

Student-Led University 30 Day Challenge

Personal Testimonial

My name is Radwan. I am going into my fourth year as a marketing student at Ryerson University. I got involved with the University 30 Day Challenge in 2014 and transformed it from an MSA initiative that would raise \$5,000 in a year to a **campus-wide** campaign that raised **\$90,000 in one month**. Beyond that, this program has changed my own life. It has brought me opportunities that I never could have dreamed of and connected me with so many incredible people with different backgrounds, interests and passions.

Knowing that my hard work and efforts have created an inclusive space for students to come together, while also helping children all around the world are both empowering feelings that simply cannot be replicated.

What can be replicated, however, is empowering as many people as possible. That is why I, alongside SOS Children's Villages, am working towards bringing it to as many universities and colleges as we can to launch similar campaigns and help make a difference in our world.

The Idea

The University 30 Day Challenge (U30C) began at Ryerson University in 2014, when a group of students were driven to make a positive difference in the world and help children who are suffering and vulnerable worldwide. We are inspired by the prospect of unity with people of all faiths, race and ethnicities, to work together for a cause that is greater than all of us. Originally housed under the Ryerson Muslim Students Association, the idea of U30C is to bring students groups, societies, athletic teams, university administration and alumni, along with the larger community and **empower** them to come together with a common goal in mind: helping children from all parts of the globe.

Through the incredible efforts from everyone involved, in two short years we have:

- Raised over **\$160,000** as a campus since the campaign began 2 years ago. (\$71,000 in year 1 and \$90,000 in year 2).
- Made a truly inclusive and university wide campaign with over **22** students groups, **5** student societies, **12+** administrative departments, **15** community groups
- Gathered donations from thousands of friends, family members and online supporters
- Received recognition for our philanthropic work and even managed to get the attention of PM Justin Trudeau as well as other local parliament members.
- Sponsored over **160** orphaned or abandoned children living in over **20** different communities dotted across all continents.



LOOKING FORWARD

Because of this overwhelming success, SOS Children's Villages Canada has collaborated with Ryerson U30C to expand the campaign to other Canadian campuses. I have taken a leadership role in launching this new initiative with the hopes of sharing what I have learned, our tools and our enthusiasm for the program. Together, we are pleased to share with you this initial overview of the program with the hopes that you will launch this at your school.

U30C Overview

The University 30 Day Challenge raises funds to help children without parental care succeed in life.



How does it work?

The U30C works because it appeals to students:

- It is **student led**, driven by students with a diverse range of experiences and skillsets;
- It is **technologically savvy**, utilizing a user and social media friendly online fundraising platform;
- It focuses on building **school spirit and unity**, and is branded as such rather than an appeal to tug at heart strings;
- It is **empowering and engaging**, enabling students to engage in the program in multiple different ways, set their own goals and directing their donations to areas of the world that matter to them, and;
- It is **competitive**; challenging students to compete against each other and against other disciplines.

Challenge Accepted ! |Orphan Sponsorship| #ThisIsRyerson

RYERSON UNIVERSITY

RYERSON RAMS

7 teams

\$45,224 raised of \$43,000 goal

105%

CLOSED

What does it look like?

Typically, the campaign runs during the month of February and is comprised of a series of campus based events and an online fundraising competition.

a. Online Fundraising Competition:

- I. Students are challenged to compete based off their disciplines of study (*example: Engineering versus Business*).
- II. Students pledge to do something if they raise what they are aiming for (*example: I will shave my head if you help me sponsor 2 orphans for a year*).

b. Campus Initiatives:

- I. Student groups create events (donations drives, pie in the face events, raffles, silent auctions, concerts etc.)
- II. Events & initiatives by U30C team (*example: Annual U30C Gala*)



#ThisIsRyerson:

<https://www.youtube.com/watch?v=a1URIUjfgPI>



Roles:

Host Student Group: We recommend that a student group (this is where your group comes in!) takes this on as it ensures consistency and ownership of the initiative.

The host student group is responsible for:

- Recruiting volunteers for the executive committee
- Sitting on the executive committee
- Outreach of other student groups, admin and faculty
- Providing additional support when needed



Executive Committee (6-10 students): You can expect that you will be giving 10 hours per week leading up to the campaign and 15 hours per week during the month of February.

The Executive Committee is responsible for:

- Setting the financial goal
- Strategizing to best collaborate with other groups
- Leadership of one or more committees
- Idea generation and practical assistance to committee members to achieve these ideas



Sample Executive Committee Structure:

1. President
2. Vice President Operations
3. Vice President Finance
4. Vice President of Campaign Recruitment
5. Vice President Marketing
6. Vice President Events
7. Vice President External Relations
8. Vice President of Faculty Engagement
9. Vice President of Student Groups Engagement

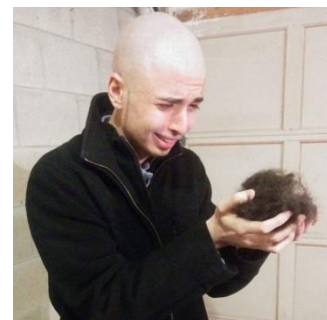


Committee Members: this number can vary and depends on the amount of outreach that exists. Generally, committee members give a total of about 25 hours for the duration of the campaign.

Committee members are responsible for:

- Executing the strategies that are created
- Supporting the Executive Committee
- Coming up with outside-the-box ideas
- Bringing in their networks and perspectives!

Don't forget the **fundraisers** – they are the heart of your campaign!



Why SOS Children's Villages Canada?



**SOS CHILDREN'S
VILLAGES**

A loving home for every child

(613) 232-3309

Toll Free: 1-800-767-5111

www.soschildrensvillages.ca

SOS Children's Villages is the world's largest orphan focused charity. SOS provides long-term, family-based care for over 95,000 orphaned and abandoned children in 134 countries. It reaches another 1,000,000 children and their families through hundreds of its kindergartens, schools, medical centres, community outreach programmes, and when the need arises, emergency relief programmes.

Since 1949, SOS Children's Villages has been working in the interests of orphaned and abandoned children. Ryerson selected SOS as its charity of choice because of the following:

- A global brand with a tangible presence in 134 countries worldwide including Canada
- Non-political
- Faith-sensitive (non-denominational)
- Strong brand identity and recognition globally
- A model of care offering measurable results
- Excellent financial oversight, accountability and transparency
- Expertise and experience which delivers proven results over its 60 years of work around the world
- International and nationally award winning work with some of the world's most vulnerable members of society (including Nobel Peace Prize nominee 14 times and winner of Conrad Hilton Humanitarian Award, the Save the World Award, Best NGO – India, and Millennium Award for Education – Ghana among others)

What support can you expect to get?

You can expect to receive practical support from SOS Children's Villages. SOS offers this support because we know that fundraising is busy work; that donors expect accountability; and, that your success will bring practical assistance and hope to orphaned and abandoned children in our care.

As you launch your campaign, I will be part of your support network. While I am a student and less available than the staff at SOS Children's Villages, I can offer a voice of experience as needed.

Next Steps:

- Meeting with you and a small group of volunteers
- Helping you recruit your team
- Orientation and toolkit (provided by us)
- Ongoing mentorship

Fundraising Teams



External Groups

Not involved with Ryerson, but still want to fundraise for this wonderful initiative? Then this is the team for you! Let's see what the non-Ryerson community can do!

\$21,368.45
RAISED

3
PARTICIPANTS



Ted Rogers School of Management

Which faculty can fundraise the most? If you are in Business Management, Business Technology Management, Hospitality and Tourism Management or Retail Management, then this is the team your campaign will represent!

\$7,921
RAISED

13
PARTICIPANTS



Faculty of Arts

Which faculty will fundraise the most? If you are in Arts and Contemporary Studies, Criminology, Economics, English Geography and Environmental Studies, History, Languages, Literature and Cultures, Philosophy, Politics and Public, Administration, Psychology and Sociology then this is the ...

\$5,733
RAISED

5
PARTICIPANTS



Faculty of Engineering

Which faculty can fundraise the most? If you are in Aerospace, Architecture, Biomedical, Chemical, Civil, Computer, Electrical, Industrial, Mechanical, or Undeclared Engineering, then this is the team your campaign will represent!

\$5,367.4
RAISED

8
PARTICIPANTS



Faculty of Community Services

Which faculty will fundraise the most? If you are in Child and Youth Care, Disability Studies, Early Childhood Studies, Midwifery, Nursing, Nutrition and Food, Occupational and Public Health, Social Work, Urban and Regional Planning, Early Childhood Studies, Nursing, Nutrition Communication...

\$2,020.51
RAISED

3
PARTICIPANTS



Faculty of Communication & Design

Which faculty can fundraise the most? If you are in Fashion Communication/Design, Graphic communications Management, Image Arts, Interior Design, Journalism, Performance Acting/Dance/Production, School of Professional Communication, or Radio and Television, then this is

\$1,979.76
RAISED

1
PARTICIPANT



Faculty of Science

Which faculty can fundraise the most? If you are in Biology, Chemistry, Computer Science, Contemporary Science, Mathematics and its Applications, Medical Physics or in Undeclared Science, this is the team your campaign will represent!

\$1,410
RAISED

2
PARTICIPANTS



Ryerson Student Affairs

Introducing the Ryerson Student Affairs team!!

\$300
RAISED

0
PARTICIPANTS



Student Groups

Let the games begin! Pledge for your student group by participating here! The student group that raises the most will win the Student Group's OSP Trophy of the year!



Ryerson Rams

The men and women athletes at Ryerson University represent their teams to see who will raise the most-go Rams!