

# RICE FOR LIFE CAMBODIA

## CYCLING CAMBODIA-VIETNAM



### THE FACTS

- 60% of families living in rural Cambodia experience food shortages throughout the year.
- Many families live on less than \$2.00 per day.
- Many Families don't have access to Medical assistance.

### ABOUT RICE FOR LIFE.

Rice for Life is a Program established by Adelaide based Husband and Wife Team Scott Lawrance and Joanne McCord. Their work and relationship with Cambodia goes back to early 2002 when they first visited the Country.

The Following year they returned and worked alongside an NGO based in Rural Cambodia where they dedicated their time to assisting families directly affected by landmines. With a better understanding of the requirements to provide effective assistance to impoverished families, the Team went on to establish their own support program and develop a means in which every dollar donated by supporters would achieve the best results

Rice for Life is a great way to support vulnerable families in Cambodia. Our program enables you to supply vital food and resources through our partner organisations. Rice for Life assists schools and works with local partners to improve access to educational opportunities for disadvantaged children and families.

### Our **mission** was to establish a Program that:

- Provides complete transparency with funds donated.
- Supplies Rice and financial assistance to struggling Families.
- Help break the poverty cycle by supporting children to access Education.
- Help provide much needed medical support.

### Rice for Life has also assisted with:

- School uniforms and other school supplies for village orphans
- Cooking equipment
- Supplying Medical Aids to people effected by landmines
- Installation of wells to supply fresh water to communities





# RICE FOR LIFE CAMBODIA

## HOW WE HELP

### SUPPLYING RICE TO RURAL CAMBODIA

Your help will assist us to supply much needed rice to families living below the poverty line in Rural Cambodia. An integral part of the Cambodian diet, for many families is rice and makes up for 50% of their daily dietary requirements. A 20kg bag of rice valued at \$12.00 can help feed a family of five for approximately one month.



### GIVING THE DREAM OF AN EDUCATION

Education plays a vital role in helping to break the cycle of poverty. Rice for Life through its partners helps children from poor families receive a much needed Education.

With approximately 31 percent of Cambodia's population living below the poverty line, many of these reside in rural areas where children don't have access to education.

Data from the U.S. Agency for International Development (USAID) suggests that effects of poverty on education are detrimental as economic pressures often result in children being forced to drop out of school at both the primary and secondary level.

When children are given the opportunity to attend school from an early age, they are much more likely to complete their studies, advance through their grades and graduate successfully. Giving a child an education can help break the family cycle of poverty.

### How we keep you up to date:

You will receive updates about your child and be able to write to them. You will see the difference your money is making to help change their life.



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## SPONSOR COVERAGE.

\*5minute Promotional Rider video with Sponsors on the End Credits.

\*Daily Live feeds during the ride.

\*Local Radio interviews.

\*Local Newspapers” Adelaide and Siem Reap Cambodia”

\* Regular Updates and recognition to our supporters through the Rice For Life Website and Facebook page.

## ABOUT THE RIDE

**When: October 2017**

**Distance: Approx 700km**

Commencing in the iconic Temples of Angkor Wat located in the City of Siem Reap. Rice For Life ambassadors Scott Lawrance and Neil Atkinson will make their way along the Tonle Sap, travelling through local villages then onto the Countries Capital Phnom Penh. The Journey will then continue South East across the Border of Cambodia and Vietnam and finish in the historic City Of Ho Chi Minh City. Covering a total distance of approximately 700km.

## Our Aim

Raise money to help impoverished families in Cambodia.

## How Can You Help

We are currently seeking Corporate Sponsors to assist with the ride in the form of Equipment, Airfares, Marketing assistance and most importantly much needed funds to assist those in need.

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*Funds donated to Rice For Life go to Families in need.*

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# YOUR HELP WILL MAKE A DIFFERENCE

## SPONSORSHIP PACKAGES:

### **GOLD PACKAGE** \$1000.00 “ 2 available”

Includes: Highlighted Branding LARGE

- Main Branding on Rider Journey “front” and support vehicle.
- Major Credits at beginning of Promotion/Rider Video
- Thankyou in all Media/Press

### **SILVER PACKAGE** \$750.00 “ 3 available”

- Branding on Rider Journey “rear” and support vehicle medium font
- Credits at end of Promotional/Rider Video
- Branding and Thankyou on all Media/Press

### **PLATINUM PACKAGE** \$500.00 “ 4 available”

- Branding on rider Journey Sleeves and support vehicle smaller font.
- Thankyou on credits at the end of Promotional/Rider Video
- Branding and thankyou on Rice For Life FB Page and Media/Press

### **PROGRAM SUPPORT Child Support package for one year**“\$250.00 “ 10 available”

Support an orphaned child's school and food needs for one year at the Lolei pagoda. “Receive monthly updates and photos of your sponsor child”

- Thankyou on credits at the end of Promotional/Rider Video
- Company Branding “small font” on support vehicle and all marketing materials. **Excludes rider journeys.**

### **RICE SUPPORT Package “ 1x 25kg bag” \$12.00 each**

Sponsorship based on kilometres travelled Eg ( 5 cents per km) = 5cents x 700km total \$35.00

- Thankyou on credits at the end of Promotional/Rider Video and marketing materials.

**Rice For Life proudly Supports The Universal Friendship Association For Child Hope and village program The Kitchen Of Hope.**

**For Detailed information on Rice For Life Sponsorship packages.....**

CONTACT: Scott Lawrance @ Rice For Life

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