

#Schlep2020



Schlep* to School

*a Yiddish word for 'a challenging walk'.

bzedek
together against poverty

Who We Are

Tzedek is the UK Jewish community's response to extreme poverty. Our vision is to reduce poverty overseas while educating and engaging with the UK Jewish community.

Our work empowers local communities in Ghana and India to bring themselves above the extreme poverty line.

Meet Salma



Salma Sulemana studies at Tiyumba Primary School in Tamale, Ghana.

She, like millions of children around the world, goes to great lengths to get to school. Students in Ghana and India walk over an hour to school, often on treacherous terrain, an empty stomach and with ill-fitting or broken shoes, if any at all.

What is Schlep?

Schlep to School challenges you and your friends to ditch your Oyster, car or coach and walk to school one morning.

Walk to school to walk in solidarity with Salma, and to raise awareness and funds for Tzedek's work .

How do we Schlep?

1. Create a JustGiving Page

This page will be the main fundraising page for your school. Only one person needs to do this.

1. Go to www.justgiving.com/campaign/schlep2020 to log in or create a profile
2. Click 'Start Fundraising'
3. Under 'What are you doing?', click 'Organised Event'
4. Click 'Add your own'
5. Fill in all your details and include the name of your school
6. Ensure that your fundraising page web address (URL) is in the format: "*SchoolNameSchlep2020*"
7. Ensure that your donations are opted in as eligible for Gift Aid
8. Please consider opting in to communications from Tzedek
9. Create your page!

Click 'Edit your page' to add a profile picture and make further changes.

2. Share your page

Promote your Schlep by sharing your JustGiving Page, for example on social media and via email.

Please encourage everyone involved to donate to the page and ask your friends and family to support you too!

Tell everyone you know about your Schlep using your page!

3. Schlep to school!

Please let us know the details of your Schlep to School by emailing jake@tzedek.org.uk. Don't forget to share some photos of the day to capture your success!

Fundraising Tips:

1. Share

Share what you are doing with those around you!

Your friends, family and colleagues will support you when they know what you are doing - share your story, your knowledge, your passion and your JustGiving Page!

2. Show

Show your supporters the impact their donation will make!

The most important part of fundraising is proving that your supporters' money will make a big difference.

Show off what you've learnt and share Tzedek's work by signposting our social media and website - www.tzedek.org.uk.

3. Ask

Don't be afraid to ask.


Reaching out can be a little daunting but think big, start small and you'll go far!

Share your page, your passion, and the rest will follow!

4. Thank

Thank your supporters by talking about the donations you receive! Thank people personally, thank them online using **#Schlep2020** and encourage others to do the same. The more donations you receive, the more momentum you'll gain and the bigger your impact will be!

@ jake@tzedek.org.uk

 020 3603 8120