

"Thanks a Million Kids"

The art of saving
Threatened Species, Endangered
Wildlife or injured Bush Creatures
is in our kids hands.

Put your hand up if you
like the sound of becoming
a future Wildlife Steward
& Fundraising Leader.



Your arty
"Big Ideas"
can save these
Tiny Little Bush
Creatures.

1 Rally Supporters
friends and family

Through fun
art projects
get sponsors

2

Get businesses
to donate

3

Learn the
Principals
of Fundraising
and create your
own community
cause marketing
Campaign.

What is
"Thanks a
Million
Kids?"

The idea

“Thanks a Million kids!” Is all about teaching kids the power of community and the good we can all action by creating awareness and fundraising through art and ideas.

We are inviting ALL Victorian primary school children to put up there hand to help save Threatened Species, Endangered Wildlife and Native Wildlife injured or orphaned by man made events. By forming teams, groups and classes Kids around Victoria will create Art or Craft projects and run a community cause-marketing program to **“Teach, Engage and Highlight”** to our friends, family and local community about the plight of our Native Australian Bush Creatures.

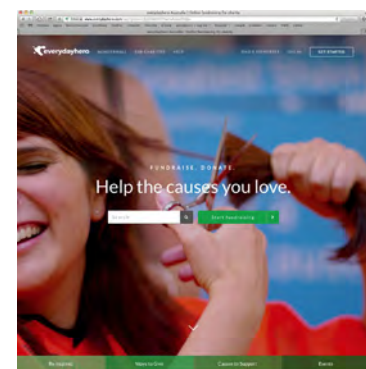
Through this program our Kids will not only help save our Threatened Species and Endangered Native Wildlife, but truly make a difference. This simple online program gives them the tools to become part of the sustainable solution.

The case for online fundraising platforms

“The success of ‘Pozzible’ and other online crowd-funding websites is no-longer in it’s infancy ... It’s come of age.”

Inspired by ‘Pozzible’, ‘Livebelowtheline’ and my own passion for wildlife and artist pursuits I wanted to create a fully interactive online **“User experience”** that was uniquely empowering and could be grasped by kids teachers and parents alike. Hey, everyone could get involved and share in the art of saving our amazing unique Australian wildlife.

Threaten Species, Endangered Species are earthlings too and they are dying because of primarily man made events. It’s our doing. We need to take responsibility and action, before it becomes our undoing.



everydayhero.com



febfast.org.au

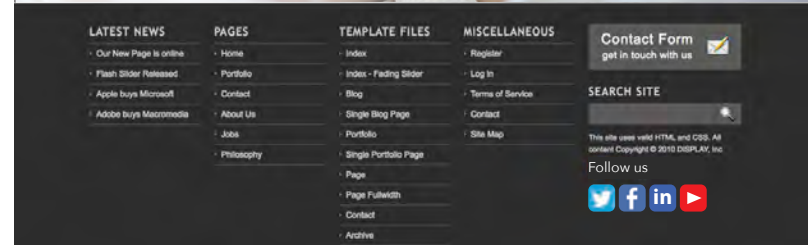
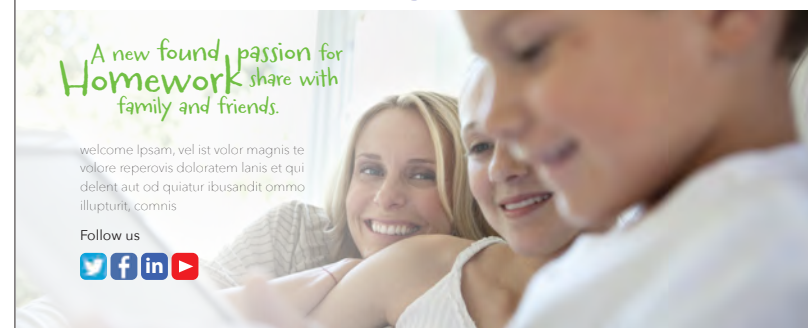
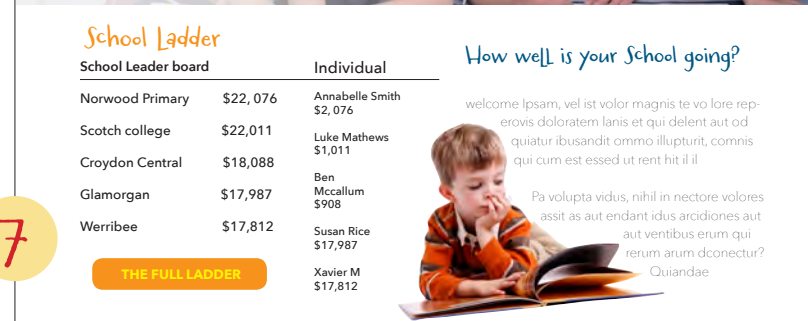
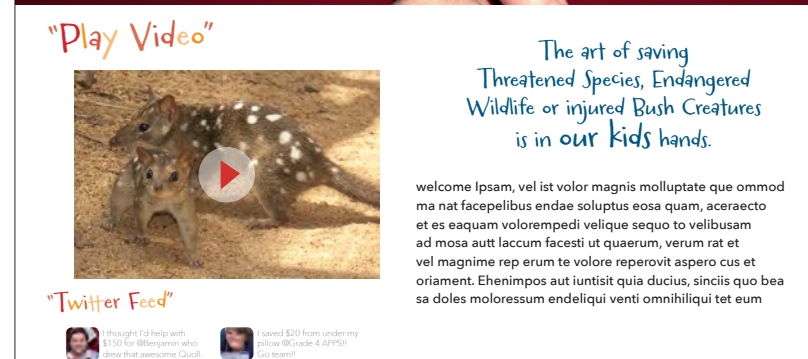


Livebelowtheline.com.au



Cheryl Riley
Developer &
Website Project Director
The two websites below were designed and are currently maintained by my expert team lead by Cheryl.

The website & 10 reasons why this will work



1 Marketing and offline promotion
Posters, letters, emails and lobbying of Education department to promote to schools. Participation Packs and kids Passbooks printed and distributed upon request.



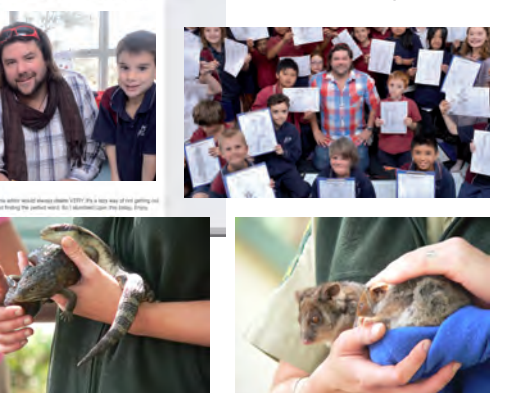
2 YouTube and Video promotion
Informational video will have to be made to rally the kids and get them excited.



3 Activity Sheets to download
Inspirational ideas for kids art projects & carpentry.



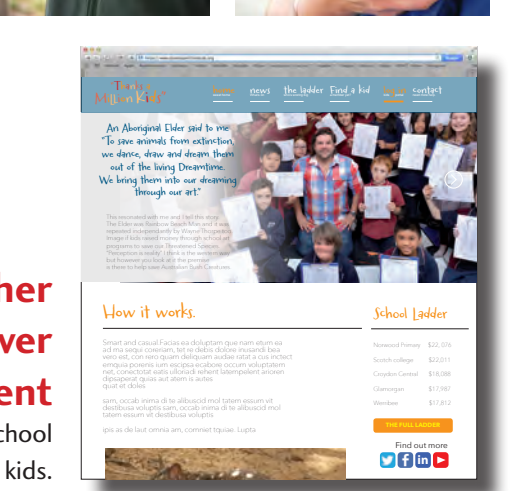
4 Twitter & Social Media
Twitter feeds, Facebook, Instagram and other cool stuff will be employed to give unparalleled user experience.



5 Engaging kids with programs
They will feel like a part of something big! Incentivise them with incursions and sponsorship showbags.

6 Competition to connect it all and behaviourally push fundraising
Kids will love to beat other schools it's competition 101, an aussie passtime ... It's sport.

7 Connecting families and inspiring minds
Kids will bring hope projects and rally the family to help them raise money and make a difference.



8 Landing pages & other functions will deliver great engagement
Internal layout with live feed school competition side bar to excite kids.



An Aboriginal elder once said to me ...
 "To save animals from extinction, we dance,
 we draw and dream them out of our living eternal
 Dreamtime. We bring them into our dreaming
 through our art. They journey with Us."

If the kids of tomorrow, don't know or haven't even heard
 of these species how will they seek to protect them from the
 extinction and preserve them in our living dreamtime.

How will they tell the story of these Threatened Species. I'm an advertising
 creative, children's book illustrator/author and master storyteller. I want to tell these
 stories to kids and share my life experience in the Australian bush to pass on the
 knowledge of these creatures. So the kids become part of their survival solution.

"Thanks a
 Million
 Kids"

concept presented by **myke mollard** author/illustrator
 0402 276 624 bushcreatures.com.au/thanksamillionkids

I'd like to invite you today use this **QR code** to show
 your support & help make this happen.



Photo credits disclaimer this is purely a concept presentation photos are just to illustrate what could be and this is purely for educational and non profit purposes.



How this all stats Up!

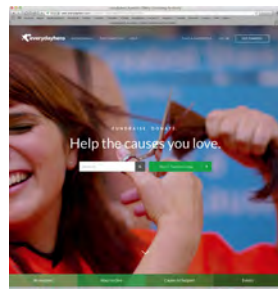


Livebelowtheline.com.au

Livebelowthe line.com.au

This site is an inspiration. Run by the Oaktree foundation, in only its first year they Livebelowtheline.com.au raised over \$1 Million and within the following year, year two it raised another \$2.2 Million. The Oaktree foundation itself has been going ten years now, but the website is a stand out piece of fundraising.

**2 years
raised \$3.6 Million**



everydayhero.com

EverydayHero. com.au

Another great piece of fundraising. In a community filled with the rise of crowd funding & cause-marketing programs this site is a perfect infusion of crowd funding meets fundraising. The site has various people trying to raise money for their particular cause. The site cost \$100,000 to build and in it's infancy it has raised a staggering amount to-date.

**1 year
raised \$1.8 Million**



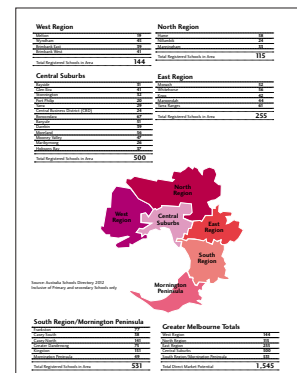
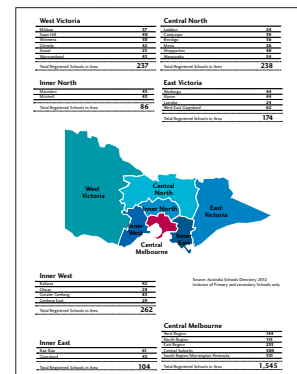
febfast.org.au

Febfast

I guess there is not much to say. A one month charity promotional period and in that time they raise over \$800,000. Pretty good going for a \$30,000 web-site build and operational costs for a year.

**1 month
raised \$888,676**

The main permise is to demonstrate the diversity and success of online fundraising and crowd funding. I guess it could be said - it's come of age.



**Let's Imagine
all our schools
doing all the
fundraising for us
to save wildlife.**

Kids resonate with animals and life really easily. so if you asked them to raise money to save wildlife they'd be there.



**Artist is commissioned to do
a book each year (not-for-profit fundraising book).**

**Artists and Wildlife Organisations
help out with 100 FREE Incursions.**

**Teachers see the VELS benefit and
adopt it into their curriculum.**

**Kids choose project to get sponsored and
start working out worksheets.**

**The Website has a Leader-board or Ladder
so kids can compete - try to out do each other.**

**Banks create bank accounts, themed piggy
banks and passbook engagement.**

**Videos, twitter feeds, and Facebook
will help feed online/offline awareness.**

**The Kids will raise the money and the website
will help them with ideas and approaches.**

**"Thanks a
Million Kids"**

is a concept whereby school kids using art projects, and ingenious fundraising ideas go head-to-head, school-for-school in a competition to raise much needed funds and awareness of our **Threatened Species** and **Endangered Australian Bush Creatures**. **The idea** is to set up an online hub where kids raise **over a million dollars a year** to support Aussie Wildlife Organisations.

I'd like to invite you today use this **QR code** to show your support & help make this happen.

