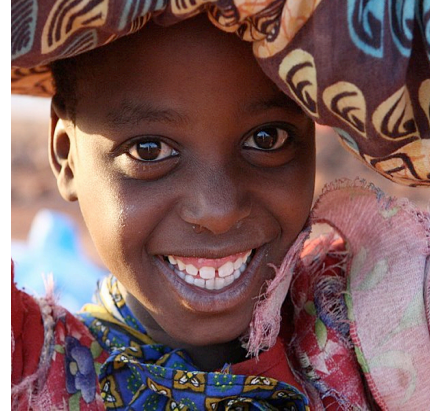




UNIFORMS TRANSFORM

AN AMBASSADOR'S GUIDE

be 1 who helps 2



HOW TO BE AN AMBASSADOR

STEP 1 TAKE THE PLEDGE

☐

STEP 2 EDUCATE YOURSELF

☐

STEP 3 SPREAD THE WORD

☐

STEP 4 MEET YOUR PLEDGE

☐



I have joined the UNIFORMS TRANSFORM movement by making a pledge to be 1 who helps 2.

and

I pledge to raise support for ____ uniforms and thus transform ____ (# of uniforms x2) lives.

$$\underline{\hspace{2cm}} \quad \text{[Blue Dress Icon]} \quad \times \quad \text{[Green Box with \$12]} \quad = \quad \$ \quad \underline{\hspace{2cm}}$$

Signature: x _____

WELCOME ABOARD! Now that you're an ambassador, take a minute to **email** your pledge, and any questions you may have, to kim@rwandapartners.org. Next, login to Facebook and join the **UNIFORMS TRANSFORM** cause (<http://www.causes.com/causes/610867>).



STEP 2 EDUCATE YOURSELF

Background Information

The Rwandan genocide was arguably the most intensive killing campaign in human history. Within 90 days, approximately 10% of Rwanda's population was systematically massacred. Close to one million lives were lost, but the genocide also left an indelible mark on the entire country. One of the more shocking components of this genocide was the relationship between victims and perpetrators; much of the violence inflicted was through neighbor-to-neighbor brutality. Perpetrators looked past their close personal connections to victims and acted solely out of fear and hatred. The roots of this genocide lay in colonial experience and deep-seeded ethnic hatred.

Colonial Beginnings

The colonial era in Rwanda began in 1884 when the territory of Ruanda-Urundi was assigned to Germany by the Berlin Conference. While the Germans did not significantly alter the societal structure of the country, they exerted some influence by supporting the existing ethnic hierarchy. For centuries, the class system in Rwanda had been predominantly determined by race. The ethnic minority, Tutsis, were often cattle owners (which equated to power in the economy) while the majority, Hutu, were typically farmers and had a lower social standing. The Germans observed this dynamic and perpetuated the ethnic divisions of the country, favoring the Tutsi as the ruling class.

After World War I, Germany lost control of Ruanda-Urundi to Belgian forces. Many Rwandans were killed fighting under European command during this transition. During its rule, Belgium maintained the existing class system, promoting Tutsi supremacy and disenfranchising Hutus. Utilizing the classic strategy of "divide and rule", the Belgians used this social structure to further their subjugation of the Rwandan people.

The Belgians contributed to the Hutus' existing feeling of inferiority by proclaiming the Tutsi to be superior due to their more supposed European features (lighter skin, smaller noses, etc.) Tutsis were put in positions of political power, while Hutus were enslaved through colonial farming practices. Every Rwandan was issued a racial identification card, furthering racial polarization and resentment.

Post Colonial Tensions

Rwanda began to move toward independence in 1945 when a wave of Pan-Africanism swept through the continent. Racial tension grew as Rwandans attempted to flesh out a social dynamic and leadership structure, post-independence. In 1960, the Belgian government agreed to hold democratic municipal elections in Ruanda-Urundi, in which Hutu representatives were elected by the Hutu majorities. This precipitous change in the power structure threatened the centuries-old system by which Tutsi superiority had been maintained through monarchy.

Genocide

After years of continued hostility and violence between Hutus and Tutsis, the deep seeded animosity reached a violent climax. On April 6, 1994 Rwandan President Habyarimana was killed when his plane was shot down. This attack served as the catalyst to a genocide centuries in the making. In the course of the next three months, the Hutu-led government in Rwanda organized and implemented the mass slaughter of the Tutsi minority. The shockingly low literacy rate and lack of education contributed to the panic and instability that gripped Rwanda at this time; citizens were unable to inform themselves of the truth and instead were bombarded with extremist propaganda. An unimaginable number of Rwanda's Tutsis were killed on the orders of the Hutu-dominated government under the Hutu Power ideology. Over the course of approximately 100 days, from April 6th through mid-July, at least 1,000,000 were killed.

Killing not only took place by military forces on civilians, but also by ordinary citizens on their neighbors and fellow villagers. Extreme poverty and land-disputes were factors; neighbors killed each other not only because of racial hostility, but also to take possession of each other's land. Much of the killing was done with rudimentary weapons and everyday farming tools such as machetes. Hundreds of thousands of women were raped; some sources have cited that 70% of these rapes resulted in HIV/AIDS. Countless children were left orphaned. Families were destroyed and property was damaged beyond repair. As Rwanda lived this nightmare, the global community effectively turned a blind eye. United Nations peacekeepers left the country and Western leaders did little to nothing to stop the violence.



Why Rwanda?

The 1994 genocide devastated Rwanda. Nearly one million people were brutally murdered and hundreds of thousands of children were orphaned and left to fend for themselves. Two factors that contributed toward the racial hatred and violence fueling this tragedy were the lack of education and job opportunities.

Seventeen years later, Rwanda is still in dire need of healing and restoration. Though the physical scars on the bodies of genocide victims may have healed, the social, psychological and economic wounds are still fresh. Education and employment are the lifelines for young Rwandans trying to break the cycle of poverty and establish peace. You have a chance to empower and aid in Rwanda's recovery. One uniform can empower two Rwandans, and with your help and the help of others, empower entire communities.

Who we are:

Rwanda Partners (www.rwandapartners.org) is a Seattle-based, non-profit organization committed to improving the lives of the poor and marginalized through economic and educational opportunities. In a country impacted by genocide, our work is grounded in the healing and reconciliation of the Rwandan people. Our hope is to not only empower marginalized communities with resources to establish brighter futures for themselves, but to also enable our own community to mobilize change.

Why it matters:

Without uniforms, homeless children attending school are often mistaken for criminals. They can be taken to jail while walking to school or searching for a meal at lunch time. Providing children with uniforms not only establishes them as students in the community, but also restores their dignity and provides an opportunity for a safer and more stable future.

Purchasing a uniform also impacts the young adult in a vocational training program who sews the uniform. A job opportunity such as this is significant. While the majority of Rwandans survive off of subsistence farming, these young adults are able to earn fair wages and contribute to their communities. These individuals make up the small 6% of the population that are formally employed.



Let's mobilize our communities, and together, impact Rwandans and inspire those around us to be passionate and hopeful for the future.

- Share the story of Rwanda and why uniforms matter! Distribute our campaign cards to your networks and encourage them to check us out online and donate! (See pages 8-9)
- If someone you meet expresses a passion and interest in Rwanda, give them a pledge card and tell them to contact Rwanda Partners to become an ambassador and receive this packet (See pages 10-11)
- Ask your Facebook friends to join our Causes page! (<http://www.causes.com/causes/610867>). You can invite 75 friends each day!
- Tweet, Facebook and/or blog about the impact of a uniform and why Rwandan communities need our help!

*Ever notice how good teachers are ones who take facts and make them engaging? We want you to model those teachers! Think about **HOW** you communicate and **WHO** your audience is. Bring the facts to life- what story would YOU be most impacted by? Here are some talking tips to help you out!*

- It's not about you and it's not even about Rwanda Partners. **It's about the people of Rwanda.** Make *their* stories and *their* history the center of your conversation.
- Address the background issues of the 1994 genocide. Address the ethnic hatred. How many people were impacted? What was the relationship like between victim and perpetrator? (i.e. neighbors). How has the genocide created longterm problems? How did the lack of education and job opportunity fuel the genocide?
- Highlight the direct impact your listener's actions will have on Rwandan lives. Tell your friends that they're not simply donating to an organization but that they're walking alongside real people who have the same rights to the quality of life we have.
- Remind your networks that though the genocide occurred seventeen years ago, Rwanda is still recovering. Seventeen years is not enough time to pick up all the pieces left from such a devastating event in history.



*Now that you've spread the word, it's time to MEET YOUR PLEDGE! Struggling to think of ways to get there? Don't fret! Listed below are some simple fundraising ideas to get you started. Remember, while fundraisers such as bake sales are delicious and can bring in some serious cash, **awareness** and **educational** fundraisers are even better! Try to incorporate the stories of Rwanda into your fundraiser- share the word and raise funds simultaneously!*

Use your talents!

Maybe you're an artist- a painter or photographer perhaps? Why not have a showcase? Charge an entry fee and sell your artwork!

Not so artistic you say? We know you have other talents. Use them! Maybe you're an athlete! Put together a basketball tournament or a fund-run. You can collect pledges from friends and family for every basket scored or mile ran. Whatever your talent may be, utilize it and keep the FUN in fundraising.

Benefit/Talent show

Find a few local bands in your area to perform for the cause. You could even organize a Battle of the Bands or a goofy talent night among friends. Use your school, church, community center, local park or other venue. You can charge admission or take donations at intermission.

Coin Drive

We all know that carrying loose change is a pain! Find an empty jar or container and start building your coin collection. Leave a jar in your classroom, house, office etc. and watch numerous uniforms pay for themselves! (See page 12 for Jar Labels)

Host a Movie Night

What hot new movie just hit stores? Rent or purchase the film and host a movie night with your school, sports group, friends or family! Ask for a suggested donation and sell baked goods or popcorn! Get your friends to donate box mixes for the bake goods so you can make a 100% profit!

Better yet, host a movie night and premiere our Emmy-nominated film, *Wounded Healers*. This film documents the power of forgiveness. It tells the stories of perpetrators and survivors of the 1994 genocide who have overcome their hatred and bitterness for each other through reconciliation. Contact us to learn how you can get a copy!

Garage sale

This is a great summertime fundraiser! Get your neighbors and other friends involved. Make it a community event! If it's a hot and sunny day, sell refreshments!

Need more info on fundraising ideas? Let us know, we'd be happy to help. If you are planning on hosting an event or have a sweet idea for a fundraiser of your own, please share it with us! Email tayla@rwandapartners.org.



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\$12 impacts 2 Rwandans' lives

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I _____ pledge to fund (#) _____ uniforms



X

\$12

= \$ _____

Sign here: _____

WELCOME ABOARD! Now that you're an ambassador, take a minute to **email** how many uniforms you plan to fundraise, and any questions you may have, to kim@rwandapartners.org.



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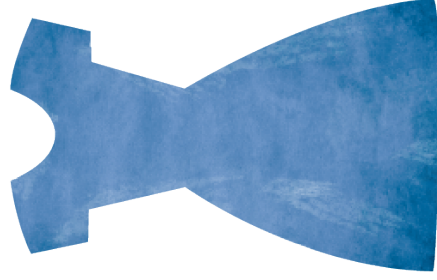
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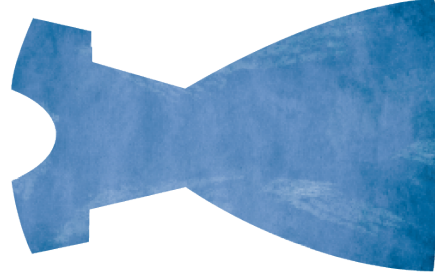
- ▶ **\$12** provides a uniform for a street child in Rwanda **AND** a job opportunity for the Rwandan sewing the uniform.
- ▶ Without uniforms street children attending school can be mistaken for criminals and taken to jail.
- ▶ Two factors that fueled the violence of the Rwandan genocide were the lack of education and employment.
- ▶ Only 6% of Rwandans are formally employed

education job creation reconciliation

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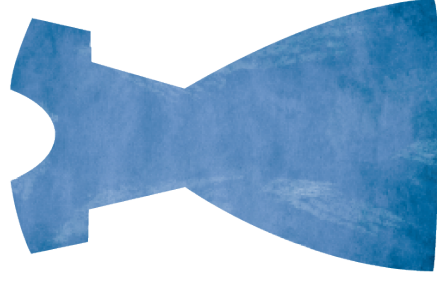
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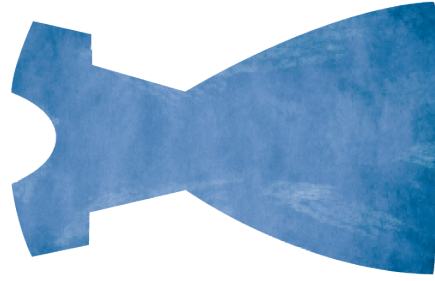
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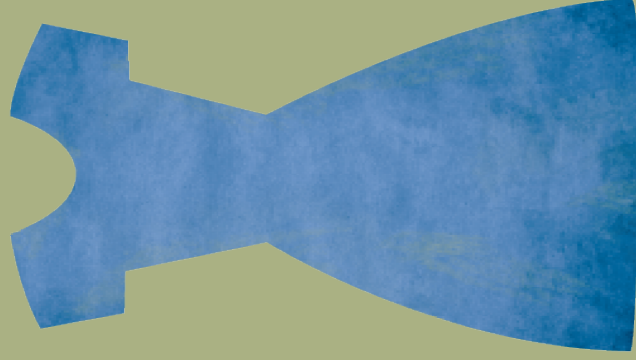
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Why Uniforms Matter

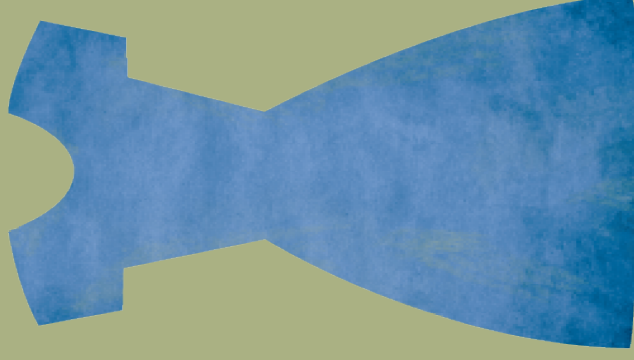
- ▶ Without uniforms, homeless children attending school are often mistaken for criminals. They can be taken to jail while walking to school or searching for a meal at lunch time.
- ▶ Providing children with uniforms establishes them as students in their communities, restores their dignity, and provides them with an opportunity for a safer and more stable future.
- ▶ Purchasing a uniform also impacts the young adult in a vocational training program who sews the uniform. While the majority of Rwandans survive off of subsistence farming, these young adults are able to earn fair wages and be contributors in their communities.

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Sample Presentation Speech

By now you have probably heard of the atrocities that took place during the 1994 genocide in Rwanda. Sometimes it can be hard to connect to a tragedy that seems so far away; in time and in space.

But, what if I told you that this tragedy isn't far away? What if I told you this tragedy is affecting real people who are living right now? During our lifetime. And you have the power to be agents of change- to restore hope to a generation who holds the future of its country in its hands.

The Rwandan genocide happened 17 years ago. However, 17 years is not enough time to pick up all the pieces left from such a devastating event. Maybe the scars on the victim's bodies have healed, but what about their hearts?

Today in Rwanda, reconciliation and healing seminars are being held all across the country. People who lost everything are now coming together as one nation and rebuilding their country through ethnic reconciliation, education and job creation. Faced with obstacles far exceeding anything most of us can comprehend, the hearts of the Rwandan people are being healed.

And although the genocide was so many years ago, it's relevance in our lives is vital to recognize. What can we learn from a country impacted by such an overwhelming disaster? How does a country raise a new generation free from the implications of this tragedy? Where is the hope in this story?

Education is a powerful tool of empowerment and hope in Rwanda; it's a lifeline for young Rwandans working to break the cycle of poverty. Unfortunately though, it remains out of reach for the majority of orphaned and vulnerable youth, many of whom lost their parents in the genocide or to preventable diseases. Completing secondary school empowers these youth, who without an education are at risk of choosing dangerous alternatives to support themselves. Often, children who are attending catch up schools near the local prisons, are mistaken for escaped convicts and are unable to continue with their education.

This is the part of the story where you come in. What if you had the opportunity to empower Rwandans with the resources they need to have access to an education that will ultimately enable change in their communities? What if empowering one Rwandan with education also empowered another with a sustainable income generating job? What if all you had to do was give \$12, share this story with your friends, and maybe even start your own campaign to raise funds for more uniforms?

With the Uniforms Transform campaign your \$12 reaches much farther than seeing a new movie or buying a couple cups of coffee- your dollars helps two Rwandans by providing a uniform necessary to keep a child in school, AND a sustainable job and income for a young adult in a vocational program.

This is a real need with a specific course of action that produces real results, changes lives, and ultimately entire communities. Consider the impact you could make by donating \$12, and becoming an ambassador for vulnerable children in Rwanda.