

WALK FOR EDMUND



Edmund Rice
FOUNDATION AUSTRALIA
Liberating Lives Through Education

Toolkit

This kit is a useful guide to help you promote and drive engagement for *Walk for Edmund*.

Contact

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Walk in Solidarity
with our brothers and sisters



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About *Walk for Edmund*

Thank you for choosing to support Edmund Rice Foundation Australia (ERFA) by participating in the 2023, *Walk for Edmund* campaign.

Walk for Edmund is a school initiative that aims to help raise vital funds to support ERFA's development work in Australia and abroad. The campaign provides a platform for important discussions about social justice and sustainable development. In 2023, our goal is to raise \$100,000 by walking in solidarity with disadvantaged people around the world.

If you haven't yet registered your school but still want to get involved, please email Jason Bongers, Schools and Community Engagement Manager jbongers@edmundrice.org to learn more.

About Edmund Rice Foundation

Edmund Rice Foundation Australia is a trusted international aid organisation.

ERFA's vision is for access to quality education and lifelong learning opportunities for all. ERFA works to achieve this by supporting people to identify and take collective action on important issues in their community.

Through the generous support of Australians, ERFA helps communities with limited resources tackle issues surrounding access to education and employment, community development, and the protection of fundamental human rights.



Planning your walk or run

When planning a mass participation event such as a walk or run it is important that you first take some time to carefully consider the route your participants will follow and the distance they'll run or walk. Your choice of route will play a central role in other decisions you make concerning resources, staffing, safety and more. Please consider and apply all risk management policies relevant to your school.

Adding a competitive edge



To help create a fun rivalry between school houses, consider holding a competition to see which house can raise the most donations or, run/walk the furthest distance.

Once you've decided the basics like location, date and time, please email this information to: **Jason Bongers, Schools and Community Engagement Manager** jbongers@edmundrice.org

Once we have your school information, we'll start organising your dedicated landing page and issue you with a unique QR code for your school to collect donations. The QR codes can be used in communications and on promotional items like postcards and posters for students to collect donations.



The QR code will link to our secure payment facility, issuing donors with digital tax deductible receipts instantly. From this, ERFA can provide campaign updates to a custom-built webpage, and this could be a great competitive motivator within the school community!

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On the day

Guest speaker



It's possible that an ERFA staff member may be able to attend or speak to promote your event. If you would like to enquire about availability please contact Jason Bongers, School Engagement Officer jbongers@edmundrice.org

No cash to count



ERFA offers 'cashless' donations. All funds are received online so you won't have any coins to count on the day.

Tracking



Because we help you manage your donations electronically, you can also track all the funds raised online. ERFA can provide regular updates on the funds raised by your school or house on your dedicated school landing page.

Social Media



If the opportunity arises, we'd love your support via social media. Simple tag us @EdmundRiceFoundation and use the #walkforedmund to help promote the campaign.

After the event



There's no cash to count and no receipts to issue. We'll handle all this for you. We'll provide your school with a final fundraising tally and a certificate to recognise your participation.

If you have any additional photos to share that we could add to our image library, please email them to Jason Bongers, Schools and Community Engagement Manager jbongers@edmundrice.org








Promoting your walk or run

Timing

We suggest including *Walk for Edmund* in term two, aligned with Edmund Rice Feast Day. However, you can choose to host your event at any time of the year, and we can accommodate a non-walkathon event as well.

Active promotion of the event is best kept short and sharp. From experience, we’ve found two weeks is a good amount of time to get the word out and maximise participation.

A suggested communications schedule

Time 	Channel 	Message 
Start of Term	Student timetable	Save the date
Two weeks prior	School assembly	Announce the walk and set the challenge
	Pastoral care	Distribute posters and postcards
	Parent email	Outline the walk and the challenge
One week prior	School assembly	Update house funds raised and reinforce the challenge
Three days prior	School email	Updates
Day prior	Parent email	Update and reminder

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Key messages

We've prepared a list of key messages for you to use in your communications. We ask that you do not alter the statements regarding ERFA.

About the walk



- Join us in an exciting and innovative celebration of Edmund Rice Feast Day in 2023 (Note: only use this statement if your event is coinciding with Edmund Rice Feast Day)
- Help raise vital funds to support Edmund Rice Foundation's development work in Australia and abroad.
- Walk in solidarity with our brothers and sisters around the world who face barriers to opportunity.

About ERFA



- Edmund Rice Foundation Australia is a trusted international aid organisation. Their vision is for access to quality education and lifelong learning opportunities for all.
- Through the generous support of Australians, Edmund Rice Foundation helps communities tackle issues surrounding access to education and employment, community development, and the protection of fundamental human rights.

Donations



- All donations will go to Edmund Rice Foundation Australia.
- Scan the unique QR code to make a donation.
- Donations over \$2 are tax-deductible and digital receipts are generated automatically via email.
- Visit [*<your schools unique landing page>*](#) for regular updates on funds raised.

Your donation allows ERFA's global partners to:



- Purchase a packet of vegetable seeds for urban farming **\$1**
- Pay for 1 teacher to be trained in child rights and safeguarding **\$10**
- Purchase 1 digital thermometer for student COVID-19 screening **\$20**
- Purchase 5 training kits for fashion and design students **\$40**
- Pay for 20 youth to participate in urban farming training **\$40**
- Pay for 30 students to participate in educational excursions **\$200**
- Purchase 1 new teacher laptop **\$500**
- Pay for 40 teachers to receive training on IT instruction for primary students **\$2,000**
- Purchase 600 story, course and reference books for primary student library **\$4,000**

Walk for Edmund Assets

Walk for Edmund logo



Walk for Edmund and ERFA Lock-up



ERFA logo



W4Ed logo (with/without tagline)



W4Ed and ERFA Lock-up (horizontal)



W4Ed and ERFA Lock-up (stacked)



Walk for Edmund Assets

Walk for Edmund banner



W4Ed banner



Image Library



These images have been provided use with the Walk for Edmund 2023 Campaign. Any other use is strictly prohibited. Cropping is permitted. No other changes should be made to the images.

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GOT A QUESTION?

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