

Reach Out To Asia: “My Education .. My Hope” Campaign Ramadan 2014



“My Education ... My Hope” Campaign

Exclusive Partners - QAR 1,000,000

- ROTA is launching a campaign in Ramadan to raise fund for Children and youth in need to support their educational needs and assists them to have better future.

These projects aiming to:

- Provide & Increase access to educational facilities, projects and resources.
- Improve the quality of education.
- Engage youth as leaders in defining and advocating for innovative solutions.

The Campaign target is to:

- Raise the awareness amongst public in Qatar and Middle East on what ROTA’s mission, what are the achievements and how they can help and support to help these children and youth.
- Raise fund for ROTA’s projects and in particular for Lebanon (Syrian Refugees), Palestine, Yemen, Nepal and Pakistan.
- Build relationship with partners in Qatar and Middle East and boost visibility and awareness for both ROTA and partner(s).

Unlock the Door to their Education

The benefit of being ROTA Campaign Partner will be huge brand awareness, this includes the media coverage, community engagement and events:

- TV channels appearance (e.g. Aljazeera, QTV, Al Rayyan TV, Al Kaas TV)
- Radio (QF Radio and others)
- Donation Boxes (large and Small) and booths to be allocated in Malls and public places (details can be provided)
- ROTA & QF (if Possible) Websites plus adverts on popular websites
- Ready Call Centre (Hot numbers)
- Publications (Project Booklet 2014/15, Sponsorship Packages)
- Using ROTA SMS Number in all our publications, Websites and Events (**SMS “ROTA” to 92678 and donate QAR 10 for ROTA’s Educational projects**)
- Newspaper & magazines Ads
- Flyers, roll ups, posters and Billboard
- Social Media – Facebook, twitter and instagram



Public, Corporates and governmental organizations can contribute and engage with our campaign, we will be setting up donation stations at malls, universities and public places. Also, there will be class room booth where people can visit and experience what ROTA is doing in the field.

Below is a brief summary of the projects we would like to support with figures and information, enclosed also, detailed information of each project and the activities we are planning to implement.



Partnership with Virgin

- Place booth/kiosk to promote ROTA to Virgin's customers.
- Sell ROTA's promotional items.
- Conduct some activities in the booth
- Place donation boxes in Virgin stores.
- Virgin to promote ROTA's name with their activities

Partnership with Virgin

- Host Celebrities to be available in the booth in Virgin store to promote ROTA's activities.
- The possibilities to make special edition CD for Sami Yousef to be associated with ROTA.
- One day with Sami Yousef and Lojain Omran in ROTA's booth.

ROTA and way to Donate

- Transfer to ROTA's Bank Account:
 - Beneficiary Name: The Reach Out Fund
 - QR Account Number: 0035-004919-001
 - Bank Name: Qatar National Bank (QNB)
 - Branch Name: Qatar Foundation Branch
 - Swift Code: QNBAQAQA
 - IBAN No. : QA11 QNBA 0000 0000 0035 0049 1900 1
- Donate Cash to one of our Donation stations/Box
- Donate Online by going to: www.reachouttoasia.org
- Donate by SMS to 92678 (QAR 10 each SMS)
- Call ROTA Hot Number xxx xx xx
- Write Cheque to “Reach Out To Asia”
- Call 66169520

Projects you can sponsor or contribute to:

Country	Location	Project Name	Project Main Activities	Budget	No. Of Beneficiaries	Remarks
Syrian Refugees Lebanon	Tripoli And Akkar – Lebanon	Providing Education for Syrian Children in Lebanon	Providing Community-Based Education Opportunities to Children Affected By The Syrian Crisis In Tripoli And Akkar. This project will be implemented over 1 year to meet the educational needs of 2,000 vulnerable children by providing community based education opportunities following a formal curriculum designed & managed by community. The project will work with communities to recruit, train, deploy & support teachers from within community, provide school furniture, heating, teacher training, & materials for locally recruited teachers. Develop opportunities for structured play & creative activities. In crisis situations, education offers children safe spaces for learning & provides a sense of normalcy, stability, & hope. The challenges faced by Syrian children are enormous, but this will ensure that the promise of education will not be lost to this generation.	\$ 1 Million (QAR 3,650,000) <i>QAR 1,825 Cost Per Individual</i>	2,000 Syrian Children. 16,000 Families	Emergency Education project (1 year)
Palestine	West Bank	Developing & upgrading the educational sector in West Bank through the development of educational facilities, methods & capacity building for teachers and students.	<ol style="list-style-type: none"> 1) Capacity building and skills development of teachers. 2) Promoting the culture of reading among the school age students. 3) Empowering the educational, behavioral and physical skills of the school age students through sports activities. 4) Promoting the usage of the Arabic language and the development of educational resources in Arabic. 5) Development of practical skills for school age students through vocational training 	\$1,643,213 (QAR 6 Million) <i>QAR 571 Cost Per Individual</i>	10,500	18 months

- Continue (Projects you can sponsor or contribute to):

Country	Location	Project Name	Project Main Activities	Budget	No. Of Beneficiaries	Remarks
Yemen	4 districts in Hajjah Governorate and 3 districts in Sana'a Governorate	Towards Better Economic Opportunities for Youth in Sana'a and Hajjah	<ol style="list-style-type: none"> 1100 youth gain the skills and knowledge needed for self-employment and entrepreneurship 1000 youth have access to information and support services for entrepreneurship, and are able to harness existing local resources Youth advocate for a stronger business enabling environment and self-employment opportunities Good practice and replication potential of livelihood opportunities identified 	\$1,196,161 (QAR 4.36 Million) QAR 570 Cost Per Individual	2,100 youths	2 years
Nepal	Terai region of Nepal.	EXPANDING HUB-SATELLITE MODEL AND FOCUS ON YOUTH IN NEPAL	<ul style="list-style-type: none"> ✓ Increase access to educational facilities, projects and resources ✓ Improve the quality of education ✓ Engage youth as leaders in defining and advocating for innovative solutions. <p>To provide access to education, information and livelihoods to rural communities through the provision of Community Library & Resource Centers and relevant education and livelihoods trainings, with a particular focus on engaging and empowering youth, leveraging ICT for education and livelihoods, and addressing local questions that affect quality of life.</p>	\$3 Million (QAR 11 Million) QAR 75 Cost Per Individual	150,000 people will have access to Centers, including 50,000 youth. 40,000 people will access the services	The project will be implemented over 2 years

- Continue (Projects you can sponsor or contribute to):

Country	Location	Project Name	Project Main Activities	Budget	No. Of Beneficiaries	Remarks
Pakistan	District Swat in Khyber Pakhtunkhwa, Province of Pakistan.	Institutional Support For Participatory, Inclusive and Responsive Education	<ul style="list-style-type: none"> ✓ Increase access to educational facilities, projects and resources ✓ Improve the quality of education ✓ Engage youth as leaders in defining and advocating for innovative solutions. <p>Improved access of girls to formal education above primary level by modeling Community Based Education through evening schools.</p>	\$2.4 Million (QAR 8.76 Million) QAR 626 Cost Per Individual	14,000	The project will be implemented over 3 years



Reach Out To Asia

Thank You