

HANDBOOK FOR CROWDFUNDERS AND EVENT ORGANISERS



EDUCATE ONE EMPOWER THOUSANDS

We women foundation's Fundraising Campaign

1 - 31 December 2016



Annelies Christiani

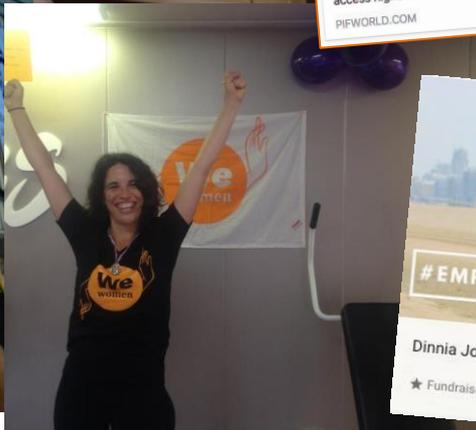
★ Fundraiser for Educate One Empower Thousands



Andrea - Pay It Forward

Higher education can change lives and everyone should have the opportunity to access higher education.

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Dinnia Joedadibrata

★ Fundraiser for Educate One Empower Thousands...

wewomenfoundation.org/campaign

#empowerthousands

Thank you so much for getting involved with We women's 2016 campaign!

This year we are fundraising to provide scholarships for more brave young women from marginalized ethnic communities of Myanmar. The scholarships (including pre- and in- university support) will help them get a masters degree, which will allow them to work in the leadership positions where they can influence change, drive social reform, and empower thousands more like them!

Our fundraising target is to raise €20,000 (US\$25,000) by the end of December 2016. Corporate donors will match donations collected by fundraisers. Any amount you make will make a big impact towards our cause!

To give you an idea how far the money you raised can go:

- € 200 – TOEFL test fee and preparation books for one participant
- € 800 – Legal documentation for one participant to apply to university
- € 1,000 – A year long monthly coaching sessions on university preparation, academic skills and leadership skills and network
- € 6,000 – A full scholarship for one participant for one year, including food and housing

You can help us reach this target by becoming one of our crowdfunders or hosting fundraising events, such as the Myanmar Dinner Challenge. We women are on hand to help you throughout the fundraising process; from the beginnings of putting your event together to helping you reach out and find sponsors.

In this handbook you will find all the information you need to get you started as a crowdfunder and an event organiser.

If you need help, please contact Claudia Turkington via

Email claudia@wewomenfoundation.org

Skype claudia.turk

Happy fundraising and Let's realize social change together!

In this handbook :

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Who are the We women foundation?

The We women foundation was founded in December 2009 by Ursula Cats, a Dutch anthropologist and drama therapist. Earlier work as a lobbyist and campaign coordinator for Myanmar organisations make her the ideal person to stand at the helm of this organisation.

Our office is located in Yangon, with a small fundraising team based in the Netherlands supported by volunteers from around the world. We women's Yangon office is run by one of the alumni from our scholarship program, Num Aye.

Our Mission

The We women foundation provides a space for women from marginalised ethnic communities in Myanmar to voice their concerns, build their leadership capacity and develop their professional skills, and to promote and strengthen ownership of the development process by these women and their communities. The main aim of the foundation is to assist women into leadership positions within policy-making or influential organisations, so that they can empower other women and their communities and promote positive social change in their own terms.

After decades of dictatorship, Myanmar is in the process of shifting towards a more "democratic" political system. In late 2014 the We women foundation shifted their focus from assisting unrecognised female refugees from Myanmar in Thai-Burma border to developing projects inside Myanmar, aimed at women from - and who work in - marginalised ethnic communities. This decision to adjust our focus stems from a thorough and well-informed analysis of what is happening in and around Myanmar, and for that reason we are confident that our focus can have a greater impact on what we hope to achieve.

Our Current Programs

We women Scholarship Fund; Educate One, Empower Thousands

By providing access to academic education and opportunities for professional development, we support aspiring young women in gaining access to key positions within policy-making and influential organisations.

Women: Agents of Change; Social Enterprises for a Social Economy

Aiming to boost inclusive and sustainable socio-economic growth in the ethnic areas of Myanmar, We women provides women entrepreneurs with training and capital to expand and establish small and medium sized social enterprises.

Gender Dialogues; Planting the seeds for gender equality

Involving emerging male and female leaders in open dialogue on gender (in)equality, gives them knowledge and insight to set up projects and advocate for gender equality in their work and daily lives.

Women Leadership Network; Inspiring cross-pollination beyond borders

Aiming to inspire upcoming women leaders to take action, the We women Leadership Network seeks to create multi-disciplined women's networks in the ethnic areas of Myanmar and connect them on a national level.

The Issues We're Addressing

Position of Women in Myanmar

Because women traditionally have had a subordinate role in Myanmar, it is hard for them to make their voices heard. This position of inferiority can be seen in expressions of culture, where women traditionally ate after their husbands, women's clothing having to hang closer to the ground than men's, for as this is done the opposite way, superstition has it that this would take away from men's power. When entering universities, a similar approach is taken. All degrees require an entrance exam, yet women have to get higher scores in order to enroll in the same degrees than men do, rendering it more difficult for women to attend the same tertiary educational programs as men do.

Where Buddhism is the dominant religion of the country, much power is granted to those who are part of the sangha. While women can be part of the Buddhist religious community as nuns, their position is inferior to that of monks, suggesting, too, men hold superior societal positions. This can be seen at places of worship, where men have access to all areas of monasteries and pagodas, while some areas are off limits to women. Other examples include women not being allowed to touch monks, while this goes both ways; women's clothing not being allowed to touch monks, or even the objects they sit on.

Ethnic Minority Women

There are more than 135 different ethnic groups in Burma, each with its own history, culture and language. The majority Burman (Bamar) ethnic group makes up about two-thirds of the population and controls the military and the government.

Though easing up, the Burman military stronghold has oppressed most ethnic minority groups. Especially in rural and border areas, human rights abuses that target ethnic minority groups still occur. Throughout Myanmar's post-colonial history, its ethnic minority groups have been oppressed as part of several political agendas. In the 1960s and 70s, expressions of ethnic (minority) identity were off limits, including the celebrating of minority festivals, speaking minority languages at public places, etc.

After the 2015 elections, a five-day conference was held in August 2016 to re-discuss Burma's political situation, promote an all-inclusive Burma, and possibly amend the constitution. However, several minorities were not invited to the conference, and those that did attend felt that this Peace Conference, again, was not as inclusive as the government suggested it would be.

These political tensions with ethnic minority, added to the country's long-established subordinate position of women, makes it extremely difficult to realise role-model societal positions and higher education for women from ethnic communities.

The We women foundation believes Myanmar should be a nation in which women are considered to be equal and a driving force behind economic, social and political reform. At every level, women from different ethnic backgrounds should be leading in shaping institutions, policies and values. We are convinced that it is the women from Myanmar themselves who know best what is good for them.

It is the desire of We women for more women to be in influential positions within authoritative organisation, so they can articulate and address the needs of their community themselves. In this manner, women's issues do not disappear from the political and social agenda and the future female leaders of Myanmar can flourish. We aim to build a critical mass of women leaders to serve as role models to all girls and women in Myanmar.

Meet our inspiring alumni and student



"I see education as one of the most important tools with which we can upgrade our lives, and this is why I am determined to improve the education system in Burma."

Saam Htwe, alumni 2014
MA in Education Administration
[Read her story here](#)



"I want to inspire people to invest in the country and be responsible, start organizations and create more opportunities for young people to build up the country."

Nang Si Htong, currently studying
Master of Business Administration
[Read her story here](#)



"Now I just want to empower the community. Now I can't be in the parliament, but I can train the people who can. Wherever I work, I am thinking about the community."

Nang Hseng Hearn, alumni 2015
Master in Public Health
[Read her story here](#)

Crowdfunders: How to set up your individual or group profile

As a crowdfunder, you register yourself as a fundraiser and join the community of We women's supporters. Like this everybody can see how much you have raised for us. And you could become our Top Fundraiser!

1) Make your profile

1.A) If you have read about our campaign before, use this [this link](#) as a shortcut to make your profile.

1.B) Otherwise, it is recommended to please first Go to Pifworld:

<https://www.pifworld.com/en/projects/ZBlACcJNzng/educate-one-empower-thousands-20/about>

- Hover on the red Plus button on the below right corner of the page, some icons will appear.
- Click on the star icon 'start fundraising' and follow the steps of creating a personal account.

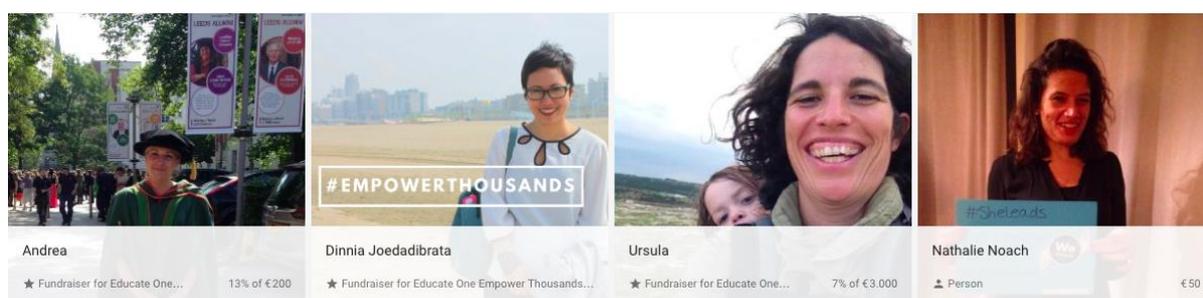
If you are doing this as a group : Click on the purple people icon 'start your team fundraising' and follow the steps of creating a personal account.

2) Set your target of minimum €200 (US\$250). Enter your motivation to help this cause. Add your photo with hashtag #empowerthousands.

3) Share your profile in your network, ask your friends, family, colleagues etc to donate.

4) You can also set up a personal pledge or organise an event to help raise money. Please see the next chapter for our suggested event the Myanmar Dinner Challenge. However if you have other ideas for a fundraising event, please do so! You can put in the money raised via your own crowdfunder profile.

To optimise your crowdfunder profile, here is some tips <http://app.mailerlite.com/d7j7d5>



Event Organisers: How to set up your Myanmar Dinner Challenge

A great fundraising event to organise for We Women would be a Myanmar dinner party, or cooking class. You can invite your friends, family, and colleagues for a night of Burmese food in return for a donation to We Women.

Below are some of our favourite recipes that you could try (or if you feel extra ambitious you can make them all!). You could even invite your guests to help out, and host a cooking class as well, so they get a first hand chance to try cooking Myanmar cuisine!

[GO TO RECIPES](#)

You could also choose to screen a movie or documentary at your dinner party, so that your guests get the opportunity to learn more about the situation in Myanmar. We women has a documentary movie that you could use.

The total amount collected should be transferred to We women no later than 5th January 2017.

If you are not a crowdfunder, you can simply transfer the money to our campaign page on Pifworld or Global Giving:

Pifworld

1) Go to:

<https://www.pifworld.com/en/projects/ZBlACcJNzng/educate-one-empower-thousands-20/about>

2) Click on the green 'SUPPORT' button to enter your amount

This will lead you through the following steps: choose the amount, choose the transaction method, lastly check and confirm your donation. (Your can choose to create a personal account on Pifworld, but it is not a requirement for making the donation)

Global Giving

1) Go to:

<https://www.globalgiving.org/projects/educate-empower/>

2) Click on the orange 'DONATE NOW' button to enter your amount

This will lead you through the following steps: choose the amount, choose the transaction method, lastly check and confirm your donation.

TIPS for Fundraising

Your fundraising activity is very valuable to us. That is why we want to help and assist you where possible with the set-up and implementation of your project.

Monetary goal

First of all you will need to think about the monetary goal and how you will reach it. What kind of event you want to organise, who will be your targeted audience, where will you organise the event, and who will you ask for help and support. Also, you will need to advertise your event and maybe make some relevant decoration for your event.

We have experienced that it is worthwhile to calculate the amount of money that can be made, because people will spend if there are products to spend their money on. They like to eat and drink and often feel good when they know that the money goes to a charity organisation.

Get people interested

We will post information about the online campaign on our Facebook and Twitter pages, so by inviting your friends and family to these pages we can build a wider network and increase advertising about the upcoming campaign.

* Facebook: [Wewomenfoundation](#)

* Twitter: [@wewomenfound](#)

Get in contact with other volunteers and fundraisers

For the organisation of your personal event you will be in touch with other international volunteers and our We women staff through our Facebook group. All volunteers can post their ideas, questions or more information on the event that they will organise. This way you can help or learn from each other. Also you will have an idea about the scope of our campaign, and can feel part of our big project.

Share your activities

Send us an update on how you are doing. Do make sure to take photos of your event, and get the consent of all attendees to be photographed, so that they can be used on We women's social media! It is great for all of our followers and yours to see the great work volunteers are doing.

Reach out to We women campaign team

Additionally, you will be supported and personally assisted by our coordinators through Skype. Regular follow-up meetings and help sessions will be held, and you will be able to ask any questions you have as well as get advice on how to run your event.

Our favourite recipes from Myanmar

Something to start your meal with.....

Burmese pickled tealeaf salad - Lahpet thoke

Ingredients:

- One tomato
- Cabbage
- Garlic
- Green chili
- Peanut oil
- Lime juice
- Package of prepared Burmese tealeaves (containing tealeaves and roasted beans) – we can get this sent to your address!



Directions:

Shred the cabbage, cut the tomato into thin wedges, and finely chop the garlic and chili. Mix these ingredients with the prepared tealeaves and roasted beans. Add salt, lime juice and oil to your liking. You could also add dried prawns and a little fish sauce, if you like.

Typically in Myanmar, the garlic and chili are not finely chopped - or chopped at all for that matter, but are left on the side of the plate, so people can have a bite of either according to their preference.

Shan Tofu Noodles

Don't worry, this only seems much more work than it actually is!!!

Ingredients:

- 1 cup of chickpea or besan flour
- 1 teaspoon of turmeric
- 1 teaspoon of salt (or to taste)
- 1 onion, sliced in fine rings
- 1 cup of oil
- Dried wide Thai rice noodles

Condiments:

- A few tablespoons of soy sauce
- A few tablespoons of clear (rice) vinegar
- A few tablespoons of chili oil
- A few tablespoons of pickled Chinese vegetables - any will do
- A few tablespoons of toasted sesame
- A few tablespoons of toasted peanuts
- A small handful of chopped coriander, or spring onion, or both



Directions:

- Soak the chickpea flour in twice the amount of water for 1-2 hours.
- Put a heavy-bottomed pan on a low heat and add the chickpea flour water, with most of its sediment, another 500 ml. of water and add the salt and turmeric, stirring regularly.
- Heat the oil in another heavy-bottomed pan, and when the oil is hot - not too hot!!! - add the onion and fry until golden and crispy; in 2, or 3 batches.
- Continue to stir the flour water mixture until it thickens into a thick porridge-like consistency, which takes 20-30 minutes. If its too runny, add the sediment from the bowl in which you soaked the besan flour.
- Prepare the noodles as is suggested on the package. Meanwhile, put each one of the condiments into small individual bowls.
- To serve, put a small handful of noodles in individual serving bowls and add a ladle or two of the hot chickpea soup. Serve all the small dishes of condiments in the middle of the table, so people can help themselves, adding whatever flavors and textures they want to their soup.

The main courses.....

Stir fry of chicken and leeks

(for vegetarian option replace chicken with tempeh)

Ingredients:

- Peanut or vegetable oil
- ½ teaspoon of turmeric powder
- 3 cloves of garlic, peeled
- 350 gr. finely chopped boneless chicken
- 2 leeks, ends trimmed, sliced lengthwise, then chopped
- 5 dried chilies, stems and seeds removed
- 1 teaspoon of sugar or honey
- Salt to taste
- Some finely chopped coriander leaves



Directions:

Heat the oil in a pan over medium heat, and add the turmeric. Then add the garlic until fragrant. Consecutively add the chicken and cook until cooked through. Add all the remaining ingredients, but the coriander with a tablespoon of water and cover. Let simmer for 20 minutes. When ready to serve, sprinkle with the coriander.

Burmese Pork (or Chicken!) and Tamarind Curry

This curry, which is amazing and slightly sour from the tamarind, is adapted from hsa*ba, a Burmese cookbook by Tin Chow Chaw. If you rather not eat pork, this could be replaced by using a similar quantity of chicken, preferably on the bone for tenderness and flavor.

Ingredients:

50g tamarind pulp –
get the seedless variety for ease
250ml hot water
¼ teaspoon ground turmeric
2 large onions, chopped
4 garlic cloves, crushed
3 whole dried chillies, soaked in hot water
120ml peanut oil
1 tablespoon shrimp paste or a few tablespoons of fish sauce
1-2 tablespoons of sugar, or to taste
700g pork (or chicken), cut into medium chunks



Directions:

To prepare the tamarind, add the hot water to it to soak for a few minutes, using a fork to mash up the dried fruit. Remove all stalks.

Using a pestle and mortar, pound the onions, garlic and dried chillies until they resemble a rough paste, or simply put them in a blender, or food processor. Heat the oil in a saucepan and cook the onion paste for 15-20 minutes. When it has caramelised and turned reddish brown, add the turmeric and shrimp paste or fish sauce. When using shrimp paste, use a wooden spoon to break up the shrimp paste and stir through the mixture.

Add the pork and cook over a moderate heat until any liquid that has come out of the pork has evaporated. Keep stirring to avoid burning the onions. Pour in the tamarind liquid and bring to the boil and add the sugar if desired. Reduce the heat, cover and simmer for 45-60 minutes.

Check at regular intervals to make sure the gravy has not dried out. Add a little more water if necessary. Check the pork, it should fall apart easily. Season with a little salt to taste if needed.

Simple Pumpkin Curry

Ingredients:

- 1 kg pumpkin
- 3 stalks of lemongrass
- 3 onions
- 5 cloves of garlic
- A good pinch of ground black pepper
- ½ teaspoon of turmeric
- ½ teaspoon of salt
- Enough peanut or vegetable oil to coat the bottom of a pan
- Fish sauce or vegetarian mushroom or soy sauce (optional)
- 1 teaspoon of sugar or honey (optional)



Directions:

Lightly smash the lemongrass with the handle of a knife, or a pestle. Finely chop the garlic and onion, or pound them into a paste with a pestle and mortar.

Fry the turmeric, onion and garlic in a little bit of oil.

While the garlic and oil are frying, cut the pumpkin into five-centimeter cubes.

Add the pumpkin and lemongrass and the remaining ingredients to the pan and add enough water to barely cover the vegetables.

Make sure the pumpkins are cooked until tender, before ready to serve.

Egg curry

Ingredients:

- 5 boiled eggs
- 1 finely chopped onion
- Red curry paste
- 3 torn lime leaves
- ½ a can of coconut milk
- 1-2 tablespoons of sugar or honey, or to taste
- Fish sauce or vegetarian mushroom or soy sauce
- Some peanut or vegetable oil
- Some chopped coriander leaves to serve.



Directions:

Heat the oil and add the onions in a pan that just fits the eggs. When the onions are translucent, add the curry paste and heat through.

Add the lime leaves, enough coconut milk to almost submerge the eggs, and the remaining ingredients to taste.

Simmer on a low heat for at least 20 minutes.

When ready, sprinkle some coriander on top of the curry and serve.

The sweet closing.....

In Myanmar, they don't really eat desserts, but for you the sweet tooth we have found these three recipes for you.

Mon Style Sago and Green Bananas in Coconut Milk

This is a warm snack-like dish consisting of warm coconut milk, sago pearls and bananas, which is a typically ethnic Mon dish. The sago can be replaced by tapioca pearls.

Ingredients:

- ½ a coffee mug of large sago pearls
- 1 can of coconut milk
- 100 gr. (palm)sugar, or to taste
- 1-2 green bananas sliced in 2 cm slices
- A pinch of salt



Directions:

Bring a liter of water to a boil. Rinse the sago and add to the boiling water. Boil the sago for 30-40 minutes stirring regularly so it doesn't stick to the bottom of the pan. Boiling the sago could possibly even be longer depending on the size and style, just make sure the pearls are translucent, but don't overcook them.

When the sago is translucent, add the pinch of salt, the sugar, the coconut milk and the banana(s). Bring to a boil and cook until the bananas are soft.

Avocado Shake

Ingredients:

- One ripe avocado
- Some milk
- Some condensed milk
- Some ice cubes
- 2 teaspoons of sugar or honey, or add to taste



Directions:

Now we know the above-mentioned ingredients hardly make up for concrete measurements as to what one needs, so let's say that you need to fill three quarters of a drinking glass when you combine all but the avocado in equal measures. Take the avocado, cut it in half and scoop out the flesh. Put all ingredients in a blender and blend until smooth and have a shake-like consistency.

Banana honey drink

Ingredients:

- 2-3 ripe bananas
- ¼ cup (60 ml) honey
- 1 lime
- pinch of salt
- Ice as needed



Directions:

Boil the bananas inside the peels until they become soft. When soft, remove the fruit from the peels and put in a blender with the juice of the lime, the honey, salt and ice and blend well. If you want, you can add water to thin the smoothie. Pour into iced glasses.