

The Project Lucas Challenge Overview

Who are we?

Project Lucas is a 501(c)3 nonprofit organization that shares the gospel with impoverished Kenyan children while equipping them to escape poverty. By meeting needs, giving access to education, and investing in their communities, we're able to help change the world one child at a time.

Why are we doing this?

Backpacks for Africa all started when our founder met a little girl named Mary who could not go to school because she lacked a simple notebook. (Find her story at projectlucas.org/mary.) The average Kenyan family makes less than \$2 a day, leaving most children unable to afford school supplies and, therefore, unable to attend school. Providing a \$20 backpack filled with enough school supplies for each child to attend school for two years will change that student's life. Because of your sponsorship, each student and their family will hear the gospel during a backpack ceremony this July 2021.

Something as simple as school supplies should not hold a child back from receiving an education. You and/or your team can assist Project Lucas to ensure Kenyan children receive an education and hope for a better future through the gospel of Jesus Christ. The day we hand out these backpacks is amazing—click below to see videos, photos, and more. **Our goal is pass out 750 backpacks for this July.**

The Project Lucas Challenge

This is a 2.4-mile fitness challenge. *WHY 2.4 miles?* The average Kenyan child walks 2.4 miles to attend school every day. Will you walk, run, bike, hike, or participate in any exercise of your choice to help them go to school? We're asking you start recruiting your team now and then ask friends, coworkers, and family to donate to your team.

During the weekend of May 14-16, 2021, team members will track their exercise and update their progress on their personal or team fundraising page, which will automatically post to the team page. Whether you walk, run, hike, or bike, each mile counts. Each one-hour exercise class will equal 5 miles.

If you can't participate that weekend, that's totally cool! Just pick any time before May 16, 2021.

Each mile that you walk, run, or cycle is worth 1 mile towards the team goal. Each hour of exercise or exercise class is worth 5 miles towards the team goal. Easily track progress and update exercise activity on your personal and team fundraising page. The team with the most miles will win a prize!

Registration

The cost of registration is \$20, which includes a Project Lucas Challenge t-shirt (small–XXXL available), a Project Lucas water bottle, and a Project Lucas notepad.

The Results

On Monday, May 17, a video will be posted on YouTube and Facebook to announce the results of how much we raised, the winning team, the individual that raises the most, and the prizes winners.

Are you in? *Here's how to get involved:*

1. Join the campaign by clicking on the JOIN THE CAMPAIGN button on our page at projectlucaschallenge.causevox.com.
2. Create an account and personal fundraising page. Use the provided appeal, share your personal story and connection to Project Lucas, and/or share the importance of education to a child living in the third world (check out projectlucas.org/stories for videos). Storytelling is a very powerful tool!
3. Either CREATE A TEAM and share the page directly with team members or JOIN A TEAM and search for your team's name. If you do not know the team's name, contact the team leader. Share your personal and team fundraising pages with friends, family, and coworkers to raise money and awareness for Project Lucas.
4. Exercise, walk, bike, and run for miles towards your team's goal. Track your progress and post updates on your personal and team fundraising pages. Check out Strava, a free exercise app that can track activity and post directly to your fundraising page.

What will your campaign support?

The money raised by your campaign will help children living in extreme poverty go to school for two years by supplying a backpack for of school supplies, and their entire family will hear the gospel of Jesus Christ. Backpacks will be distributed in July 2021 in Kenya, Africa.

Personal Campaign Support

We are here to help you be successful! Please contact scott@projectlucas.org with any questions you have. We are here to help you with anything from setting up a fundraising page to sharing it with friends and family.