



## Tour de Goz Amer Toolkit

Join refugees from Darfur in a bicycle ride away from violence and towards peace through education.

Refugees from camp Goz Amer will race their bikes, and people around the world can ride with them, all connected through the Tour de Goz Amer(ica), a virtual race that will fundraise for education for the children of camps Goz Amer and Djabal.

Register to ride in your own community. Do it with friends and family, or alone but virtually connected to many, including the refugees from Goz Amer. Get people to sponsor your miles, with every dollar collected going towards education in the camps.

### Little Ripples: Providing Early Childhood Education & Empowering Communities

Funds raised through Tour de Goz Amer will benefit i-ACT's Little Ripples (LR) program. Little Ripples is a preschool program tailored to a population exposed to severe trauma. It plants seeds of education, peace, and hope for children and the community. With the input of preschool and early childhood development experts as well as of the refugees themselves, the Little Ripples curriculum encompasses Darfuri culture and values as well as focuses on the foundations of learning, peace-building, and trauma recovery.

The first Little Ripples school opened in refugee camp Goz Amer in eastern Chad in the summer of 2013. The school is serving approximately 400 children. Little Ripples' goal is to serve all of the approximately 8,000 children 3–5 years old in camps Goz Amer and Djabal, by opening dozens of in-home education centers called Little Ripples Ponds. By updating existing homes to be LR centers, hiring local mothers to provide meals, and creating a network of women teachers who work throughout the camp, the impact of Little Ripples extends beyond the classroom and propels the entire community on a path towards peace.

### Ride for Refugees: How it Works

**Individually:** Set a personal goal for how many miles you will ride in September to support education for Darfuri refugees. After you set your goal, reach out to friends and family for per-mile pledges. Set up a campaign page from the Tour de Goz Amer webpage. You can reach your total miles any way you want: take a solo ride on one specific day, add up your total commuter miles for the month, or challenge yourself to multiple indoor cycling classes. Every wheel that spins can count towards your goal. At the end of September, gather your pledges and send them to i-ACT to support Little Ripples.

**As a Community:** Set a date in September for a community bike ride. Work with friends, family, or a local cycling club or shop to select your route. Together, set a group goal for how much money you want to raise. Hang posters and encourage others to sign up for your ride! All riders can send out the link to your community's campaign page to request donations to reach your goal.



# getting started

**Register to Ride** at [www.littleripples.org/tourgozamer](http://www.littleripples.org/tourgozamer)

**Set Your Goal** for how many miles you will ride in September. These can be completed in one afternoon, over several days, or even in an indoor cycling class.

**Start Your Online Fundraising Campaign.** Follow the link on the Tour de Goz Amer webpage to set up your fundraising goal and make it easy for your friends and family to support you.

**Gather Support.** Email and post the link to your fundraising campaign page or use the pledge form on page 3 to collect pledges. You can also ask family and friends to ride along with you. To help you inform others, we've included an informational guide to Little Ripples on page 6.

**Create a Plan** for your fundraising ride. Check out page 4 for ideas: organize a community ride, take a spin class or set a date to finally take that day for a personal adventure!

**Spread the Word.** Let others know about the efforts you're taking for Little Ripples.

- Use #ride4refugees as you spread the word on social media!
- Use our sample poster and fill in your ride information. Give it to friends, post it at local bike shops, and share the link to your fundraising campaign on social media.
- Use Facebook, Twitter, or Instagram to share what you are doing and get others excited! View our social media tips for ideas on page 5.
- Promote your fundraising effort with local media. See our press release template on page 8 for help in sharing your efforts (your ride) to local news sources.

**Collect Donations.** After your ride or at the end of the month, circle back to those who committed a certain amount based on your miles, and ask them to donate online or give you a check (made out to i-ACT). Use our pledge sheet on page 3 to help you with this process.

**Share Your Success.** When all is said and done, let's celebrate what we've accomplished! Join us in sharing results on social media to thank your supporters, friends, and family for the impact they made.



# ideas for your ride



## Family & Friends

- Get your family involved: pledge miles with your family and friends, and organize rides together.
- Ride-along: ask your family and friends to support you by riding with you.
- Share the Ride: tell your story to your family and friends. The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge to you. Use #ride4refugees to connect with others also riding for Little Ripples.

## Community

- Organize a community bike ride on a specific day and time. Partner with a local cycling club or bike shop. Use our downloadable poster to enter the info. Post your flyer in bike shops, in businesses along popular bike routes, and in coffee shops. They might even allow you to set up a jar asking for donations towards your goal.
- Are you part of a faith organization? Ask congregation members to bring their bikes for an after-service ride one afternoon.
- Are you in a community or school group? Organize a weekend ride together.
- Create an online community fundraising page with a total goal for all the riders to fundraise towards. Each person can reach out to his/her own network to help raise money.

## Indoor Cycling Class

- Make a commitment to attend a certain amount of indoor cycling classes during the month of September and collect donations for reaching your goal.
- Set your goal for how many total miles you want to ride for the month, and collect pledges based on those miles.
- Ask your local indoor cycling gym (or instructor) to donate a class, and ask each class participant to donate \$20 (which allows one Little Ripples student to attend school for a month) in lieu of a class fee.
- Have a stack of pledge forms and toolkits with you and ask your instructor to make an announcement about Tour de Goz Amer in class.

We'd love to share where your ride for peace has taken you.

## SHARE YOUR #RIDE4REFUGEES JOURNEY

### Email

First, send out emails to your friends and family encouraging them to join your efforts and contribute. \*Hint:\* send multiple emails — oftentimes people want to give, but lose the email or forget, so a reminder email is a great thing! Then, promote your ride and pledge through social media (read below). In addition, add pictures and share your personal story explaining WHY you are passionate about raising funds for Little Ripples.

### Facebook

- Use a Little Ripples Tour de Goz Amer cover photo and profile image for your personal Facebook page.
- Share your fun cycling photos of your friends and yourself riding for refugees! Share an album of all the beautiful sights and tough road obstacles you meet along the way.
- Share the Little Ripples ([www.facebook.com/iactRipples](http://www.facebook.com/iactRipples)) posts on your personal Facebook page.

### Twitter

- Start your Tour de Goz Amer journey with an #i-ACT “because” statement on Twitter.
- Along the way, post pictures of you, your family and friends, or fellow community riders.
- Use #ride4refugees to share and connect with other riders.
- Retweet Little Ripples ([www.twitter.com/iactRipple](http://www.twitter.com/iactRipple)) posts.
- Promote your ride and fundraising efforts on your handle by mentioning your cycling buddies and asking them to join you in raising funds and awareness around the conflict that continues in Darfur.

### Instagram

- Follow us on Instagram [@iACTivism](https://www.instagram.com/iACTivism).
- Post videos and images as you ride towards your goal. Don't forget to mention [@iACTivism](https://www.instagram.com/iACTivism) and use #ride4refugees.

### Blog

- Visit the Little Ripples blog and share our stories with your networks.
- Inspired to write? Contact Katie-Jay Scott at [ktj@iACTivism.org](mailto:ktj@iACTivism.org) and ask how you can write a blog of your own!

## USE THESE SAMPLE TWEETS

 This September I will #ride4refugees in support of Little Ripples. Did you know Little Ripples is the only program in the Darfuri refugee camps in eastern Chad offering early childhood education focused on play-based learning, peace-building, and trauma recovery? Donate now and you'll be supporting education for refugee children. [insert link to your personal online fundraising campaign page].

 I'm riding to raise funds for Little Ripples in honor of [insert name of Little Ripples student from our website]. Join/support my ride: [insert link to your personal online fundraising campaign page] or [bit.ly/ride4refugees](http://bit.ly/ride4refugees).

I'm almost there! I've raised \$xxx towards my goal of \$xxx. Help me in the final stretch [insert link to your personal online fundraising campaign page] or [bit.ly/ride4refugees](http://bit.ly/ride4refugees).

I #ride4refugees to support @iactRipple educate 3–5-year-old refugees from Darfur. Join to expand our impact: [bit.ly/ride4refugees](http://bit.ly/ride4refugees).



[www.facebook.com/iactRipples](http://www.facebook.com/iactRipples)



[@iactivism](https://www.instagram.com/iactivism)



[@iACTRipple](https://twitter.com/iACTRipple)  
[@iACT](https://twitter.com/iACT)



[vimeo.com/iact](http://vimeo.com/iact)



**Little Ripples is a cost-effective and replicable early childhood development program that trains and employs refugee women to provide culturally inspired home-based preschool education, in order to improve the early development of refugee children exposed to conflict.**

## The Program:

- Improves the social-emotional, cognitive, and physical health of refugee children ages 3 to 5.
- Builds the capacity of refugee women to provide early childhood education in emergency or protracted refugee contexts.
- Provides a safe environment for children to learn, grow, and heal from trauma.
- Creates a model that is sustainable, replicable, and scalable.

Little Ripples (LR) seeks to improve the humanitarian efforts of empowering refugee women while focusing on the critical need and gap of early childhood education for refugee children. The program uses a participatory-train-the-trainer approach to build the capacity of refugee women to serve as teachers and leaders in providing quality preschool education. The skeleton LR curriculum created by experts in early childhood development, trauma recovery, and crisis intervention is adapted by the refugee teachers and infused with their cultural songs, stories, experiences, and traditions. The curriculum's modules emphasize social-emotional learning, peacebuilding, language and mathematics literacy, and physical development of the child.

In order to make the program more replicable and scalable in eastern Chad and other refugee contexts, Little Ripples moved from a school-based to an in-home model called Little Ripples Ponds. Ponds are hosted in existing refugee homes, eliminating the need and construction of costly new structures in camps. In partnership with the community, homes are chosen and adapted into safe and appropriate spaces for young children to learn, play, and grow. Each Pond has two teachers who provide personalized, strength-based teaching to 45 refugee girls and boys ages 3 to 5 years old.

Little Ripples provides nutritional support, allows for older siblings to attend primary school, promotes parent involvement in education, creates a foundation for peace and recovery for a traumatized population, and facilitates the humanitarian educational response in emergency and protracted refugee contexts.



## Create New Ripples

Build lasting peace for the future of Darfur and provide a safe space for children to learn, grow, and recover, by launching a new Pond. For \$5,000, you or your community can create new ripples in refugee Camp Goz Amer and Djabal by supporting the remodeling of an existing home, training and hiring teachers, and providing initial school supplies. Your immediate impact will reach the 45 students and their families attending the school, while your legacy will plant seeds of peace for many generations to come.

<b>Teacher Salaries:</b>	<b>\$2,772</b>
<b>Remodeling:</b>	<b>\$1,200</b>
<b>School Supplies:</b>	<b>\$1,028</b>
<b>Total</b>	<b>\$5,000</b>



## Connect

You and your community can connect with Darfuris living in refugee camps Goz Amer and Djabal by exchanging games, sharing video letters, and participating in our Little Ripples Give a Hand campaign. You can even decorate a linen shade for one of the Ponds with messages of peace and hope.

## Sponsor

For \$20 a month, you can give a Little Ripples student the chance to learn, grow, and eat a nutritional meal. The person-to-person connection the students make with our loving and caring teachers is invaluable for their future. Your monthly sponsorship will give students and teachers alike the opportunities to play and to recover from the trauma of violence while living in an isolated and desolate refugee camp.

For more information on ways to support and connect with a Little Ripples Pond, please email [ktj@iactivism.org](mailto:ktj@iactivism.org), or visit <http://littleripples.org/schools-ponds>



<https://www.facebook.com/iACTRipples>



@iACTRipple

# Press Release

## TEMPLATE

Fill out the details in the following template and send it to local paper and media sources for publication.

### FOR IMMEDIATE RELEASE:

### Contact:

Date of Release:

Your name, title (if applicable)

Today's Date:

Your phone number

Your email address

### HEADLINE OF YOUR RIDE / EVENT IN ALL CAPS HERE

**Who and What:** Example: Your name, or your organization's name, is spinning her/his wheels for peace in order to benefit Little Ripples Tour de Goz Amer. Little Ripples is a project of Los Angeles-based non-profit i-ACT. Approximately 8,000 children ages 3–5 are without proper care in Darfuri refugee camps Goz Amer and Djabal. This can be a matter of life or death in a refugee camp, where safety and resources are scarce. Little Ripples forges new territory, implementing a comprehensive early childhood education program tailored to a population exposed to severe trauma. Partnering with education experts and fostering international relationships, Little Ripples is a foundation upon which a wave of change can grow. It plants seeds of education, peace, and hope for children and their community — hope as boundless as a child's imagination.

List details of your ride or event and any other noteworthy fact or attendees.

**Where:** Example: Santa Barbara

**When:** Example: 8:00 am., Saturday, September 11

**Why:** Example: The immediate change Little Ripples will create is providing a place for 8,000 children ages 3–5 to be safe and supervised during the day. Parents and older siblings can drop off young children at the Little Ripples Ponds in the morning, where they will receive a healthy meal — which for some will be the only such meal of the day. Trained refugee women teachers will then be involved in providing learning and play activities for the children, in a safe and nurturing environment. The ripple further spreads to impact primary students and teachers, as the students enter with a foundation of language and interpersonal skills. Soon, the entire population of refugee camps Djabal and Goz Amer — 42,319 Sudanese refugees — will experience the positive ripple effect that started with the children in the Little Ripples Ponds.

Every dollar will contribute directly to a Little Ripples Pond. Join me as I ride for peace and raise funds and awareness in support of Little Ripples.

###

i-ACT, based in the Los Angeles area, empowers individuals within communities, institutions, and governments to take personal responsibility to act on behalf of those affected by genocide, mass atrocities, and crimes against humanity. i-ACT is a global team dedicated to putting a face on the numbers of dead, dying, and displaced while creating mutually enriching relationships between those in danger and those able to act, fostering a new culture of participation.

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

# collecting donations

Little Ripples is a project of i-ACT, a Los Angeles based 501(c)3 charitable organization.

Our Federal EIN number is 27-0469436.

Donations can be collected at the time of the pledge, during your challenge, or after your miles have been completed.

Mail your pledge form with checks to:

**i-ACT**

**1732 Aviation Boulevard, #138**

**Redondo Beach, CA 90278**

**Set up your Online Fundraising Page:** The easiest way to collect donations is to set up a personal online fundraising campaign. Go to [www.littleripples.org/tourgozamer](http://www.littleripples.org/tourgozamer) and click on "Start a Campaign." Fill in your information, set a goal, add a photo of you, then share it all via social media right on the page itself. You can see who has donated and who you still need to follow up with on their pledges.

**Cash:** Please do not send cash. Instead, collect the cash and either make a check or submit a donation online.

**Checks:** Checks can be made out to **i-ACT**, with **"TGA: [your name]"** in the memo line.

Please use your pledge form to make sure all donations are accounted for and submitted to i-ACT in a way that allows us to send an acknowledgment letter to each donor. We will automatically send an acknowledgment letter for all check or credit card donations. For cash contributions, please provide us with each donor's name, address, and amount of donation on your pledge form, so we can send an acknowledgment.

**Please remember to personally thank everyone who helped make your ride a success!**

# THANK YOU!

