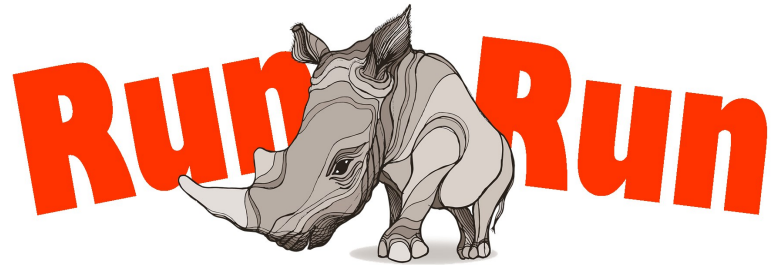
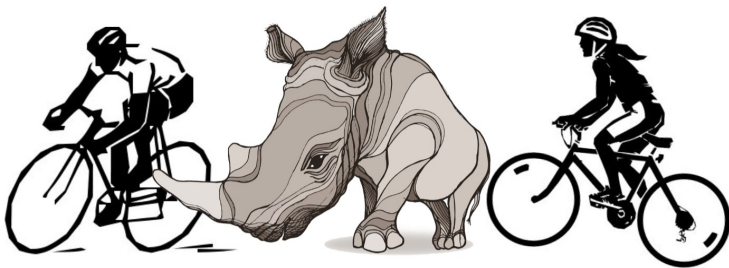


EVERYDAY HERO INFORMATION PACK

Hunting rhinoceros for their horn has reached devastating heights with the current poaching spree being driven by the huge demand in Viet Nam. It is clear that conservation and protection measures alone cannot save the rhino from extinction in the wild. **We must target the DEMAND for rhino horn URGENTLY.** Becoming an **Everyday Hero** will help Nia raise funds to produce our unique campaigns in Viet Nam.

SPORTY TYPES

Whether you are into running, walking, cycling, swimming or any other sporting activity that can be linked to fundraising, **Everyday Hero** is the easiest way to set up sponsorship for your event. Involve your family, friends, work colleagues or even total strangers.



Mix'n'match your fundraising activity to suit your style.

Choose a public event or create your own.

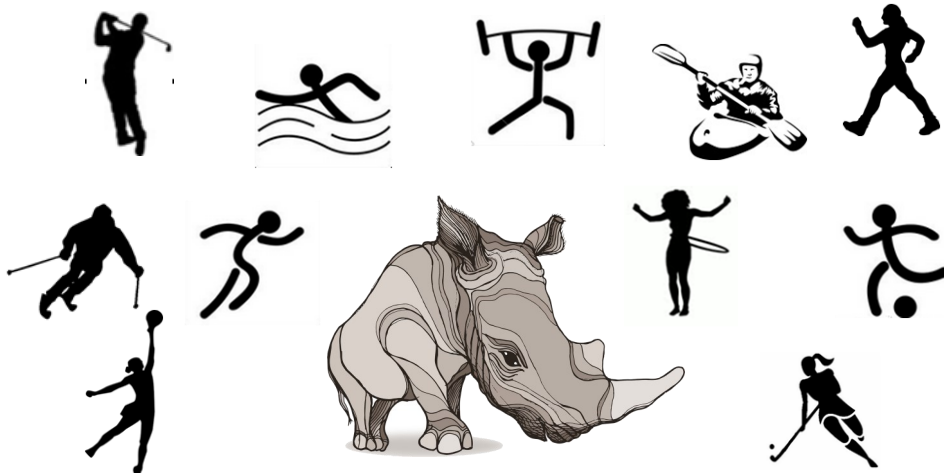
Perhaps you like to go solo or would prefer to enlist a team of family, friends or co-workers.

Do it to get fit, reach a Personal Best or just for the sheer fun of it and the satisfaction of helping save rhinos from extinction in the wild. **You choose!**



Anyone for Tennis?

There are so many public events to choose from: try a walkathon, marathon, fun run or cycle the bay. Or why not organise a tennis or golf tournament with your local club or amongst friends?



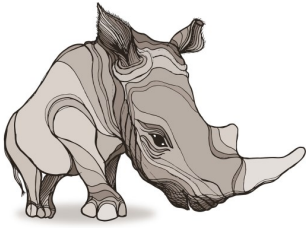
What will your sport be?



You are my
hero. Love Nia



www.breakingthebrand.org



EVERYDAY HERO INFORMATION PACK



SPORTY TYPES

HOW TO BECOME AN EVERYDAY HERO

Breaking the Brand and Nia's Friends can only survive and thrive with the hard work and enthusiasm of its fundraisers, donors and volunteers.

As an Everyday Hero, your sponsors may like to know that we are operated completely by volunteers ensuring that 100% of donations to Nia's Friends will go to creating and delivering our campaigns to stop the demand for poached rhino horn in Viet Nam. **We are auspiced for tax deductible status by SAVE African Rhino Foundation who will issue your donation receipt.**

Once you have selected your public event or created an event of your own, the next steps are to build your team (if relevant) and advertise your fundraising activity to ensure maximum sponsorship. Here's how :

1. Contact Breaking the Brand (lynn@breakingthebrand.org) with your idea. We can help with information and advice for promoting your event.
2. If it is a public event, register with the event organisers.
3. Sign up to **Everyday Hero** (<http://www.everydayhero.com.au/charity/view?charity=2840>). This is the Everyday Hero page for **Save African Rhino** which auspices **Nia's Friends** and **Breaking the Brand**. You will need to sign up with your name, email address and a password.
4. You can now create your **Supporter Page** or **Team Supporter Page** on-line with Everyday Hero to advertise your event and enlist and entice sponsors. Let us know if you need any assistance. In setting up your page, introduce potential sponsors to Nia's Friends by drawing upon the information and images available on our website <http://breakingthebrand.org/> and provide links to our Facebook page <https://www.facebook.com/niabtb>. Also add a brief 'story' about why you are inspired to fundraise for Nia as an Everyday Hero.
5. Spread the word amongst your family, friends and work colleagues and encourage them to advertise amongst their own social networks by personal approaches and social media.
6. Don't forget to take some photos during your event for us to post on Nia's Friend's Facebook page as a way of saying thank you for all your efforts. Have fun and good luck!

**A big thank you for deciding to support
Nia's Friends and Breaking the Brand
from Nia and her team.**

www.breakingthebrand.org



You are my
hero. Love Nia

