



G2Kids

GIVING TO KIDS

PROJECT MANAGEMENT COMMUNITY GIVING

ED W. CLARK HIGH SCHOOL

4291 PENNWOOD AVENUE

LAS VEGAS NEVADA 89102

ROBERT CHONDRO

2024 APRIL 10



TABLE OF CONTENTS



I. EXECUTIVE SUMMARY

II. INITIATING

III. PLANNING AND
ORGANIZING

IV. EXECUTION

V. MONITORING AND
CONTROLLING

VI. CLOSING THE PROJECT

VIII. BIBLIOGRAPHY

IX. APPENDIX

I. EXECUTIVE SUMMARY

OVERVIEW

Giving to Kids (G2Kids) is a **501(c)(3) nonprofit organization** dedicated to making a difference in the lives of impoverished children across the world. Specifically, our mission is to **provide necessities, resources, and support** to underprivileged children. Having witnessed firsthand challenging living conditions and limited access to essential supplies, we are driven by a strong belief in the **transformative power of access to basic necessities**.

PROBLEMS

- ▶ **Absence of Essential Supplies:** Children worldwide experience a **lack of basic supplies** such as clothing and hygiene products.
- ▶ **Resources to Create Change:** These areas also require more than resources, each child should have the opportunity to change their own future through higher **education**.
- ▶ **Lack of Awareness:** Many people around the world are **unaware of the struggles** that are faced in third world countries and underprivileged areas.

SOLUTIONS

- ▶ **Providing Supplies:** We aim to provide these supplies in underprivileged areas. **We've raised over \$30,000** to donate to orphanages and schools for supplies in Vietnam.
- ▶ **Education:** G2Kids will **prioritize education**, empowering youth to break the cycle of poverty. We've collaborated with schools in Vietnam to **purchase school materials/textbooks** for them to study.
- ▶ **Spreading Awareness:** We want to spread awareness through **promotion and advocacy**. We worked with **advocacy organizations** and **political leaders**, growing our **social media** to spread awareness to the public.

INSPIRATION

During past trips to Vietnam and Cambodia, future members of G2Kids discovered the **massive disparities** that the children there faced. Orphanages could only provide pieces of wood for the children to sleep on as mattresses. There were so few educational textbooks or other language books available to them and, if any, were in **extremely poor condition**. There were also limited amounts of clothing and shoes for the children to wear. All of these observations were only a few of the **unfortunate living conditions** we witnessed, which were each still considered a privilege to have in these areas.

II. INITIATING

STATEMENT OF THE PROBLEM

The Asian News Network (ANN) has brought to light a profound reality: an estimated **1.9 million households in Vietnam** grapple with the challenges of poverty. This statistic, however staggering, is but one facet of a larger issue illuminated by organizations such as The Children of Vietnam (another nonprofit organization), which states that **1 in 3 children in the country** face the harsh realities of impoverished living conditions. Additionally, UNICEF has reported that **1 in 5 of these children** suffer from Severe Acute Malnutrition (SAM), further highlighting the depth of inequality experienced by a significant portion of Vietnam's youth.

In the face of these problems, it becomes evident that merely providing basic necessities falls short of addressing the root causes of poverty. Many of these children **lack access to fundamental education**, a critical pathway toward altering their futures and breaking free from the cycles of poverty. Our mission resonates deeply here, advocating that every child, irrespective of their circumstances, deserves **equitable opportunities** for a **promising future**. Beyond immediate relief efforts, it is imperative to equip them with the **educational tools** requisite for **long-term change**.

Compounding these challenges is the unfortunate reality that this situation **often remains obscured** on the global stage. Many individuals from more fortunate areas remain unaware of the dire circumstances faced in less privileged parts of the world. Raising awareness about these pressing issues becomes not just a moral imperative but a practical necessity for effecting substantive change. By fostering a deeper understanding and empathy across borders, a broader coalition of individuals can unite to address these systemic issues, whether through **financial contributions, legislative advocacy, or direct humanitarian aid**.

PROJECT SCOPE

Giving to Kids plans to combat this issue by resolving inequality in underprivileged areas. As stated previously, we want to focus on three different issues: The lack of **essential supplies**, the lack of **education**, and the lack of **awareness** regarding issues in underprivileged areas. The main scope of our project is to raise enough money in order to solve these issues. Money that will be raised will be used to **distribute packages of supplies and education**, and help **promote our cause**. Giving to Kids planned to **raise \$25,000**, which would be split between purchasing the supplies and educational resources, and promoting our cause with the hope of enlisting other, like-minded individuals to support.

III. PLANNING AND ORG.

PROJECT GOALS

Giving to Kids' mission is to provide necessities for poverty-stricken children. For our first year in operation, we decided that it was only right to donate to the country that first inspired this organization, Vietnam. Our main objective was to **raise \$25,000 USD by February of 2024** which would be raised through fundraisers every other month. The proceeds would go towards **purchasing supplies** requested by contacts overseas who manage orphanages and schools in around Vietnam. They would also be used to make smaller **donations on an interval basis**, so youth there could receive aid right away. The aid included items like language textbooks, backpacks, notebooks, and pencils, among other essentials. Besides for providing initial support and essentials to the children in these areas, the **educational materials** would give them the chance to change their futures. In the summer, a few of our youth board members will **personally travel** to monitor progress and distribute the bulk of donations/supplies.



Co-Program Coordinator Hanna Hoang at Trung Tâm Nuôi Dạy Trẻ Mồ Côi Orphanage in Đà Nẵng, Vietnam

To our surprise, we surpassed the initial goal and amassed a sum of **over \$25,000 USD by December of 2023**, and we set our sights to **raise even more** before the summer. This success was only possible thanks to the generosity of our community and G2Kids' very own volunteers. Another goal we had was to increase the awareness of the issues we were trying to solve, through social media, word of mouth, and collaborating with organizations with similar goals. Last of all, we planned to create **2000 of our care packages**. According to our financial projections, our capital goal of \$25,000 would be enough for this endeavor. However, since we were able to raise even more money, the excess would be used towards **improving our organization and increasing our reach**.

III. PLANNING AND ORG.

HUMAN RESOURCE MANAGEMENT PLAN



Hanna Hoang

Co-Program Coordinator



Robert Chondro

Program Facilitator



Mai-Lan Vu

Co-Program Coordinator



Ryan Vu

Fundraising Coordinator



Maylea Howard

Historian



Alejandro Quevedo

Media Outreach

The Giving to Kids team also consists of volunteers from Clark High School's Giving to Kids Club. As a 501(c)(3) nonprofit organization, Giving to Kids is eligible to provide **volunteer hours, awards, and certifications**. Currently, Giving to Kids has about **38 active student volunteers**.

III. PLANNING AND ORG.

HUMAN RESOURCE MANAGEMENT PLAN

Giving to Kids Board	Project Leadership					
	Robert Chondro	Hanna Hoang	Mai Lan Vu	Ryan Vu	Maylea Howard	Alejandro Quevedo
Responsibilities						
Strategic Planning and Vision	R	R	R	R	C	R
Fundraising and Development	C	A	A	A	A	A
Financial Oversight	A	C	C	R	I	I
Public Relations and Outreach	R	R	R	A	A	R
Administrative Support	I	I	I	C	R	A
Social Media and Web Design	I	C	C	C	R	R
Leadership and Management	R	R	R	I	I	R
Strengths						
Leadership	R	R	R	I	A	I
Problem Solving	A	C	C	A	C	I
Communication	R	R	R	R	R	R
Decision Making	R	C	C	I	I	A
Flexibility	A	C	C	R	R	A
Conflict Resolution	C	I	I	R	C	I
Detail Orientation	I	A	A	I	A	C
Skills						
Project Management	R	R	R	C	C	C
Graphic Design	I	A	C	I	R	R
Customer Relationship Management	R	R	R	I	I	A
Quality Control	C	A	A	A	A	A
Technical Writing	A	C	C	A	R	C
Financial Accounting	C	R	R	R	I	A
Digital Marketing	I	C	C	C	C	R

R	Responsible
A	Accountable
C	Consulted
I	Informed

A RACI chart played a pivotal role in enhancing team management for Giving to Kids. This visual tool **clarified roles and responsibilities** within our organization, ensuring seamless collaboration and accountability, eliminating all ambiguity. For this specific RACI chart, the Giving to Kids board decided to **add a strengths section**. We thought it would be beneficial to **self-assess ourselves** and let the rest of the team know what our qualities were. In the interest of staying consistent, an R meant extremely strong, A was slightly less strong, C was less so, and I would be the quality we needed to improve on most.

III. PLANNING AND ORG.

SCHEDULE

Asian Night Market	New Year's Gala	Donate Supplies to Vietnam	Finish Assembling Care Packages	Travel to Vietnam
October 14 2023	December 19 2023	February 2024	May 10 2024	July 28 2024

PAST EVENTS

Giving to Kids' plan started at the end of July in 2023, when we cooperated with Nevada State Representative, Duy Nguyen. After that meeting, we **applied for a 501(c)(3)** and filed for an **EIN number**. Within the following weeks, Giving to Kids began to seek other students at our school to join the youth board committee, develop the **website**, and create **social media platforms**. Our club at Clark High School was officially founded.

This schedule showcases the plans and timeline that Giving to Kids followed in order to stay on schedule to reach goal times and stay organized. Fundraising events were spaced apart, allowing for interest to build up and to make the most out of prospective donors. At Asian Night Market, Giving to Kids' first official fundraiser, it was an honor for our organization to **raise over \$1,500 dollars**. Giving to Kids partnered with ACDC, with volunteers collecting donations and promoting our organization, raising awareness for our mission. At the New Year's Gala, Giving to Kids **raised over \$20,000** from a silent auction. We were able to partner with numerous organizations and people, including **assemblymen and private company representatives**. Giving to Kids **donated nearly \$4,000** to Vietnam by March of 2024, allowing our contacts to purchase hygiene products, educational supplies, and clothing for many orphanages already.

FUTURE EVENTS

From the months of April to May, we will continue to host our bi-weekly club meetings at Clark High School where students can help us **put together our packages** and **receive volunteer hours**. From there, board members will **travel to Vietnam** and personally deliver these packages to other orphanages and schools based on their needs, and check in on the individuals that have already received items to **ensure quality control**.

III. PLANNING AND ORG.

QUALITY MANAGEMENT PLAN

MONEY RAISED



Giving to Kids' first metric was the most straightforward. This was the **amount of money** that we were able to raise. We measured this metric through **careful accounting**, making sure our revenue and expense charts were always updated. This metric was extremely important because it showed our team how **successful we were doing with fundraising**.

AMOUNT OF "SUCCESSFUL FUNDRAISERS"



We created an **operational definition** of a "successful fundraiser" as one where we **gained new sponsors**, and donations outweighed all operating costs. From the timeline we created at our inception, Giving to Kids had to assure the amount of events we wanted to host ended up occurring. By maintaining accountability and organization, we ensured that each goal was **met by its specific deadline**.

NUMBER OF SPONSORS



The third metric that Giving to Kids measured in order to ensure quality of our team's efforts was the **amount of donors/sponsors** our organization was able to bring on. By tracking this number, we made sure that we were authentic, legitimate, and most importantly, that individuals saw **promise in our innovation and vision**.

QUANTITY OF DONATIONS



Finally, the last metric Giving to Kids measured was the **quantity of donations**. Since our goal was to provide packages of resources, necessities, and supplies, and each organization established how many of which supplies they needed, by tracking the **amount of packages and money** we were able to put together, it helped us know **exactly where we were** at regarding the status of our initiative.

III. PLANNING AND ORG.

RISK MANAGEMENT PLAN

STRENGTHS <ul style="list-style-type: none"> • Well connected with local organizations • Orphanages and schools know what they already need • Knowledgeable and experienced mentors and donors 	S	W	WEAKNESSES <ul style="list-style-type: none"> • COVID-19 aftermath still has effects in third world countries • Unstable areas • Language barriers
OPPORTUNITIES <ul style="list-style-type: none"> • Ever-growing amount of inequality • Many organizations to partner with • Unlimited number of donors and sponsors to grow and collaborate with 	O	T	THREATS <ul style="list-style-type: none"> • Lack of sponsor/donor support • Low turnout at fundraising events

Applying the **SWOT analysis** as a strategic tool for risk management allowed for identification of internal strengths such as Giving to Kids' connections, and weaknesses like language barriers, which were crucial for internal assessment. Moreover, it illuminated external opportunities, alongside potential threats. By evaluating these four dimensions, Giving to Kids developed a **balanced and proactive strategy**. This not only minimized risks but also leveraged our strengths and opportunities for optimal outcomes. A **probability/impact matrix** was another method used by Giving to Kids to organize project risks, fostering a proactive approach to risk management and identifying and **mitigating potential issues** before they materialized. This reduced the chance of project delays or cost overruns.

PROBABILITY	High	Language barriers cause complications	
	Medium	Supplies cost slightly more than projected	Delay in putting together supplies cause pushbacks
	Low		Lack of sponsors/donors
		Low	Medium
		High	
		IMPACT	

III. PLANNING AND ORG.

PROPOSED PROJECT BUDGET

Supplies	Cost Per Item	Amount of Items	Cost
Backpack	\$7.50	2000	\$15,000.00
Notebook	\$0.50	4000	\$2,000.00
Pencil	\$0.07	10000	\$700.00
Pencil sharpener	\$0.15	2000	\$300.00
Erasers	\$0.05	4000	\$200.00
Pens	\$0.05	4000	\$200.00
Toothpaste	\$0.15	4000	\$600.00
Toothbrush	\$0.50	2000	\$1,000.00
Soap	\$0.20	2000	\$400.00
Adhesive Bandages	\$0.10	10000	\$1,000.00
Language Textbooks	\$40	50	\$2000.00

Over the summer of 2024, Giving to Kids will be **sending 2,000 care packages to orphanages and schools**. Each package will contain one backpack, two notebooks, five pencils, one pencil sharpener, two erasers, two pens, two tubes of toothpaste, one toothbrush, one bar of soap, and 5 adhesive bandages. Furthermore, some organizations and schools also **requested language textbooks** to further education. These would not be delivered in a backpack, rather **sent to the orphanage for general use**.

Total Cost:
\$23,400.00

Total Cost per
Care Package:
\$10.70

III. PLANNING AND ORG.

PROPOSED PROJECT BUDGET

Revenue	Amount
Asian Night Market Fundraising	\$1,500.00
End of Year Auction	\$23,000.00
Private Donors	\$8,000.00
Total Revenue	\$32,500

Expenses	Amount
501(c)(3)	\$600
Website Builder	\$100
Canva	\$120
LLC	\$425
Startup Costs	\$1,245
Brochures	\$92
Banner	\$180
T-Shirts	\$380
Marketing Costs	\$652
Miscellaneous Costs	\$3,103
Total Donations to Vietnam	\$3,500
Total Expenses	\$8500

This revenue/expense chart shows Giving to Kids' financial information since our inception. We've received contributions from our **two major events**, and we've also gained support from many different private donors. Our total **revenue was \$28,500**. Giving to Kids had to **invest \$1,245** into our startup, in order to gain our business licensing and establish other basic parts. Our organization had reinvested some donations into promotion as well, as shown underneath marketing costs. After all the expenses were accounted for, Giving to Kids had a **leftover budget of \$27,500**. By April of 2024, G2Kids had **donated \$3,500** to our contacts overseas in total, which meant we had **\$24,000 to assemble our care packages**. This gave us **\$600 of extra capital** in case we needed it.

Remaining Revenue:
\$24,000

IV. EXECUTION

IMPLEMENTATION

After initially filing for our 501(c)(3) status and our EIN, Giving to Kids first started to **gather youth board members** in order to assist with leadership of our organization. Once the school year started, Giving to Kids **established a club at Clark High School**, where many of the board members went. This was to be our flagship club, and a way to recruit student volunteers, while giving our organization legitimacy. As we spread the word through our community, we started planning our first event.

We reached out to and partnered with the **Asian Community Development Council**, a prominent organization in our community. We were able to secure a spot at the **Asian Night Market**, a large event with **over 10,000 attendees**. We set out to spread the word, and start the initial capital raising process. We decided on using brochures and t-shirts as our main method of advertisement for this event. The design of our brochures can be found in *Figure 1* of the appendix. Our event was wildly successful as Giving to Kids was able to **raise over \$1,500 dollars**, but more importantly, gain the attention of many **politicians, businesses, and partners**.



*Giving to Kids at
Asian Night Market*

In the weeks following our event, Giving to Kids focused on **developing relationships around the community**. Key initiatives were developed by program facilitator Robert Chondro, which aimed to build Giving to Kids' network and establish more credibility. Outreach efforts went up tenfold, whether it was following up with potential partners we met at Asian Night Market, or cold emailing businesses to ask for sponsorships. We also worked more on our **branding**, creating **merchandise designs**, and **revamping our social media and website**. Our organization also started planning a large, end of year event to wrap 2023 up, while bringing together all of the supporters of our organization. Our outreach efforts were critical to the event planning.

IV. EXECUTION

IMPLEMENTATION

At this point, we had **9 individuals and 22 businesses** that were sponsoring us. A chart of our sponsor tiers can be found in *Figure 2* of the appendix. We invited all of them, along with new guests that we started connecting with during our outreach process. These included representatives from companies like CDN Golf Management, JP Morgan, and Nevada's APIA Chamber of Commerce. Our program coordinators reached out to donors that would help us put together **gift baskets for the auction**. The gift baskets included specialty goods, utilities, and passes to various events. Giving to Kids' program facilitator developed a script and itinerary, as well as helped the rest of the board prepare to create other promotional materials, like booklets and a banner design to be printed and displayed, which can be found in *Figure 3* of the appendix. The 2023 gala event was **extremely successful**. Besides building meaningful relationships with all sorts of amazing individuals in our community, thanks to the help of all of our sponsors and donors, our organization was able to **raise over \$20,000 dollars** that night. Every item was auctioned off, and guests were able to connect with each other over dinner in shared support of our organization.



Above: Assemblyman Duy Nguyen, Co-Program Coordinator Hanna Hoang, and Program Facilitator Robert Chondro

Left: Children receiving clothing, cleaning supplies, and mats to sleep on from G2Kids

After this, Giving to Kids **started to send over donations** to our contacts in Vietnam to purchase supplies. With careful accounting and communication from all parties, our club was able to **donate \$3,500 to Vietnam**, which was used to purchase the essential supplies and educational materials that were needed. These were then **distributed to orphanages** based on the number of children they had, and their needs that they had previously communicated.

V. MONITORING

MONITORING

Prior to any fundraising efforts, Giving to Kids **met with orphanages and schools in Vietnam** (our focus for our first year), in order to judge the extent of how much our cause was needed. We were able to find a select few orphanages and schools that we would focus on. As communications were exchanged, we determined the specific supplies they needed and the quantity required. From there, we planned out rough timelines as to when Giving to Kids would be completed with certain phases of our initiative. We gave ourselves the months from **August to February** to raise \$25,000 dollars, and we successfully **crushed that goal in December**, far before target due to a few strategies. For one, we hosted **virtual board meetings weekly**, for the each person to voice their concerns and work together, discussing their latest progress on tasks assigned. We **utilized our RACI chart** when assigning new tasks, so that our performance was optimized. After every major event or task was completed, the Giving to Kids board met to **discuss hits, mixes, and fixes**. This made sure everyone was accountable and gave the board a chance to share concerns or suggestions for improvement. Giving to Kids found that our surplus of meetings was extremely beneficial to realizing whether we were on track or not. During these meetings, we also **discussed our metrics** and where we were in those regards. This helped provide an update to everyone on what we needed to work more on.

*Club member's
picture of the 4th
Giving to Kids
Meeting*



Also, we hosted **club meetings every other week** at Clark High School. These meetings included a variety of different activities. In the picture shown above, we did a recap on the Asian Night Market event. After that, we outlined future goals before having a costume contest. Each Giving to Kids meeting seeks to go through **old business, discuss what's coming up**, go over **opportunities for volunteers**, and wrap up with a **team building activity**.

V. CONTROLLING

CONTROLLING

Giving to Kids endured numerous hardships in planning, hosting, and detailing our events and fundraisers. For instance, at our very first event, Asian Night Market, the organization was at a loss for **how to promote our cause, gather donations, and build credibility**. After relentless discussions within our board, we decided to use brochures, t-shirts, and word of mouth there. Our **collaboration with ACDC** (Asian Community Development Council) helped give us the ethos we needed. Giving to Kids' program facilitator was able to deliver a quick training on asking for donations and spreading our cause with etiquette. The co-program coordinators were able to discuss with **U.S. Representative Susie Lee** about issues regarding inequality and our mission to further promote ourselves.



*Co-Program Coordinators
with United States
Representative Susie Lee*

Moreover, at our end-of-year event in 2023, our volunteers **experienced difficulties in communicating with the audience**. However, we were able to overcome these challenges by quickly having a huddle with our volunteers before the majority of guests arrived. The volunteers showed remarkable initiative when walking around and answering the numerous questions or concerns that arose from the audience. Another major issue Giving to Kids faced was **technology issues**, from the projector to the speakers that displayed our organization's video to the audience, which communicated our goals and background more clearly. We were forced to **double down on our verbal promotion**, pushing our website, donation link, and mission. Most importantly, the biggest challenge we faced was during our inception. Without knowledge of the legalities and processes required to execute our goals, **it was difficult to get started**. Our program facilitator and program coordinators were responsible for the initial outreach for **mentorship or advice**. As a result of this initiative, we gained backing and consultants extremely quickly, that **we still work with to this day**.

VI. CLOSING THE PROJECT

EVALUATION OF KEY METRICS

Giving to Kids relied on four different key metrics to measure the success of our project. Our first metric, money raised, was highly triumphant because our **goal by February 2024 was to raise \$25,000**. However, we reached it **by December 2023**. Additionally, of the two fundraisers the organization participated in, both were deemed successful in measure because the **financial goals were reached and exceeded**. Third, Giving to Kids was fortunate enough to consistently gain more sponsors, donors, and collaborators, which was another key metric. Specifically, by the end of our second event, we had **22 business sponsors and 9 individual sponsors** who each provided **more than \$250**. Our last metric was the amount of donations, and we were able to **donate \$3,500 dollars already**. During April and May, G2Kids plans to finish putting together our care packages to be distributed over summer. We knew that we were extremely successful in these regards, which told our organization and adherents that **we were on the right track**.



Private Donors, Businesses, and Organizations that Supported G2Kids at the End-of-Year Auction of 2023

We are extremely enthusiastic to make the world a better place to the best of our ability, and grateful for all the awareness we've raised for these issues. The Giving to Kids team was extremely lucky to be able to be supported by political leaders of our community, from **assemblyman Duy Nguyen** to **Secretary of legislature Hieu Le** to **U.S Representative Susie Lee**. Furthermore, our club was **recognized at Clark High School** for our **160** volunteer hours, as well as the **impact we created** both in our community and internationally. Our social media, which has received some attention already, can be found in *Figure 4* of the appendix.

VI. CLOSING THE PROJECT

LESSONS LEARNED

So far throughout our 2024 Vietnam initiative, Giving to Kids learned numerous invaluable lessons. For instance, the youth committee came to appreciate the significance of **effective decision-making** for project management because being indecisive was detrimental when it came to planning or hosting events. Additionally, we understood how important it was to be **flexible to setbacks**, like the **technological issues** we faced at our 2023 auction event. There, **problem-solving skills** were utilized to overcome the issue. Another important lesson we learned through this process was the **importance of communication**, especially at Asian Night Market. Our volunteers had to be adaptable to anyone they talked to, and it was important to coach them on being **tactful, respectful, and polite**.



Sample of Supplies Sent to One Orphanage

RECOMMENDATIONS

In the future, Giving to Kids plans to partner with more organizations and host more events to raise money each year to grow our foundation and **support as many orphanages and schools** as possible. We also want to increase our outreach to our community, which can extend to even more magnanimous businesses or individuals, or **partner with new organizations** with a common vision. We aspire to contact different areas of poverty in more countries, such as **Cambodia in 2025**, and to have a more international and widespread impact. Another goal Giving to Kids has to work towards our cause is by giving monetary aid. This year, we plan **donate to the University Medical Center (UMC) of Southern Nevada**. We can choose adolescent patients who cannot afford their medical bills assist in their healthcare. This would significantly benefit parts of our local poverty-stricken community and also **support our mission** of providing resources worldwide.

VII. BIBLIOGRAPHY

"25th Anniversary Timeline." Children of Vietnam, childrenofvietnam.org/25th-anniversary-timeline/#:~:text=About%20in%203%20children. Accessed 19 Jan. 2024.

Corcoran, Mary E., and Ajay Chaudry. "The Dynamics of Childhood Poverty." *The Future of Children*, vol. 7, no. 2, 1997, pp. 40-54. JSTOR, <https://doi.org/10.2307/1602386>. Accessed 19 Jan. 2024.

equity. "Child Poverty in East Asia and the Pacific: Deprivations and Disparities." *Equity for Children*, 12 June 2011, equityforchildren.org/2011/06/child-poverty-in-east-asia-and-the-pacific-deprivations-and-disparities/#:~:text=It%20is%20based%20on%20data. Accessed 19 Jan. 2024.

Nguyen, Thang Minh, and Barry M. Popkin. "Income and Health Dynamics in Vietnam: Poverty Reduction, Increased Health Inequality." *Population (English Edition, 2002-)*, vol. 58, no. 2, 2003, pp. 253-64. JSTOR, <https://doi.org/10.2307/3246605>. Accessed 19 Jan. 2024.

Sela, Israel, and Bruce S. Cooper. "Helping Underprivileged Children Succeed." *The Phi Delta Kappan*, vol. 95, no. 5, 2014, pp. 76-77. JSTOR, <http://www.jstor.org/stable/23611867>. Accessed 19 Jan. 2024.

"The Time Is NOW - Addressing Severe Acute Malnutrition in Viet Nam." www.unicef.org, www.unicef.org/vietnam/press-releases/time-now-addressing-severe-acute-malnutrition-viet-nam.

Warr, Peter. "Poverty and Growth in Southeast Asia." *ASEAN Economic Bulletin*, vol. 23, no. 3, 2006, pp. 279-302. JSTOR, <http://www.jstor.org/stable/41316950>. Accessed 19 Jan. 2024.

VIII. APPENDIX



Figure 1: Design of Our Original Z-fold brochures

TIER	AMOUNT
Bronze	\$250+
Silver	\$500+
Gold	\$1,000+
Platinum	\$2,500+

Figure 2: Sponsorship Tiers

VIII. APPENDIX

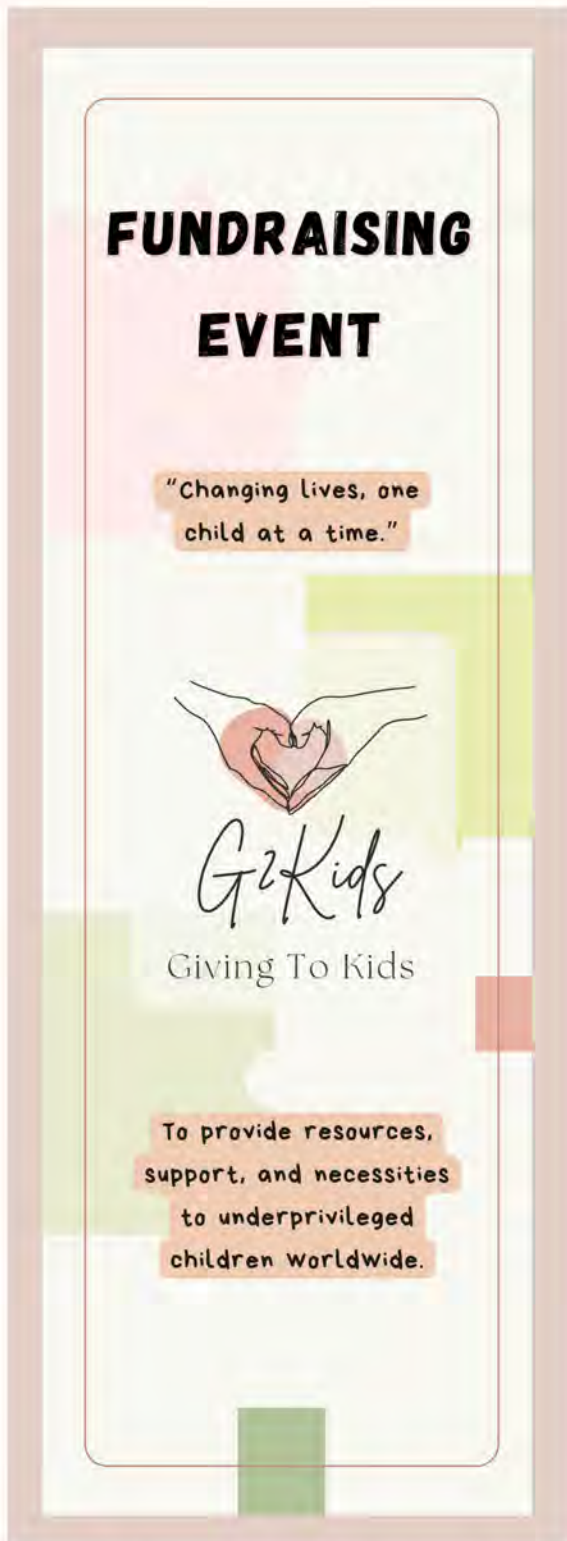


Figure 3: Free Standing Banner Design



Figure 4: Giving to Kids Instagram Page