards
- ☐ Test all of the equipment.
  - Make sure the USB ports in the laptop are working as well as the Powerpoint software
  - Check the projector can connect with the laptop
  - Do a mic check! Ensure no issues with the microphone
  - The presentation has videos so please ensure that the sound is working and loud enough for the room
  - Ensure any extension cord, adaptors and power boards are working
- ☐ Find the best place at your venue to place a merchandise table, with easy access to a powerpoint (using an extension cord if necessary) so that the team can charge the EFTPOS machine.
- ☐ Assign an event assistant who can help Gemma and the team with small tasks and setting up.
- ☐ Create your own poster and invitation using the editable templates on [our website](#)
- ☐ Get in contact with local media who could run stories promoting your event. Check the event kit for more information.
- ☐ Invite people - think friends, family and local groups, including churches, Rotary clubs and schools.
- ☐ Print A4 copies of the registration QR code found in your Event Host Kit
- ☐ Send a reminder to attendees one to two days prior to the event.

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

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



## Promotional Poster

Click on the image to download the editable PDF poster.

The poster features a photograph of three people: a woman on the left with glasses and a grey top, a man in the center in a blue suit, and a woman on the right in a dark blue top. The background is a light green with a subtle geometric pattern. The title 'A story to Remember' is written in large, white, outlined letters. Below the title, there is a paragraph of text and a registration form with fields for Event Name, Date & Time, Location, and Contacts. The School of St Jude logo and the Australian Tour logo are in the top left corner. Social media icons and the handle @schoolofstjude are at the bottom.

**The School of St Jude** **Australian Tour**

# A story to Remember

Join us for an unforgettable conversation with the renowned founder of one of the largest charity schools on the African continent - Gemma Sisla.

After opening The School of St Jude in Tanzania over 20 years ago, we are honoured to welcome Gemma and two incredible alumni, Suleiman and Winnie, to share first-hand the exciting developments, successes, challenges and personal stories from Arusha, Tanzania. Don't miss out on this incredible opportunity to experience the true impact of St Jude's.

Event Name: // Date & Time: // Location: //  
Contacts: //

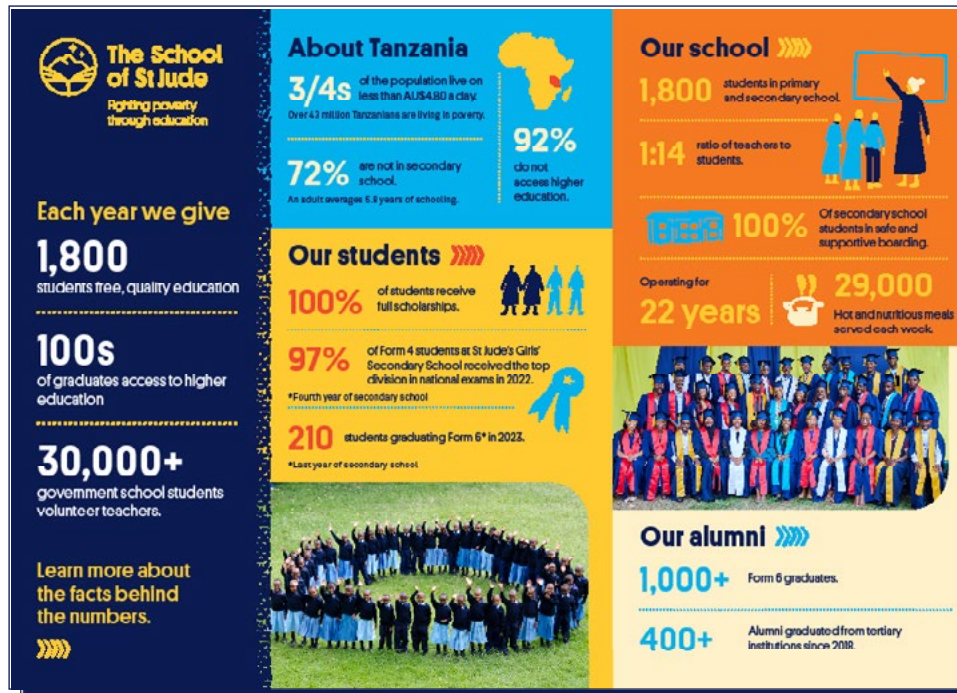
@schoolofstjude





# St Jude's Fact Sheet

Click on the image to download the PDF file.



# What your donation could do

Click on the image to download the PDF file.





# Biographies for Gemma, Winnie, Sule and the School

Click on the image to download the PDF file.



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

## Gemma Sisia

**St Jude's Founding Director**

Gemma grew up as the only girl in a family of eight children on a 100,000 acre property in Armidale, New South Wales, Australia. Her childhood involved mustering sheep, horseriding, swimming and fishing in the waterfalls at the family property. After completing a science degree at The University of Melbourne, Gemma followed up with an honours program and a Diploma of Education through the University of New England in Armidale.

At 22 years old, Gemma travelled to Uganda to put her qualifications to good use, volunteering as a teacher at a girls' centre. This experience fostered her belief that education is the right of all children and the strongest weapon in fighting poverty. During this time, Gemma also met Richard, who would later become her husband in neighbouring Tanzania.

Upon returning to Australia, Gemma began fundraising to build a school that would provide a free, private education to those in poverty, which would eventually become The School of St Jude. With help from her father, Gemma spoke to local Rotary Clubs, friends, school, and churches and the support for her school began to grow, eventually raising enough to build the first classroom. She has toured Australia to tell the story of St Jude's almost every year since.

After 20 years of fundraising and building St Jude's from its foundations, today St Jude's provides free, quality education to 1,800 primary and secondary students and support hundreds of tertiary scholars every year. St Jude's is more than a school. Gemma and her team have developed a successful model to combat poverty, with each scholarship alleviating financial strain resulting in significantly improved economic outcomes for families and local community.

Outside of St Jude's, Gemma runs a safari company with her husband, Richard, and they enjoy spending time with their four children Nathaniel, Jacob, Isabella and Louisa.

### Awards and Recognition



Member of the Order of Australia (AM)  
2007



ABC TV documentary program Australian Story  
2005, 2009



Sapphire Paul Harris Fellow, Rotary International  
2000, 2019



Finalist New South West Australian of the Year  
2012





**The School of St Jude**

## Dr Suleiman Mohammed

**St Jude's Class of 2015 and a General Practitioner at one of Tanzania's most prestigious hospitals.**

Suleiman's journey with St Jude's dates back to 2009 when he got invited to apply for a scholarship following an outstanding performance in his national exams. He was subsequently selected to join St Jude's inaugural cohort of students and proceeded to spend the next six years at the school.


While at St Jude's, Suleiman took on various leadership roles and spearheaded a student-led initiative to renovate the home of an elderly neighbour near the school.

Suleiman graduated from secondary school in 2015 and joined the Beyond St Jude's (BSJ) program, spending the following year at St Jude's Visitor's Department. The fast-paced, multicultural environment at St Jude's fostered his confidence and vibrant personality, traits that resonate with his life today.

After a year of community service, Suleiman pursued his childhood dream of becoming a doctor and secured a spot at one of Tanzania's top medical schools. In 2021, Suleiman along with six other St Jude's alumni proudly became the school's first doctors.


Today, Suleiman is a General Practitioner at the Emergency Department of Tanzania's largest hospital. His remarkable problem-solving and communication skills extend beyond his family to his patients, workplace, and the broader community.

In his spare time, Suleiman loves to try out new recipes and practises creative writing. Based in Dar es Salaam, Tanzania's largest city, he is the go-to person for graduates looking to pursue a career in medicine and those looking to settle in the vibrant city. His story is a strong testament to the transformative power of education in turning dreams into reality and impacting communities.



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





**The School of St Jude**

## Winnie Nemes

**St Jude's Class of 2016 and an Officer in the St Jude's Supporter Relations Team**


Winnie came to St Jude's for the first time in 2004 when her father brought her to apply for a scholarship. She proceeded to spend the next 14 years at the school, honing her leadership and communication skills and discovering her love for art.

After completing her secondary school education, Winnie joined the Beyond St Jude's program and spent the following year volunteering at the school. Winnie then secured an international scholarship to study International Business Administration in Nairobi, Kenya.


While at university, Winnie and co-founded a student-led program to help families that were most-hit by the Covid-19 pandemic. Back in Tanzania, Winnie launched a similar program to help students whose parents couldn't cover their school fees in the midst of the pandemic.

Winnie is a fearless entrepreneur and has launched several successful businesses on the side to help her support her family and community. She is also an active member of St Jude's Alumni Association, helping graduates find and apply for international scholarships.

Today, Winnie is a full-time employee in the St Jude's Supporter Relations team, where she uses her strong communication skills to correspond with supporters across the world. She is a living proof of St Jude's impact and a constant inspiration for students, staff, and supporters of the power of education.



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# Images

Click on the thumbnail to download the image or view our entire selection of images [here](#).







# Tax receipt list

Click on the image to download the Excel spreadsheet.

	B	C	D	E	F	G	H	I	J
1	Address 1	Address 2	Town/City	State	Postcode	Email Address	Details of deposit - time and date	Deposit made by	Total AU\$
2									
3									
4									
5									
6									
7									
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**The School  
of St Jude**

Fighting poverty  
through education

# 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].



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