



Project SAMA



SAMA (meaning 'equal' in the Bahasa language) aims to raise awareness around the importance of gender equality, as well as raise funds for projects that address gender inequalities.

Women perform

66% of the world's work, but earn

10% of its income and own

1% of its property

2012

- Trained **62** teachers on child-friendly learning methods
- Supported **50** early childhood centres in remote Laotian communities
- Gave **2901** children access to quality early education programs
- Assisted **605** children in transitioning to primary school
- Trained **58** caregivers on gender equality practices
- Supported **336** parents in parenting groups
- Provided health education sessions for **87** parents

2013

- Touched more than **10,000** people with the the SAMA project
- Enrolled **9,351** primary school children, aged 6–8 years
- Trained **14** preschool teachers in child friendly teaching methodologies
- Trained **272** volunteers in maternal health and nutrition
- Engaged **1,449** parents in parenting education sessions
- Increased parents' knowledge of child rearing, vaccinations & nutrition

We've raised over **\$160,000** for SAMA in three years

2014

- Reached over **9,000** people with our Instagram campaign, **#GIRLSMATTER**

Trips:
Small steps to make a big change

\$12,911 raised on the Camino Trail

"I saw how a small community project can take root and increase the living standards of everyone in the community."

Carla Siqueiros SAMA Chaperone

Over **\$20,000 raised** climbing Kilimanjaro

"To know that the steps I take can help bring about more of the above, well that will make it the most rewarding and important journey I ever take"

Jacq Donaldson SAMA Chaperone

In **Uganda** we helped to:

- Provide **10** schools with locally made learning materials and toys
- Establish **12** new early learning centres
- Prepare **1,778** children for school

