



Help Rayo de Sol Raise \$10K in May

Overview and Introduction

Hello - if you are reading this, you want to help people gain access to clean water and fuel-efficient stoves to maintain healthier families and households. Great! We need your help! The “Healthy Homes Challenge” provides you with a unique opportunity to change a life - to make a big impact through a small sacrifice. What is this challenge about? It’s about a promise... a promise to give it your all for the month of May in 2019, for the sake of another.



1 promise + 1 wristband = 1 life.

Here is what you need to know: Every day more than 3,000 children die from diarrheal diseases. That’s over 1 million per year. In most cases, clean and safe water could be made available through creative, community initiatives. But today, disease-infested pools of stagnant surface water miles away are all some people have. Additionally, over 3 billion people in low- and middle-income countries rely on solid fuels (wood, animal dung, charcoal, crop wastes and coal) burned in inefficient and highly polluting stoves for cooking and heating, currently resulting in some 4 million premature deaths annually.

Here is the Challenge: For the month of May, don’t eat out. Instead, set aside all the money which you would normally have spent consuming things like boutique coffee, fast food, and meals out at restaurants. We will even give you Promise Cards to help keep track. Donate the money to our team at Rayo to help us secure as many new Rainwater Harvesting Tanks and Fuel-Efficient cookstoves as we possibly can! **Our goal is to raise \$10K to obtain 30 new rain harvesting systems and 40 improved cookstoves** (And hey, if you can’t quite give up eating out, that is okay, too; we would also gladly accept your promise to “match” what you spend during the month of May in eating out).

Here's how The Healthy Homes Challenge is different from traditional fundraisers: You are not being asked to contribute money which comes from personal savings or funds which you would have given to other causes (but you can if you want). Money should come from the small sacrifice of giving something up. In essence, we want you to DIVERT money that was headed toward the soda machine, coffee shop or restaurants...so you can help others. This project allows you to move money that would have gone to CONSUMPTION over to a valuable CONTRIBUTION. As you sacrifice the pleasure of "stuff", like beverages and convenience foods— for just one month—you will be making a choice that saves lives.



On the next page you will find more information outlining Rayo's Healthy Homes Challenge. You will see a "Promise Card" that can fit in your wallet, and this will help both remind you and your group of your commitment (in addition to your wristband) as well as provide a place for you to keep track of your spending if you opt to "match" your dollars eating out. You will also find a "checklist" if you have committed to get a group of friends or co-workers on board with this challenge. Should you have any questions at all, please e-mail us at connect@rayodesol.org. Thanks for joining with us in this incredible effort to unlock potential by providing access to clean, safe water and healthy, efficient stoves for families in Nicaragua!

In Service to Others,



The Rayo de Sol Team

Healthy Homes Group Leader Checklist:

CHECKLIST: what to do and when to do it.

1. Week One: Be Prepared!

- Get your core team together. We suggest a core group of co-workers, a small group, book club, church group, or other community service organization.
- Read through this guide.
- Get your resources printed & ready to distribute (cut out promise cards, have intro sheet from this packet ready, etc.)

2. Week Two: Start strong!

- Introduce the project to your whole group.
- Share facts from the handout.
- Give everyone a Promise Card + a Free Wrist Band.
- Start **The Healthy Homes** Challenge!
- Post about it on social media...post a photo of you and your group wearing your wrist bands, and encourage others in your circle of influence to participate. Please use the hashtag: [#RayoHealthyHomes2019](https://twitter.com/#!/RayoHealthyHomes2019)

3. Week Three: Follow through! (This is a key to motivate and encourage!)

- Email your team as a whole, or check in with your group members individually to encourage them and thank them for participating. Remind them that they are making a difference!
- Remind everyone to bring in their saved money next week (they can bring money to you, or you can provide them with the link to donate on Rayo's Website: <https://rayodesol.salsalabs.org/donation>)
- Share a fact on Social Media and invite the community to join your group.

4. Week Four: Collect and celebrate!

- Get funds to Rayo (either through mail at: **3775 Cobb Int'l Blvd. Kennesaw, GA 30152**, or through <https://rayodesol.salsalabs.org/donation>)
- Let your group know how much they raised through The Healthy Homes Challenge, and estimate how many lives they have impacted
 - Simply divide the amount raised by an average of \$23, e.g. \$5000 raised divided by \$23 = 217 people will be provided access to clean water thanks to your group's efforts!

Print Out Promise Cards:



Promise Card

I have made a commitment to either forego or match any amount of money spent eating out to help better the health and lives of children and families in Nicaragua.

PLEASE USE THE BACK OF THIS CARD TO TRACK ANY ESTIMATES/MATCHES FOR THE MONTH OF MAY.



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