

TAKE THE CHALLENGE
BUILD SCHOOLS!



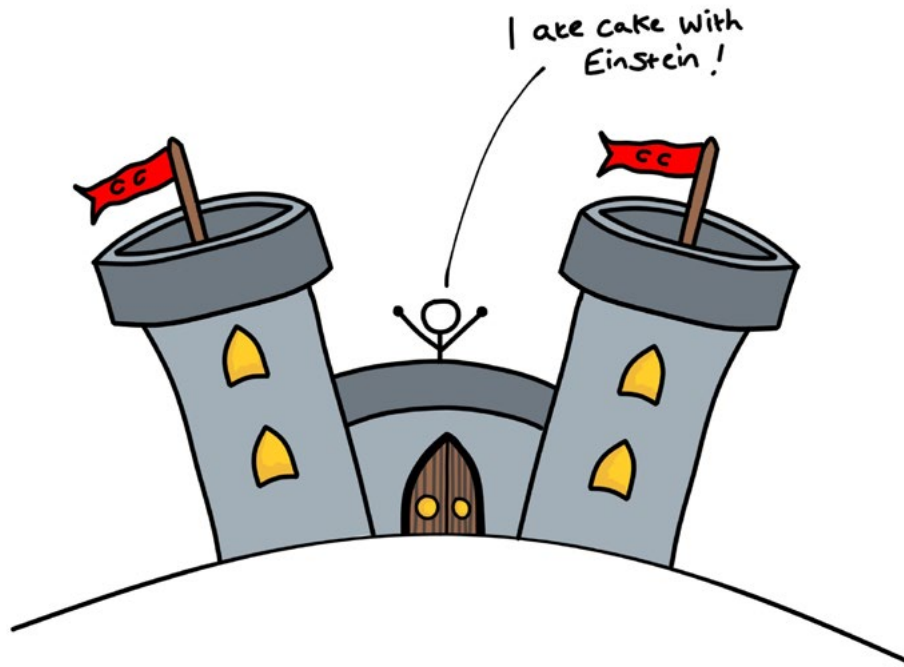
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FUNDRAISING PACK

#BRICKSBUILDSCHOOLS



#THE100SCHOOLSPROJECT



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“You freaking
did it you unicorn.
You wonderful
wonderful human.”

OLIVER ‘FELIX’ WISSENBACH



Oliver 'Felix'
Wissenbach

23.8.94 - 10.9.19



You are a wonderful, wonderful human being!

Brick by brick, we'll work together to build ONE HUNDRED schools in Oli's memory, in some of the poorest and most deprived areas of the world. The children here are remarkable; they are bright, funny, engaged, interested and curious.

They want to learn, and they are excited for their new school!



#BRICKSBUILDSCHOOLS

A legacy with purpose

Oli said he wanted “the world better because I was here”. It’s a wish that we can all relate to – building a legacy with purpose that will outlast us all.

Taking part in the School Bricks Challenge has **‘real’** purpose. It means that you are contributing **‘real’** practical resources for a **‘real’** school in some of the poorest parts of the world for communities that **really** need it. The schools will be there longer than all us, supporting children that will be tomorrow’s parents, and their children and grandchildren beyond.

That’s an incredible legacy for Oli. It’s a legacy for us. We are so happy that it’s now a legacy for you, too.

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We know that we can’t build 100 schools on our own. That is why we need your help to make this happen. **Every single brick makes a difference.**



3,500 Bricks

One school takes 3,500 ‘virtual bricks’ to build (that’s £35,000 in actual money!) – that’s a lot for one person, but together we’re stronger and can achieve this goal.

1 Brick = £10 • 3,500 Bricks = 1 School • 1 School + #worldbetterbecause

Whether you take on the ‘**200 brick challenge**’ or gather a team for the ‘**3,500 brick challenge**’, you are joining an incredible community of people who want to make a difference in this world. You’re making a real, sustainable and significant transformation to these children’s lives.

And the work has already begun. The first ground break was on 10th September 2020 at Fadie in Mali, the anniversary of Oli’s death.

Anyone that knew Oli have absolutely no doubt that the world is better because he was here – and now with your help, many thousands of people, of both current and future generations who didn’t know him, will be living proof of the legacy he has left behind him and carrying forward his passion for learning and teaching.

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This pack gives you the step-by-step on how to kickstart your fundraising page (it’s easy!) and start building bricks. Also don’t forget to keep checking out the website for more tools and resources to help you achieve your goal.

www.oliverwissenbach.com/schoolbricksresources

#BRICKSBUILDSCHOOLS

Bricks build schools!

Your goal is to raise money by selling ‘virtual bricks’. It doesn’t matter if you sell 1 or 3,000, every single brick makes a difference in a child’s life, and helps us achieve our goal of 100 schools.

You decide what you want your challenge goal to be!



200 Brick Challenge

Take the 200 brick challenge and you’ll be raising the foundations – the very basis of the school!

You’re the ground breakers – the instigators of new beginnings – the heroes of hope and the founders of a new tomorrow! Starting with the small beginning may seem insignificant – but what will the schools stand on if not the shoulders of our super-starters!

Raising the funds for 200 bricks will translate into £2,000.

We’re well on our way!



500 Brick Challenge

The 500 brick challenge is a £5k task – how about a 5k run to match?

Get your friends and family to sponsor a mile each perhaps – and call it ‘the school run’? Whether you are running 5k or finding another great way to get sponsored, with £5,000 (or 500 bricks) we’re putting up walls and crafting windows.

We’re moving on up!



1,000 Brick Challenge

This is a big brick goal of £10k – perfect for the adventurers or a team!

1,000 bricks are the very ‘pillars’ of the school building.

The support and strengthening structure that is going to leave the lasting legacy for generations to come. With 1,000 bricks you’re a third of the way there to building a whole school. If you are a team then why not split the brick count and challenge one another as you race to the finish line.

Stronger together!



2,000 Brick Challenge

The big team challenge or the lone hero mission – you decide!

At £20k (2,000 bricks) this is going to take some serious ingenuity, but you can do it! Whether you take the challenge alone or team up with your work colleagues, or as a family, one thing is for sure you’ll be raising the roof of the school!

You’ve got this covered!



3,500 Brick Challenge

The ultimate unicorn boss level!

At £35k, you’ve done it all – a whole, wonderful, amazing, fabulous school – and it only took you 3,500 bricks to do it! Maybe get your local school involved or perhaps you want to fund a school as a family or business. However you do it make sure you involve your local press – engage them with the simple idea that in 3,500 bricks’ time, you’ll be calling out the register and ‘making the world better because’.

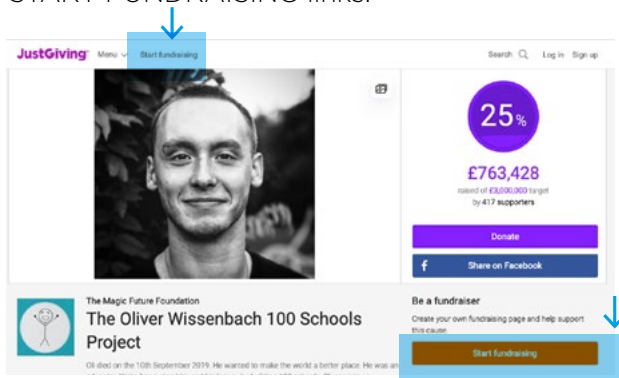
Bricks Build Schools!

Getting started

First off set up your fundraising page on Just Giving under the 100 Schools Project. It'll take just a few minutes and then you'll have your fundraising link and official page to share with all your amazing supporters.

STEP ONE

Head to the 100 Schools Project Just Giving page: www.justgiving.com/campaign/oliverwissenbach and click on one of the START FUNDRAISING links.



1. Tell us about your event

Event type: an appeal for a charity

Event name: The School Bricks Challenge

Event date: (optional)

2. Choose your fundraising page web address.

We would suggest starting with the event name and finishing with your unique page name:

SchoolBricksChallenge-choosepagename

3. Choose your fundraising page settings

Q1: Select: NO

Q2: Select: NO

Finally select your marketing preferences and agree to the T&C's and click CREATE YOUR PAGE.

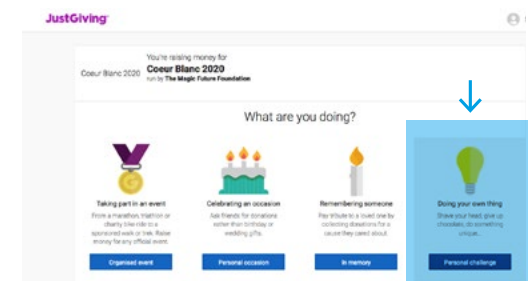
That's it! Your page is done. Amazing!

STEP TWO

Follow the instructions to complete your profile.

STEP THREE

Click on the "Doing your own thing" tab on the "What are you doing?" page.



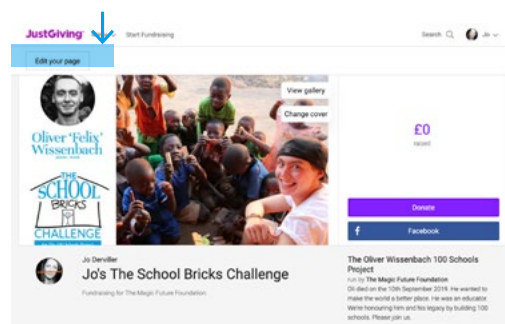
STEP FIVE

Your page will already be pre populated and ready to get started, but you can customise your page and add updates whenever you want! **Plus don't forget to set your target!**

Simply click on the "Edit your page" button.

STEP FOUR

You will then be asked to set up your fundraising page. To follow shows you how to fill this in.



EDITING YOUR PAGE

This is what your fundraising admin page looks like! There are lots of tools to help you see you share and promote your page and raise awareness!

edit YOUR PAGE

Add pictures, change the story or personalise your thank you messages.

share YOUR PAGE

These tools will automatically help you share your page.

unique QR CODE

Your very own QR code to help your supporters find your page!

keep UPDATING

Post regular updates to tell your friends your progress!

set up A TEAM

And fundraise together

The screenshot shows the fundraising admin page for 'Jo's The School Bricks Challenge'. At the top, there are navigation tabs: 'My fundraising', 'Donations I've made', 'Saved cards', and 'Your Details'. The main header includes the challenge name, a 'Visit your page' button, and information about the charity: 'The Oliver Wissenbach 100 Schools Project run by The Magic Future Foundation'. Below this, there are several sections:

- Edit and personalise your page:** Includes options to 'Add a live stream to my page', 'Edit your title, target, cover photo and story', 'Change page colour theme', 'Add photos to your gallery', and 'Personalise your thank you message'.
- Share your page:** Includes 'Share on Facebook', 'Spread the word on Twitter', 'Email your contacts', and 'Add a "Sponsor me" button to your email signature, website or blog'.
- Send a QR code:** Features a QR code and instructions on how to use it on a smartphone.
- Post an update to your page:** A text box for writing a short update, with a 'Post' button and a character count of '280 characters remaining'.
- Connect your page with others:** Includes a 'Start a team' button.
- Find your company and connect to your page:** A form to enter a company name and a 'Find your company' button.

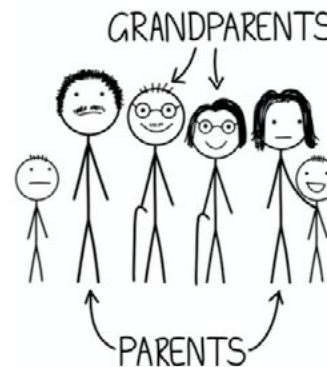
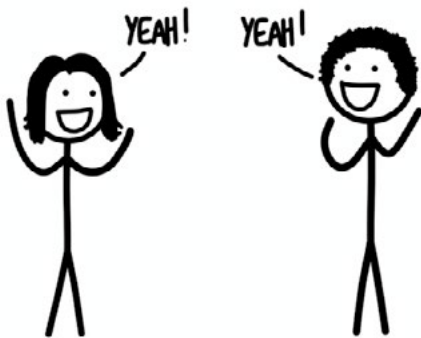
On the right side, there are sections for 'Donations made to your page' (showing 0% of target reached, £850.00 target, £0.00 raised online/offline), 'Page Settings' (Manage live stream overlays, Cancel your page, Extend your fundraising page), and 'FAQs'.

set YOUR TARGET

Make sure you set your "bricks" target here. You can also manually put in donations made offline to add to your total too.

Setting up a team

Working together as a team is a powerful way to build momentum, and achieve greater results. Fundraising is easier than you think when you do it together! Plus it's great fun.

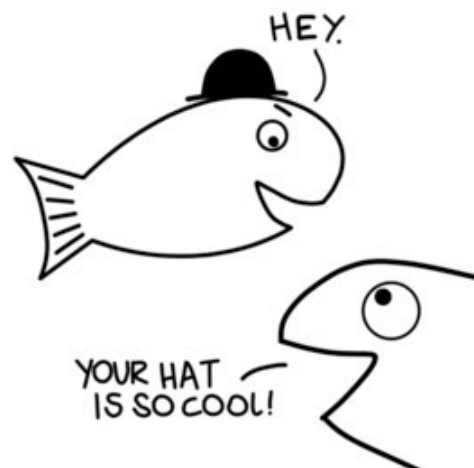


Fundraising team – this could be your friends, your neighbours, your local mother and baby group or the whole village!

Fundraising family – fundraising together as a family is a great way to achieve something that you can be proud of together.



Fundraising school – why not get the whole school involved! A school coming together to build a school!

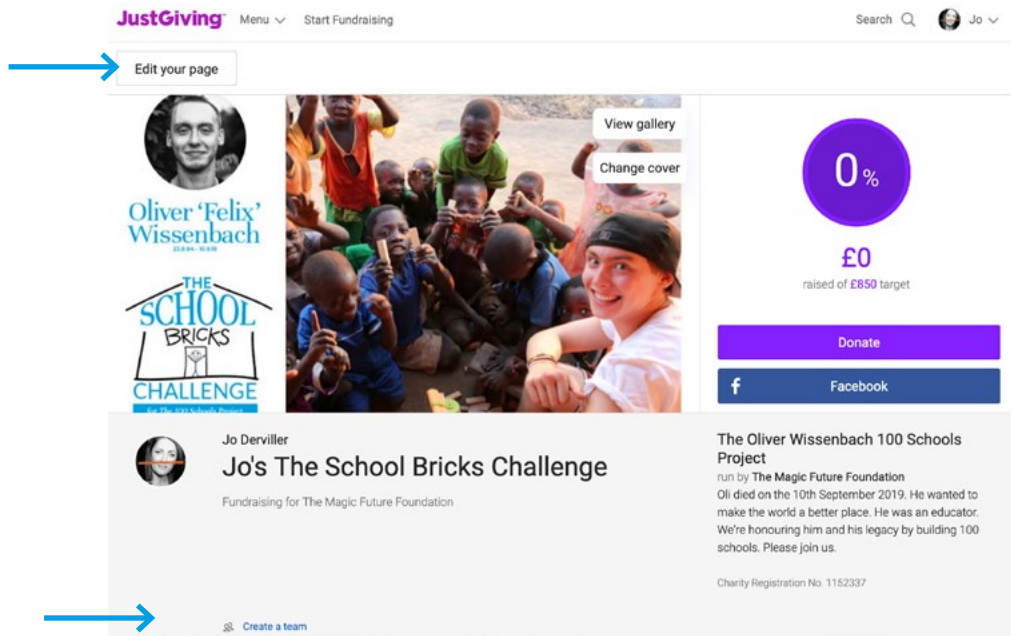


Fundraising business – Fundraising with your colleagues brings teams even closer together with positive purpose.

CREATING FUNDRAISING TEAMS

To invite people into your team...

1. Either navigate to the CREATE A TEAM link on your fundraising page or click on the EDIT YOUR PAGE link at the top and navigate down to the section called “Connect your page with others”.



2. Add in your team name ie: **The School Bricks Challenge - Team Jo**
3. Click continue on the next page.
4. The team story is pre populated with content for you, but feel free to make it unique to you. Click continue.
4. Add in your fundraising target.
5. Add in a **team page url link name**, think carefully as you can't change it! We suggest using the team name ie: **TheSchoolBricksChallenge-TeamJo**
6. On the next page you can invite your team members via social, email or a unique link. Your team members will get an invite notification and will simply need to follow the instructions to become a team member.

Your team will then appear on the main “The 100 Schools fundraising” page.

On your profile page, you will be able to see your fundraising page and your team page, which shows the targets of all of your members.

You can create as many different teams as you wish.

Imagine

Now you have your fundraising page let's get started!

This is the fun bit! How are you going to captivate the imagination of your family, friends and supporters to build some excitement around your fundraising challenge?



Fundraising can be as simple or as creative as you like – and there are many and varied ways of gathering sponsors and building excitement.

NAME YOUR BRICKS

The School Bricks Challenge is designed to bring people together for a united cause. By buying a 'virtual brick' your supporters are not simply donating to your cause, but being part of building a legacy one brick at a time. **And you need to shout about it!** Everyone who buys a brick gets to 'virtually' attach a name to it. Each name is added to a "Poster of Purpose" which is presented to the village to display within their new school. Inspiring the students each and every day to fulfil their potential and believe in themselves, because of all the fundraisers who believed in them too.

LETS GET STARTED!

Sponsored activities, sales and auctions, and even virtual 'brick' sales will all gather momentum. You can sell bricks one by one or you can put on an event to raise money for bricks. We know it is harder right now so be innovative! Be adventurous, try something different, you will have lots of fun doing it!

DON'T FORGET TO SHARE IT WITH US!

If you have a creative, memorable, outrageous idea that will honour this project and engage supporters far and wide, we want to hear from you! Go on – be a unicorn!

Use [#bricksbecomeschools](https://twitter.com/bricksbecomeschools) to share ideas.

SOME IDEAS TO GET YOU STARTED! we will be adding to these so keep your eyes peeled on our School Bricks Challenge web page.

- Reach out to your friends and family to buy virtual bricks. Coming together to make a difference is very powerful and rewarding.
- Sponsored walks, runs, climbs...handstands...custard pies in the face... dress up as a kangaroo and jump around your neighbourhood for as long as possible! Make it different, make it engaging and make it fun!
- Host a virtual 'zoom' supper or disco evening...or maybe a Quiz Night (works equally well online!)
- Social media challenge! Think of a photogenic challenge that is easy to do and relevant to the cause. Complete the challenge, make a donation and nominate others.
- Virtual auction! Great for a local community. Ask people to donate their time or skills and then auction them off on an online platform.
- Sell Oli's Merchandise. You can raise money by selling merchandise items or why not come up with your own design to sell! We can help you set that up!
- The 100 Challenge. Why not come up with a fundraising idea that involves the number 100. Do 100 sit ups over a week (challenge others to do that same). Run 100 metres backwards. Bake 100 cookies and deliver them to friends and family.
- Online private tuition. Oli was an english teacher and spent a lot of time teaching children remotely. So why not do the same. If you have a hidden (or not so hidden) talent, then you could raise money for bricks by offering online tutorials. Learn and help others learn too.
- Shave your head! Or dye your hair for sponsors!
- Has lockdown got you tidying and de cluttering? Then turn some of your pre-loved items into charitable donations by registering with Ziffit or Music Magpie. All your old books, DVD's, games and CDs can be turned into cash for bricks.

Ignition

Let's get this started! We have lift off!

So you have set up your Just Giving fundraising page, and have come up with your awesome fundraising idea, and now you are ready for lift off! You've got started and this is the blast off point!

STEP ONE - START SHARING

Share your fundraising idea on social media – facebook, instagram, twitter, linkedin, snapchat, tiktok - get the word out that you are doing something amazing!

We will be sharing on the Brick Schools Challenge web page, lots of resources for you to download and use, plus ideas for wording to get your messages heard.

Just head over to:

www.oliverwissenbach.com/schoolbricksresources

STEP TWO - SHARE

Ask your networks to share, like and comment. Get them to help you by spreading the word far and wide. The more people that hear about what you are doing the quicker you will hit your goal.

STEP THREE - BUILD A TEAM

We are stronger when we unite and together we can move mountains. It is amazing what we can do as a team, so set one up! Recruit your work colleagues, reach out to your school and get the family involved. Working together as a team can be really powerful and the sense of achievement when you achieve your goal brings people together in a way like no other. United by a purpose.

Anything
is possible!



Inform

Keep your networks updated - share the excitement!

STEP FOUR - KEEP UP THE ENGAGEMENT

Keep your networks updated – everyone wants to share the excitement. Let them know how many bricks you’ve reached so far – shout about your milestones! **Hit 10 bricks?** Then tell everyone! You can download milestone posts from the School Bricks Resource page.

Then ask for help in reaching the next brick target. Little steps lead to long and adventurous journeys. **Need a few bricks to hit the next level? Share the hope and promise of your success and see the support flood in!**



You can do this!

DON'T FORGET

WE HAVE LOTS OF RESOURCES AND DOWNLOADABLES TO HELP YOU ACHIEVE YOUR FUNDRAISING GOAL! WE WILL BE ADDING TO THEM EACH WEEK. SIMPLY GO ONLINE TO:

www.oliverwissenbach.com/schoolbricksresources

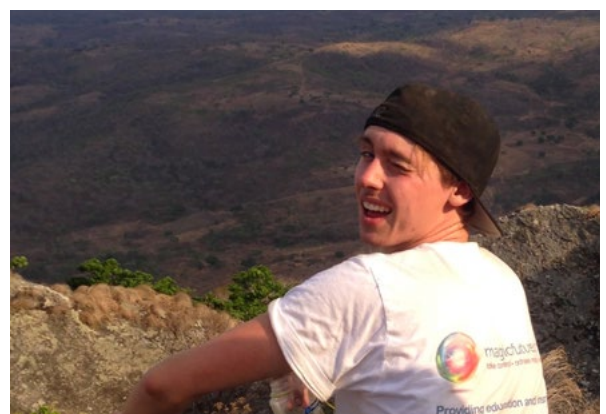
A life changing experience

All fundraisers get the life changing opportunity to travel to the remote village where your school is being built to break ground on the school that you have helped fund.

Every 200 bricks you sell, gives one person in your team the opportunity to book a place to travel and attend the build ceremony and meet the community whose lives will be changed forever for the better.

Truly a life changing experience for you, your family or your friends.

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#bricksbuildschools

WWW.OLIVERWISSENBACH.COM/SCHOOLBRICKS



The
Magic Future
Foundation

The World Better Because

