

BREAK-A-THON FUNDRAISER

PROTECTING VULNERABLE PEOPLE FROM VIOLENCE & OPPRESSION THROUGH THE PLATFORM OF MARTIAL ARTS



IJM



UNITED WE CAN
BREAK THE CHAINS
OF **SLAVERY**

APRIL 2017 BREAKING BOARDS BREAKING CHAINS CAMPAIGN TO END SLAVERY - FOR GOOD!

Martial Arts Participating School

CAMPAIGN TOOLKIT AND INSTRUCTION MANUAL

Prepared by Marital Arts for Justice 2017

PARTNERS AGAINST MODERN DAY SLAVERY AND VIOLENCE AGAINST THE POOR

WWW.MARTIALARTSFORJUSTICE.ORG ~ DEAN@MARTIALARTSFORJUSTICE.ORG ~ 1.844.878.7783

February 24, 2017

Welcome to the 2017 Breaking Boards Breaking Chains National Campaign!

Thank you for taking interest in this exciting opportunity. By participating in this break-a-thon, your school will be taking part in something profound, something that is sweeping the nation, a movement of martial artists standing up for justice!

The Breaking Boards Breaking Chains (BBBC) international campaign is a Martial Arts for Justice annual event meant to raise funds to support the work of International Justice Mission or IJM. IJM Canada works to end violent oppression against the world's poorest by raising awareness and funds for their work around the world to put an end to forced labor slavery and other forms of injustice.

It is estimated that there are more than 46 million people, both adults and children, in our world today living in some form of slavery. There are many organizations, like International Justice Mission, who are trying to fight this. Annual events such as BBBC help teach our students about justice and its importance in our society, emphasizing the role that we as martial artists can play in building a more peaceful world.

By joining the Martial Arts for Justice movement, you are showing your students, their parents and the community that you care about global issues and that you are willing to do something to fix what is broken. Martial Artists have some of the greatest potential in the world to stand strong as a united force and collectively generate a future that supports justice for all.

We believe that by collectively working together we can make the world a better place!

Master Dean Siminoff
Martial Arts for Justice Founder and President

A handwritten signature in blue ink, appearing to read 'D. Siminoff', with a long horizontal flourish extending to the right.

BREAKING BOARDS BREAKING CHAINS CAMPAIGN TOOLKIT

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HAVE QUESTIONS? That's what we are here for! Martial Arts for Justice is committed to each one of our participating schools and we are just an email or phone call away at all times.



MOTIVATE, EDUCATE, SUPPORT champions of freedom and justice

GETTING STARTED ON YOUR CAMPAIGN



For many years martial artists have been using breaking materials like boards as an exciting way to test and demonstrate their skills. But when students break through boards, they are also breaking through their own personal barriers. It becomes a physical representation of channeling personal strength. The Breaking Boards Breaking Chains campaign is a way of

bringing together this collective strength and also providing a symbolic representation of how we can help others around the world break through their barriers. By raising funds we are helping others break free from bondage for a more just life!

Even if you have never hosted a break-a-thon before, we will provide you with everything you need to run a successful event. And if, for whatever reason, you still have questions after looking over the Toolkit, we are happy to talk with you personally. We have various ways to bring your school up to speed on how to run a safe and fun board- breaking event.

Here is a quick outline of what you will find in this package:

- Getting Excited
- Campaign Logistics
- Managing your Breaking Boards
- Fundraising and Tax Receipts
- Marketing/Promotions
- Useful Resources

WHY PARTICIPATE

Benefits for your school

1. Take part in an international campaign by joining other martial arts schools across Canada as they stand up against modern day slavery and violence against children.
2. Educate your students about justice and raise awareness about this global issue; imagine what life would be like if we woke up every day with nothing shielding us from violence.
3. Show your community that your school cares about building a better world and that you have the courage to take action.
4. Generate great publicity for your school, enter our creative break contest and have lots of FUN!

Making the commitment

Taking part in the break-a-thon is important not only for your school instructors, but also for your students. It's your students who will be the key participants in this campaign, so educating them about what Breaking Boards Breaking Chains does is an important step in building enthusiasm for the event.

- Visit our website at www.martialartsforjustice.org and watch the embedded videos. Show these videos to your students in class and/or encourage them to watch it on their own as they give a good overview of what the campaign is all about.
- Contact Martial Arts For Justice by phone 1-844-878-7783 or email fern@martialartsforjustice.org to set up a time for one of our representatives to talk with you, or meet with you personally about your campaign questions, ideas and details.
- Visit the International Justice Mission (IJM) website at www.ijm.ca and easily learn all about what IJM does and how to JUST ACT when it comes to global justice.
- Contact International Justice Mission by phone 1.877.579.5030 x.221 or email rcuthbert@ijm.ca to set up a time for one of their representatives to talk or meet with you personally about your campaign questions, ideas and details.
- Request a personal visit by IJM or MAJ to your school to talk about justice.

HOW TO BEGIN

Registration

Once you make the decision to participate in the break-a-thon, the next step is to register your school. If you haven't already done so, please visit www.martialartsforjustice.org to sign up for the campaign.

Selecting an event organizer

The next step is to designate who will be the primary coordinator of your school's event. This person will be instrumental in the success of your break-a-thon and will be will be the campaign mobilizer who handles questions and inquiries.

Choose a date

You can choose any day during the month of April to host your break-a-thon, but most schools will choose to host their event near the end of the campaign period.

Use this Toolkit

Take the time to familiarize yourself with the contents of this Toolkit. It has been specifically designed as a resource to help plan, guide and shape a successful Breaking Boards Breaking Chains event.

PRIZE OUTLINE

(We have made some changes to the Creative Break Contest this year so please read below to see what is new for 2017.)

In the past winners have been given gift certificates for merchandise from our corporate sponsor Bushido Martial Arts and Fight Gear Supply. This year the prize will still be provided by Bushido but will be a package of martial arts training gear and supplies to be donated to a school or club, of the winner's choice, who works with vulnerable populations.

In order to qualify for these prizes, video submissions, from both individuals and teams, must be sent to Martial Arts for Justice by May 7, 2017. Winners will be chosen based on creativity and presentation, not on age, gender or rank.

NOTE: All funds raised by your school must be express posted to International Justice Mission by midnight on April 30, 2017. Fundraising totals should also be sent to MAJ for our 2017 campaign reporting and plaque creation for our top three schools.

WATCH OUR 2017 WINING VIDEO SUBMISSION HERE



<https://youtu.be/z5CBNVeylq4>



BUSHIDO™
Martial Arts & Fight Gear Supply
WWW.BUSHIDO.CA

"Bushido is proud to be the official sponsor and supporter of the Breaking Boards Breaking Chains

campaign for the second year in a row. Fighting modern day slavery is a cause, which we believe to be extremely important. We are very pleased to be partnered with International Justice Mission, Martial Arts for Justice and all participating schools and clubs to help bring an end to modern day slavery."

----Ian Karpinski, owner of Bushido

The recognition plaques from IJM for the top three schools will certify their participation, identify the amount raised and acknowledge their place within the campaign. All participating schools will receive an attractive Justice School certificate of participation.

The screenshot shows the Swift Current Post website. The main article is titled "Swift Current martial arts school receives award for fundraising work to end slavery". It mentions that the school received the "Breaking Boards Breaking Chains" award. Other news items visible include "ESPLANADE Arts & Heritage Centre", "Preliminary hearing for man arrested after death of Herbert resident", "35th annual trade show allows patrons to 'step into spring'", "Chinook golf course hoping for a better upcoming season after slight 2014 shortfall", "Power outages in Swift Current on Tuesday, Feb. 24", and "Calgary man back in custody on Swift Current charges".

BREAK-A-THON LOGISTICS

PLANNING

Campaign timeline

Schools should allow adequate time to plan their event. We recommend 6-8 weeks, but many successful campaigns have been run in less time.

The campaign runs during the month of April, which gives students time to collect pledges before the final break-a-thon event. You can choose any day during the month of April to host your break-a-thon, but most schools will choose to host their event near the end of the campaign period. Be sure to keep in mind that the **contest deadline for sending money to IJM is April 30th 2017.**

Example of a simple campaign timeline

→ First make sure you have registered your school	
Date	Task
March 15 th	Choose your break-a-thon date and time. Make a general announcement to all students and parents.
March 22 nd	Hand out pledge forms to students.
APRIL 1 ST – (or sooner)	Plan an IJM info night and presentation – Choose this date based on availability after talking with Martial Arts for Justice or IJM to see when someone is available to attend in person or by Skype. (If you have not handed out pledge forms and info sheets, this will be the time to hand these out).
APRIL 19 TH	Pledge forms to be back in so boards can be estimated & ordered.
APRIL 29 TH	Break-a-thon event date. (Keep in mind that you can do your breaking on whatever day or class time you choose).
APRIL 30 TH	Make sure all funds raised by your school have been sent to IJM by midnight. Fundraising totals should also be sent to MAJ for campaign reporting and plaque creation for our top three schools.

Developing your team

In addition to a primary campaign organizer, you will want to engage volunteer parents and students from your school to be part of the event team. Here is a list of suggested roles members of your team can play:

- Communications (media, students and parents)
- Oversee pledge forms (out and in) and funds raised
- Break-a-thon event coordinator – location/boards
- IJM and MAJ contact person
- Head photographer

Deciding on a location for your event

Schools can host their event anywhere they like, but high profile locations like shopping malls are very popular. Alternately, you can host the event in your own school and invite the public in for a special event and demonstration while you do your breaking.

Purchasing and managing your campaign's breaking boards

Information about Breaking Boards is provided in this toolkit.

Marketing and promotions

Hosting a Breaking Boards Breaking Chains event will take some planning and organization. However, because it is an international campaign focused on action-based awareness, you will find that with the right approach to advertising, people will get really excited about your school's involvement.

Many schools experience fantastic results when they promote their event in a way that builds awareness about the work of IJM and their desire to be part of a movement that is committed to reducing global violence.

Schools advertise the campaign activities internally and externally through means of printed material, social media and the creation of an event presence within their school website. In addition, MAJ will list all participating schools on our website and share their campaign details through Facebook and Twitter.

Customizable campaign files will be available to all participants including pledge forms, pledge information sheets and printable posters, as well as web files for promotional use.

Examples of customizable campaign files that can be accessed on our website at <http://www.martialartsforjustice.org/participantresources>.

Pledge Form

Pledge Info Sheet

Event Poster



Social Media Images



Support Phone: 1-844-878-7783 Email: fern@martialartsforjustice.org

Breaking day

The day of your break-a-thon event can be anytime in April. Plan to allow yourself enough time to collect all pledges and have them postmarked before April 30th to go to IJM. Most schools choose a Saturday near the end of the month for organizational and promotional reasons. Choosing one day, afternoon or evening, will give your event maximum excitement and impact with all involved, including inviting media and community. Note: All pledges should be collected prior to your event.



DAY-OF EVENT "TO-DO" LIST

NOTE: please let MAJ know when and where your break-a-thon will be taking place.

- If you are hosting your event in a public place, contact the facility's representative at least one week before to confirm event details.
- Let media know of break-a-thon two weeks ahead so they can cover the event.
- Designate a photographer and someone to capture video footage for use on social media – be sure to send us images/videos so we can share these on social media.
- Ensure you have enough board holders to make your breaking safe.
- Have school and IJM promotional material for spectators and media.

Working with International Justice Mission (IJM)

In addition to learning about the great work of IJM, be sure to read these sections of the Toolkit so that you are informed as to the legalities of running the fundraiser properly.

Collecting pledges

Each student only needs 1 - 2 *pledge sheets*, but you should have enough *Pledge Information Sheets* to leave one for each person from whom they collect pledges. Both the form and Info Sheet can be customized and should then be printed and copied for the number of students you have participating in the campaign.

Managing funds collected

If cheques are being written, decide to whom the cheques should be made payable. You can request that cheques be made payable to IJM Canada, although IJM Canada will not be able to return or refund any of the proceeds to you, or pay any expenses on your behalf. You will need to make arrangements for those things. When cash is given the school should exchange it and submit a cheque to IJM Canada for the total amount.

Sending funds to IJM

Each school is required to send their final numbers into Martial Arts for Justice (MAJ) at the same time you send all funds to IJM. MAJ will then compile the list and send the final figures to all participating schools.

WRAPPING UP

Now that you have hosted a successful Breaking Boards Breaking Chains campaign, it is important to celebrate success and show your team and your community how much you appreciate their commitment to and involvement in the event.

This can be done in a number of ways, including anything from a quick email to everyone that expresses your gratitude on behalf of the organizing committee, to a public announcement thanking everyone involved, to an outing with the entire team for milkshakes. Whatever you choose will be right for your school. The important piece to remember is that the work of your students, parents and staff should be recognized and your community should be thanked.

Breaking Boards for Breaking Chains is a great way to reach out to our communities and to stand up for global injustice by helping those in need obtain freedom from violent oppression, modern day slavery and human trafficking.



"The Breaking Boards Breaking Chains fundraiser event was one of the most fun and fulfilling events I did in 2014. It was great to run an event that not only gave my studio good publicity, but also allowed my students to give back to an organization that does something we recite in every class: 'I shall build a more peaceful world.'----- Master Johnny Ahmed, Richmond Martial Arts, Richmond, BC

CAMPAIGNS BREAKING BOARDS STRUCTURAL OUTLINE

BOARD DETAILS



Calculating the number of boards needed

The number of boards needed depends on how each school structures this portion of their campaign. Our suggestion is 1 board = \$20 worth of pledges to a maximum of 5 boards broken. Schools calculate their figures based on # of students, pledge goals and \$ value placed on each board. Example: If a student raises \$100, he or she breaks 5 boards.

Where to get boards

Our corporate sponsor, BUSHIDO Martial Arts Supply is offering significant discounts on manufactured and standard breaking boards purchased for the 2017 break-a-thon events.

Breakdown of Bushido's special offer to all participating schools

Bushido has generously offered to donate 100 free breaking boards to the first 10 schools who register to participate in this years BBBC fundraising campaign. This is a very generous and many of you receive these boards to help launch your campaign excitement.

Bushido is also offering the following discounted braking boards to BBBC registrants.

Product #	Board/Brick Type	Available Sizes
SPE3513WOD	25% off (while quantities last) Wooden Breaking Board	9mm, 12mm, 18mm 298 x 225mm
<i>Note: be sure to mention your registration when placing your order for Wooden Breaking Boards – SPE3513WOD</i>		
SPE3526	Rebreakable Roofing Tile	Blue, Red, Black, Yellow
SPE3527	Rebreakable Plastic Brick	Blue, Red, Black

However, depending on your location, you may have your own local board source.

Board and pledge values

Depending on the structure and demographics of each participating school, they will need to determine a value to place on each breaking board. This can range between \$5-\$500, depending on how much each school feels is a comfortable suggested pledge (or donation) amount.

When to get boards

Once you have chosen a date for your BBBC event, we suggest you set a deadline of about one week prior to your event where ALL PLEDGES AND PLEDGE sheets must be submitted to your campaign coordinator. This will allow you enough time to order your boards. If you feel you need more time to order boards, adjust your dates accordingly. Remember all funds need to be postmarked to IJM Canada by April 30/2017.

Choosing a breaking option that is right for your school

OPTION #1

Students ask for pledges for your school's chosen dollar amount per board and are encouraged to raise as many funds as they can. However, if you are using real boards, there needs to be a limit set as to how many boards each student will break. This is an important piece because it will help you manage your board cost and quantity. Schools may also offer prizes within their own club for most money raised to further encourage the raising of funds for the grand prize! Instructors must judge what size of boards their students will need based on age and ability. Once pledge forms are submitted at your chosen deadline, you can then order your boards. You will need to consider the cost of the boards as a marketing cost for your school or possibly find a person within the school or a business that might cover the cost of the boards as their contribution (non-receiptable).

OPTION #2

(Similar to option #1) A student asks for pledges based on a dollar amount that your school decides upon, but in addition students are also asked to come up with their own multi-break, creative or power breaks. The students then ask for pledges based on what style of breaks they plan to perform during the event. Remember if you have the event at your school or at a public venue/mall/gym, many donors will also come out to watch. It doesn't matter how your students do their breaking or what combinations. You just want it to be challenging and fun, as well as entertaining to watch.

OPTION #3

Conserve wood & cost and use re-breakable boards. Bushido carries special breaking tiles, which simulate roof tiles. They are easy for most kids (seven years old and up) to break and they make a great snap when they are broken! This option encourages students to set themselves specific breaking goals for combinations or power breaks to match their specific pledges. As mentioned in Option #2, when students collect their pledges they ask for funds to perform their chosen breaks during the event. Example: "I am going to do my best round kick, then a hammer blow and a jump front kick in less than 10 seconds. Will you pledge for me \$20 if I complete that goal?"

Message from the Founder ~ Board related campaign experience

"The first year we ran the break-a-thon, our school purchased whatever boards were needed and I considered this a donation/marketing expense. I encouraged the students to get out and ask for pledges. They had pledge forms and information about the campaign and IJM. I suggested they tell their sponsors that they would break one board for every \$5 they were given. Board sizes were adjusted for kids and adults. Students were so enthused that many came back with \$100 or more which meant we were breaking a lot of boards! The enthusiasm and energy of students plus the community and media attention was well worth the cost of the boards. We also received many new students as a result of the campaign. We had at least 100+ students involved in all aspects of the event. In order to reduce the cost and number of boards needed for students that are gratefully raising a lot of money, we are shifting our focus to more creative breaking pledges and increasing the suggested dollar amount per board to \$20 with a per student limit of 5 boards. We will encourage students to be as creative as possible with their breaking or in some cases attempt higher power breaks. We also offer our own smaller in-house prizes for the students that raise the most funds. For us and from what other schools have told me, this is the best marketing event they have ever put together. So, along with directly helping people in need through IJM, it will help your school flourish in many ways." -----Master Dean Siminoff

IMPORTANT INFORMATION ABOUT FUNDRAISING AND TAX RECEIPTS

100% of the proceeds raised by participating schools will go directly to International Justice Mission Canada (IJM).

1. To ensure IJM remains in compliance with Canada Revenue Agency (www.cra-arc.gc.ca) requirements, IJM Canada adheres to strict policies when issuing tax receipts. If you are collecting funds on behalf of IJM Canada, you should be aware of these policies and communicate them clearly to donors.
 - a. If your event involves the sale of goods, services or tickets, IJM Canada cannot issue donation receipts for these items. Donation receipts can only be issued for free-will gifts for which the donor does not receive any benefit in return. If your fundraiser involves both sales and donations, please ensure that the funds for sales are kept separate from donations. Furthermore, please ensure that each group of funds is separately reconciled and submitted to IJM Canada.
 - b. IJM requires the complete name and address of the donor in order to issue a tax receipt. Without this information, we will be unable to issue a tax receipt.
 - c. Tax receipts are only issued for donations of \$15 or more.
2. Please ensure that funds collected are submitted to IJM Canada in a timely manner. Individuals who have written cheques payable to IJM Canada will want them deposited quickly. If you are submitting a large amount of funds, you may also want to courier the items to IJM Canada for added security.
3. If you choose to solicit goods or services (e.g. door prizes, event supplies) from businesses or individuals in order to run your event, please be aware that IJM Canada cannot issue donation receipts for these items.
4. If donors want to give directly to IJM Canada, donations can be made online at <https://support.ijm.ca/bbbc>. Donations can also be mailed directly to IJM Canada, PO Box 336, Stn. B, London, ON N6A 4W1. NOTE: for this option it is imperative that the donor clearly states which Martial Arts School they are making the donation for.

GUIDELINES ABOUT DONATION DOCUMENTATION AND RECONCILIATION

In order for IJM Canada to issue tax deductible donation receipts it is important that the information on the pledge form is filled in accurately and clearly so that receipts can be issued to the correct name and address. Please ensure that the following items are filled in:

- a) Full name, address, and phone number
- b) Amount
- c) Whether the amount is paid by cash or cheque
- d) The total of all gifts on the page
- e) The total cheques and total cash for the page should then be reconciled to the overall total.
- f) Please note that receipts will only be issued for amounts of \$15 or more.
- g) Please ensure that the funds for each sheet are reconciled and kept separate from the funds for other sheets. If there is a problem, it will be isolated to one sheet rather than all of the donation record sheets.
- h) IJM Canada will not be able to issue receipts if the amounts of cash and cheques submitted do not reconcile with the record sheets, so care should be taken to ensure things are balanced and reconciled before submitting.

If you are giving out multiple recording sheets to various people, you may want to number the forms that you give out, or put a name in the place provided, so that you can track which forms are returned to you and which ones are still outstanding.

Attention: IJM Canada is responsible for complying with Canada Revenue Agency's (CRA) rules and is subject to penalties, including the possible loss of registered charity status, for issuing receipts that should not be issued.

Anonymous cash can be written on the tracking form as 'anonymous' or a separate sheet could be kept specifically for anonymous amounts.

Once your event is finished, and all of the donation sheets have been collected and reconciled, the funds can be submitted to IJM Canada. Please keep the cheques with each sheet that they belong to. You may write one cheque for the cash from all the sheets, although please ensure that the cheque for the cash matches the total of the cash from each sheet. For example if you have five sheets with cash amounts of \$100, \$250, \$50, \$75 and \$25, you should write a cheque for the total cash of \$500. Once again this needs to reconcile so that receipts can be issued properly. IJM Canada needs to know exactly what cash is included in the cheque in order to reconcile it with the donation sheets.

Since there will be cash and other funds being exchanged during the course of your event, you should think about security during the event, and where you will keep the money and funds that you are collecting. It is not a good idea to keep large amounts of cash and funds in one place or in the view of lots of people. It is also a good idea to have more than one person counting funds and verifying amounts that have been received for security and accountability.

SOCIAL MEDIA TIPS AND SAMPLES

MAJ Twitter Handle.....	@MArts4Justice
BBBC Hashtag.....	#Break4Change
MAJ Website Link.....	www.martialartsforjustice.org
MAJ Shortened Website Link.....	bit.ly/1DIJ1KF
MAJ FB Page.....	www.facebook.com/martialartsforjustice
IJM Canada Handle.....	@IJMCanada
IJM Canada Website.....	www.ijm.ca
IJM Canada FB Page.....	http://www.facebook.com/ijmcanada

Social media is a great way to spread the word about your fundraising initiatives. Be sure to use the hashtags, website links, and Twitter handles when tweeting, Face booking or Instagramming about your Breaking Boards Breaking Chains (BBBC) event. Using the Twitter handles and website links will create traffic to IJM Canada and BBBC's websites, allowing others to learn more. Be sure to include your school's Twitter handle, if applicable. Further, using the official #hashtag consolidates all social media tweets and messages about the event, making it easy to search social media messages about BBBC. If you are using the online fundraising tool, sharing your personal URL is a great way to drive traffic to your personal donation page.

Sample Tweets (Schools)

- We are [#Break4Change](#) with [@MArts4Justice](#) & [@IJMCanada](#) to help [#endslavery](#). Join us! bit.ly/1DIJ1KF
- We are [#Break4Change](#) with [@MArts4Justice](#) & [@IJMCanada](#) to help [#endslavery](#). Join us! [add donation page URL]
- To [#endslavery](#) we need to be champions for justice. Support our [#Break4Change](#) event for [@IJMCanada](#). [add donation page URL]
- [#Break4Change](#) is about ending slavery. We can be champions for justice. VISIT bit.ly/1DIJ1KF [@IJMCanada](#)

Sample Tweets (Students)

- I am [#Break4Change](#) with [@MArts4Justice](#) & [@IJMCanada](#) to help [#endslavery](#). Check out my page [add donation page URL]
- I am living out my oath to be a champion for justice! [#Break4Change](#) [@Marts4Justice](#) [@IJMCanada](#) [add donation page URL] or [add picture]
- I am living out my oath to be a champion for justice! [#Break4Change](#) [@MArts4Justice](#) [@IJMCanada](#) bit.ly/1DIJ1KF
- [#Break4Change](#) is about ending slavery. Help me do it! VISIT [add donation page URL] [@IJMCanada](#) [@MArts4Justice](#)

Go to www.bitly.com to create shortened URL links for your tweets.

CAMPAIGN RESOURCES AND LINKS

MAJ RESOURCES

Campaign Materials

MAJ has created customizable campaign materials that each school can use to personalize their event. Please access these material below by visiting our website resource section at <http://www.martialartsforjustice.org/participantresources>. You can also receive them by emailing fern@martialartsforjustice.org or by calling 1-844-878-7783.

- Customizable Pledge Sheet
- Customizable Pledge Information Sheet
- Customizable Poster
- Web-ready Images

Contact MAJ

If you have any questions about MAJ's work or you would like to connect with us personally, please contact Project Manager, Fern Sabo, at fern@martialartsforjustice.org or toll-free at 1-844-878-7783.

Mailing Address: Martial Arts For Justice, Box 101, 2712 Lily Rd, South Slocan, BC, V0G 2G0

IJM CANADA RESOURCES

Print Material (Free)

IJM Canada will mail requested materials to you. Please contact events@ijm.ca to request any of the following:

- General Brochures
- Bookmarks
- Casework Stories
- Fact Sheet – Forced Labour Slavery

Videos (Free access online)

Kumar's Story - <http://www.youtube.com/watch?v=6547uGK9INA>

Kumar was enslaved in a brick kiln at age seven. Watch this incredible story about his journey to freedom.

IJM's 15 Year Anniversary - <http://www.youtube.com/watch?v=q7itB1tBPgc>

In 2012, International Justice Mission celebrated fifteen years of justice. This video shows the work and growth of IJM globally.

Contact IJM Canada

If you have any questions about IJM's work or you would like to connect personally with us, please contact Rebecca Cuthbert at rcuthbert@ijm.ca or toll-free at 1-877-579-5030 x.221. Mailing Address: International Justice Mission Canada, PO Box 336 STN B, London, ON, N6A 4W1

SAMPLE PRESS RELEASE

Breaking Boards Breaking Chains!

"Name of your school" Martial Arts is planning to take part in an international break-a-thon challenge, effective April 1 to 30, in an effort to raise awareness and financial support to help free modern day slaves.

According to International Justice Mission (IJM), there are 46 million slaves in the world today. By working hand in hand with IJM Canada (www.ijm.ca), an organization that seeks justice for victims of violent oppression, our school, in conjunction with Martial Arts for Justice, is trying to raise awareness and financial support to fund their rescue operations.

IJM estimates each rescue operation costs approximately \$8,200.

"We want to "relevant club oath quote here" explained "school leader"

He/She said the event is a great way to practice what they preach.

"We teach our students all the time about the student oath to "relevant club oath" but do we just talk it or do we do it, (relevant school oath information)" he/she said.

Students are encouraged to raise pledges based on how many boards they will break in the "break-a-thon." School event details [here](#)

And anyone interested in learning more about our participation in the campaign can visit our website at "www.yourschool.com"

Anyone that is interested in learning more about the international Breaking Boards Breaking Chains initiative can visit www.martialartsforjustice.org.

STATEMENT OF UNDERSTANDING

1. The school and/or individual is responsible for the planning and execution of their event. MAJ can provide campaign support, but IJM Canada staff will only be available to offer limited guidance.
2. Fundraising groups must use MAJ's and IJM's name in a way that promotes our positive image. Please submit a draft of any material you create (i.e. poster, t-shirt, flyer, etc.) to fern@martialartsforjustice.org for approval. Otherwise, any marketing material required for a great event is supplied to you.
3. As a fundraiser or fundraising group, you must have your own necessary insurance and permits.
4. No event or affiliation that involves gambling will be approved. Gambling is defined as a paid chance to participate in possibly winning a prize. Unpaid games are acceptable given that participation is free and no monetary prizes are awarded.
5. All fundraising events to benefit IJM must follow all applicable laws, including laws regarding tax deductions.
6. IJM Canada will not release the names, addresses, or phone numbers of donors or prospects to third parties.
7. The individual will be held liable for any fraudulent use of donations received on behalf of IJM Canada.

By using this Toolkit and the included resources, you agree that you have read and understand the above guidelines for hosting a fundraising initiative on behalf of Martial Arts For Justice and International Justice Mission Canada.



Partners Against Modern Day Slavery and Human Trafficking

FINAL EVENT CHECK LIST

- ☐ Was my media release sent out to the correct contacts – follow up needed?
- ☐ Are posters placed around our school and public locations?
- ☐ School social media has all up to date info for the event?
- ☐ We have made MAJ/BBBC staff aware of the time and date of our event.
- ☐ Who will transport and set up equipment at our location?
- ☐ I have a designated videographer and photographer.
- ☐ Board holders are designated and we know we have enough.
- ☐ Plan holders as breaking stations, which can be numbered.
- ☐ Students and parents are informed of times and locations.
- ☐ Is there coaching or training required for the students beforehand?

FAQ

Does it cost anything to participate?

There is no cost to participate or register for the event, but each participating school is responsible for purchasing their own boards for breaking. Because of the nature of the event, most schools write the boards off as a marketing expense.

Are there any campaign materials supplied to participating schools?

Yes! When you register your school with us, we will send you campaign materials that you can customize for your own campaign. These documents include customizable pledge forms, information letters and posters. Additionally, we provide web-ready campaign images for you to use on your social media.

Once I choose to host an event, what sort of response can I expect from our students?

Because of the high energy surrounding this break-a-thon event, students tend to be really enthusiastic about their school's participation in the campaign. They really get behind the cause and are eager to stand up for the less fortunate.

What sort of response can my students expect from our donors?

People get really excited about the event and many donors will even come out to watch the event! Breaking Boards Breaking Chains is a great way to stand up for justice and reach out to our communities on many levels.

How does the campaign schedule work?

The BBBC campaign runs during the entire month of April. Once you choose your break-a-thon event date, students then go out in their communities and collect pledges for the boards they will break during the event.

How are the funds raised?

Students collect pledges prior to their school's event date. The school's total figure is then calculated and all funds are sent by cheque or bank draft directly to International Justice Mission by each school.

Where do I host the event?

Schools can host their event anywhere they like, but high profile locations like shopping malls are very popular. Alternately, you can host the event in your own school and invite the public in for a special event and demonstration while you do your breaking.

How much time do I need to plan an event?

You should try to give yourself adequate time to plan your event. We recommend 8 -10 weeks, but successful campaigns have been run in less time. It is important to designate a primary event coordinator, as this person will ensure things go smoothly.

How many boards are needed or how many do most students break?

The number of boards needed depends on how each school structures this portion of their campaign. Our suggestion is 1 board = \$20 worth of pledges to a maximum of 5 boards broken. Schools calculate their figures based on # of students, pledge goals and \$ value placed on each board. Example: If a student pledges \$100, they break 5 boards.

Where do I get the boards?

Our corporate sponsor, BUSHIDO Martial Arts Supply is offering significant discounts on all manufactured and standard breaking boards purchased for the 2017 break-a-thon event. However, depending on your location you may have your own local board source. See our Toolkit for more details.

What kind of response can I expect from the media?

Because this is an international campaign and it focuses on action-based awareness, local media will be very interested in covering your event. Many schools have had fantastic pre- and post- event coverage, including both traditional print and film media exposure.

Once the campaign is over, how do we know if our school won a prize?

In order to qualify for the prizes video submissions, from both individuals and teams, must be sent to Martial Arts for Justice by May 7, 2017. Winners will be chosen based on creativity and presentation, not on age, gender or rank. Submissions will then be shared with all campaign supporters and gift cards will be mailed to the winners.

What are the prizes for the creative breaks?

10 x \$50 individual prize credit for any equipment from Bushido Martial Arts Supplies
1 X \$250 team prize credit for any equipment from Bushido Martial Arts Supplies
(Teams must include a minimum of three or more students)

Do you have additional questions?

Please contact us anytime. We look forward to hearing from you.

General Inquiries

- Email: fern@martialartsforjustice.org, Toll Free Number: 1-844-878-7783

Founder/President: Master Dean Siminoff

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Project Manager: Fern Sabo

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Media Strategies: Kharri Oosthuyzen

- Email: media@martialartsforjustice.org, Cell: 437-344-9604

Logistical Support: Brandy Howard

- Email: brandy@martialartsforjustice.org, Cell: 250-551-2935

Martial Arts for Justice is committed to each one of our participating schools and we are just an email or phone call away at all times.



February 24, 2017

Letter of Understanding

Between

Breaking Boards Breaking Chains

And

International Justice Mission Canada

Breaking Boards Breaking Chains is joining International Justice Mission Canada in our mission to end violent oppression against the world's poorest by raising awareness and funds for our work in India to put an end to forced labour slavery.

IJM combats forced labour slavery in India by partnering with local authorities to rescue victims, bring criminals to justice, restore survivors and strengthen justice systems to keep the poor safe from being victimized.

IJM Canada is honoured to be a part of Breaking Boards Breaking Chains 2016. We are excited to connect with the many Canadian martial arts students who are using their skills and abilities to be champions of justice.

"One of the values that a martial artist has is to be a champion for freedom and justice. It has been inspiring to see this value lived out in a very practical way as these students do the hard work of raising support to break boards, which ultimately results in the freedom of those who are enslaved. It is so encouraging to see a generation being shaped by values that prioritize looking out for the interests of those who have no one to protect them." -Mark Wollenberg, *IJM Canada's National Director of Church Mobilization*

Thank you for helping to make justice for the poor possible.

Sincerely,

Glenn Waterman, Vice President of Development and Marketing
INTERNATIONAL JUSTICE MISSION CANADA