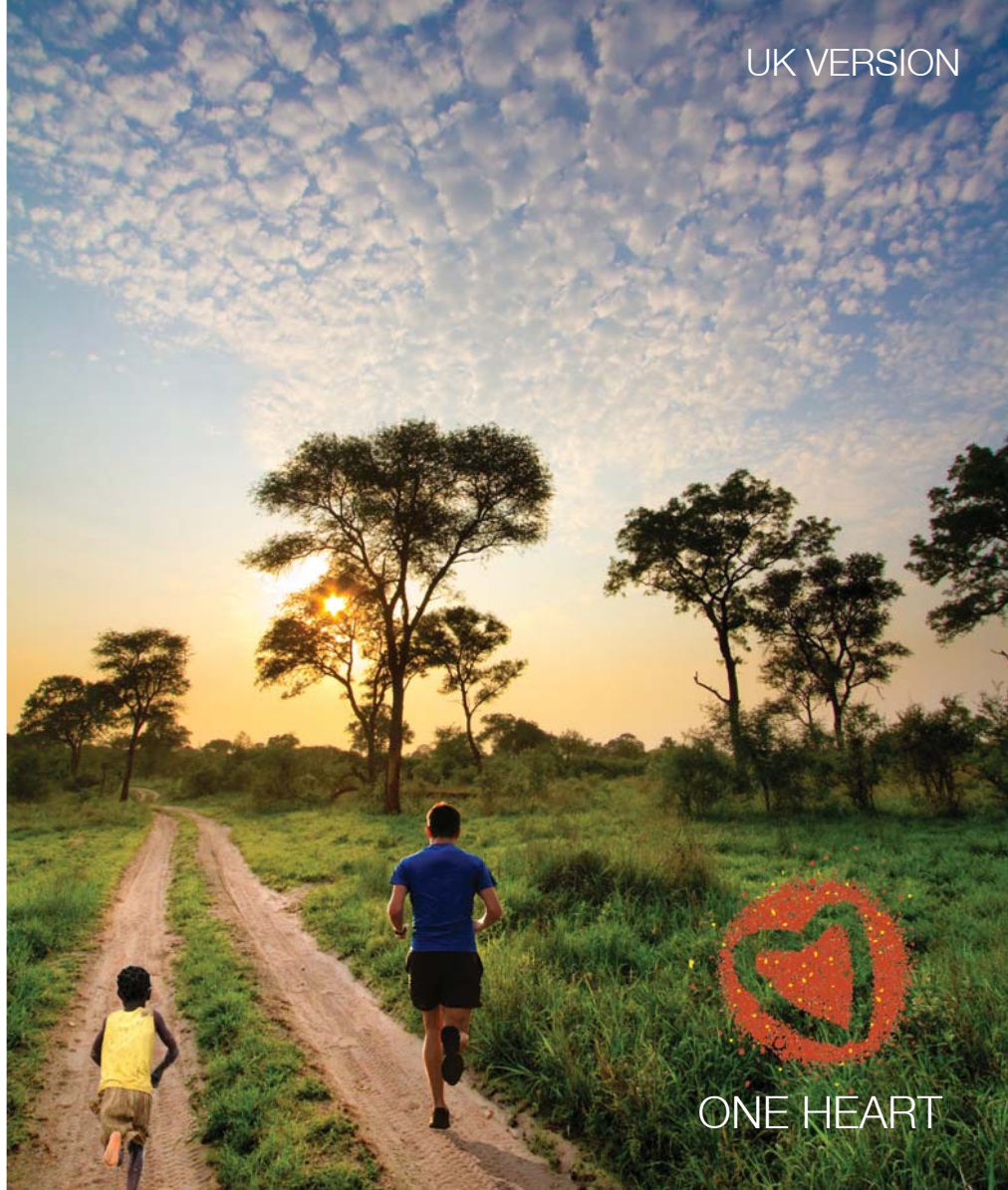


UK VERSION

2015
RUN
FROM
POVERTY
KENYA



ONE HEART

You have the opportunity to be part of a life changing experience...

One that will not only push you out of your comfort zone to achieve something extraordinary, but in doing so will transform the lives of orphaned and abandoned children currently living in poverty in Kenya.

Did you know, that over 1 billion children worldwide are living in poverty..that's one in every two children in the world. Or that according to UNICEF, 22,000 children die each day due to poverty...that's over 8 million children needlessly dying each year out of the eye of the Western media.

You can do something about this. Run from Poverty enables you to make a difference in hundreds of children's lives simply by running and raising funds to allow One Heart to build more schools and homes in Kenya.

We believe education is the key to breaking the poverty cycle.

*'Change will not come if we wait for
some other person or some other time.
We are the one's we've been waiting
for. We are the change that we seek.'*

Barack Obama



In what would have to be the most adventurous and inspiring leadership training and team building event in Australia, over 10 days you will get to experience a journey like no other. It will involve...

- Corporate teams of 2 to 4 people per team will rendezvous in Nairobi, Kenya. The total group will be around 15 people.
- We will then travel to the world famous High Altitude Training Camp (HATC) at Iten in the Great Rift Valley of Kenya...the home of Team Kenya, here you will be surrounded by some of the best athletes in the world including current and past Olympic and World Champions*.
- Over 5 days you will be coached, fed and train like an athlete. You will be challenged and inspired by guest speakers and evening workshops on topics such as leadership, health, personal development and social responsibility, to help you become the best person you can be.
- In between the daily training program you will be exposed to the realities of poverty as we visit the slums, street kids shelter and of course the One Heart children's villages where you will be inspired by the difference we can make in the lives of individual orphaned children. One of which has gone from scavenging through tips for food only 5 years ago to now being on track to fulfil her dream of becoming a neurosurgeon.
- Then the ultimate test...a run to the One Heart Village. You can choose a distance to suit your ability, from 10km, 20km or a full marathon of 42km. You can also choose to complete the marathon as a team relay with a support vehicle along side.
It's up to you...so challenge yourself.
- A journey to Kenya wouldn't be complete without a safari, so after a days rest following the run, we will visit one of Kenya's famous National Parks.

IF YOU KNEW...



THAT YOU COULD USE 2 OF
THESE...



TO TRANSFORM THE LIVES
OF OVER 200 OF THESE,
WHAT WOULD YOU DO?



'There are few things in life as satisfying as sitting with an orphaned child, abandoned to the streets of Africa, knowing that you can do something to transform their world...then doing it. It puts our lives into perspective.'

Dean Landy

This will be an authentic African experience...not a luxury holiday!
It will be about making an impact in the world and challenging yourself in the process...you don't need to be an athlete.

- This is guaranteed to be one of the most memorable experiences of your life. Seeing the desperation of poverty first hand, meeting the One Heart kids and hearing how their lives have changed, then finally feeling the personal satisfaction of running the final leg down the dusty African track towards the One Heart Village, with hundreds of kids cheering you on, having completed your challenge.
- This trip will provide a unique and rare opportunity to be inspired by current and past Olympic champions in one of the most famous running communities in the world*...Kenya
- You will get to share this experience with your colleagues as well as around 15 other like minded people that you will no doubt make some life long connections with.
- This experience will not only stretch you as a leader, but will inevitably challenge the way you think once you return home having seen first hand how you can make a difference in a needy child's life.
- The accommodation will be somewhat humble, but comfortable and secure in a campus setting that we will share with other athletes from around the world.
- You will also receive a personalised One Heart - Run from Poverty 2015 team t-shirt to remember the experience.
- Visit www.lornah.com for accommodation details

KENYA

Situated on the equator, the East African country of Kenya has been described as 'the cradle of humanity'.

With its scenic beauty and abundant wildlife, Kenya is most famous for two things...it's runners and some of Africa's best safari destinations. You'll be experiencing the best of both!

David Rudisha

Be inspired by the greatest in the world...

As part of the Run from Poverty event, One Heart has the incredible privilege of having current Olympic gold medalist and World record holding 800 meter runner David Rudisha share his experience on what it takes to be a champion.

Teams will have the opportunity to talk and train with the world athlete of the year and greatest middle distance runner ever... a truly priceless experience.

David also shares a common goal with One Heart, to help transform the lives of children in need and has kindly offered his time to be part of this event.

His humble attitude and sheer determination to succeed will no doubt be an inspiration to the One Heart kids when they get to meet their national hero.

Listen to David's inspiring BBC documentary '100 seconds to beat the world' on youtube.

'Sometimes when you get disappointment it makes you stronger.'

David Rudisha



THE GOALS

A key goal of Run from Poverty is to raise funds to construct more homes, classrooms and provide seed funding for income generating sources which will enable One Heart to save more children's lives.

Every dollar raised will contribute to the expansion of this life saving work, and we are confident that the effort you and your business commit to reaching the minimum target will only make the overall experience richer for you, as it will cause you to engage on a deeper level.

If you are able to reach your fundraising target early enough, we will endeavour to have the key building or project that you or your business funded, commenced or completed by the time of the trip so you can take part in a naming ceremony**.

What greater satisfaction in life could there be than to know that through your fundraising, generosity and running, you will be able to provide the infrastructure to house and educate orphaned and abandoned children, not just now, but for generations to come.

That is what we call creating a legacy.

FUNDRAISING PROJECTS

One Heart has a long term vision to create a series of villages that are financially, environmentally and socially sustainable. We know that in order to provide a lasting change for generations to come we need to continue to develop a model that is self sustainable. This is why all of our projects are aimed at providing for the immediate needs of our kids, and also generate an income stream or an outcome that will transform the community.



Provide greenhouses for year round agriculture and income generation.



We aim to purchase 5 vans to use as our school buses which are also hired out to other local organisations for income generation.



Establish a much needed medical clinic to serve our children and the entire surrounding community.



Build 2 new homes for 50 more children where they will grow as a family with committed loving parents.



To construct an entire classroom wing enabling the education of 150 more children.



Buy the surrounding 21 acres of land to secure the long term financial sustainability of the One Heart village.

A person in a blue t-shirt and black shorts is running away from the camera on a paved path. The background is a blurred natural setting with trees and hills under a bright sky. A vertical text overlay on the right side of the image reads "HOW TO BE INVOLVED?".

HOW TO BE INVOLVED?

Run from Poverty is a unique opportunity to make a change and to be changed. Your fundraising contribution is key to seeing the project realised and the goal of saving more children achieved.

- **Each member is required to fundraise a minimum of £3,000** in order to qualify to take part in this amazing experience. This may be through individual fundraising or by corporate sponsorship.
- Each team member will make their own travel arrangements to and from Kenya (we can assist with group bookings if required).
- We will provide more specific details of the meeting point once you have registered.
- We will arrange all travel and accommodation details from that point within Kenya which will cost £1,490 (excluding international airfares) including all meals, accommodation, transport and training.
- A £250 deposit is payable within 48 hours of registration for the above mentioned travel expenses. The balance of £1,240 is due by Friday 22nd May 2015.
- The minimum £3,000 fundraising amount is due as soon as practicable if you are wanting the buildings to be completed or at least commenced in time for the trip, otherwise full payment is due Friday 5th June 2015.

FUNDRAISING IDEAS

Whether you are from a large or small business or organisation, we have some suggestions below on how you could raise the minimum £3,000. Also anything beyond that enables us to complete more projects to transform the lives of more children. Therefore we have the following suggestions to help you get started.

- You can talk to us about tailoring a specific project to your business or organisation that is in harmony with your goals and focus. This may involve a higher target amount, but we would be happy to assist in the co-marketing of the project with your business or organisation. eg. doctors funding a clinic, a school funding a classroom wing, a real estate agent funding a children's home, a bank funding the land purchase etc.
- Arrange your own fundraising dinner or lunch. We are happy to provide access to all videos and booklets etc.
- Arrange a corporate event where you have full use of One Heart media footage. One Heart Director Dean Landy, can also speak via video link about One Heart and the 'Run from Poverty' event.
- Contribute a small percentage from every sale in your business, eg. house sales as a real estate agent. You could also place the One Heart logo on the advertising boards etc, as this not only helps you raise the minimum funds but also serves to demonstrate that your company has a proactive policy on Corporate Social Responsibility.

'History will judge us by the difference we make in the lives of children.'

Nelson Mandela

Who is One Heart?



Run from Poverty is an initiative of One Heart, a Christian based not for profit organisation founded in 2007 out of Melbourne, Australia, and working in Kenya to alleviate poverty. Through the financial support of child sponsors, local business and churches in Australia, One Heart has grown to now care for 75 orphaned and abandoned children and is continuing to build children's homes and schools that are a tool to changing lives for generations to come.

One Heart director, Dean Landy, is focused on creating a financially, environmentally and socially sustainable series of villages that will lift children out of poverty, who were otherwise left to die on the streets, and provide them with hope for a new future by providing them with a high quality education, good health and most importantly a loving family. Dean is also an Architect and Partner of Melbourne firm ClarkeHopkinsClarke.

Find out more about us at www.oneheartchallenge.org

One Heart, in partnership with Go International Aid Inc, is an approved project of World Relief Australia which provides the Deductible Gift Recipient status for Australian taxpayers. www.wra.org.au



'Don't be overwhelmed by the problem, instead be inspired by the challenge'

Dean Landy



'meet some of the One Heart kids'

When is this happening?

Run from Poverty will take place in Kenya from **Sunday 19th July to Tuesday 28th July 2015**. Participants will be required to make their own travel arrangements to and from Nairobi as some may choose to travel to other destinations before or after these dates.

- register your team now by completing the registration form attached and returning it to info@oneheartchallenge.org and paying the £ 250 deposit per person, or register online at www.runfrompoverty.org
- contact us to arrange a presentation by One Heart director Dean Landy, at your business or organisation.
- more details will be provided once you have registered, but please don't hesitate to contact us at info@oneheartchallenge.org or visit www.runfrompoverty.org for more information.

**the exact Olympians present will be confirmed closer to the event subject to their competition calendar.*

*** naming rights are subject to approval based on a culturally appropriate name.*



registrationform

To be part of this once in a lifetime event please complete and return this form. The non - refundable deposit of £250 per person for your travel expenses (excluding international airfares) is due within 48 hours of registration (credit card details below or direct debit transfer to the following account details)

First Name: _____

Date of Birth (dd/mm/yyyy): _____

Surname: _____

If part of a team please nominate other team

Business Organisation: _____

member names: _____

Address: _____

Suburb / City: _____

I acknowledge that i am required to

Postcode / Zipcode: _____ State: _____

fundraise a minimum of £3,000

Country: _____

in addition to travel expenses (please tick)

Email: _____ Phone: _____

Signature: _____

Card type: VISA MASTERCARD

Name on card: _____

Card number: _____

Card expiry: _____ Amount: _____

CCV: _____ Signature: _____

Complete this registration form and return to info@oneheartchallenge.org. Please confirm once deposit has been paid. Or register and pay via Paypal online at www.runfrompoverty.org



World Relief Australia
Empowering those with passion, serving those in need.





RUN FROM POVERTY

'Let us work in partnerships between rich and poor to improve the opportunities of all human beings to build better lives.'

Kofi Annan





www.oneheartchallenge.org