



## ASOCIAȚIA „LOVE & LIGHT ROMANIA”,

Sediul: municipiul Mediaș, Ighișul Nou, str. Bisericii, nr. 28, jud. Sibiu, înmatriculată în Registrul Comerțului sub numărul SC 4294, înregistrată în Registrul Direcției Generale a Finanțelor Publice a județului Sibiu sub nr. 1299/31.08.2001 cu cod fiscal, 14145834.  
Tel: 0269258045/0762613593 Email: rob@lovelightromania.com

### **Dear Local Business Group – We are seeking help to find sponsors and supporting business organisations for a local charity campaign:**

Dear Business Group,

Thank you for taking the time to read this letter about helping us to raise funds and drive awareness of a competition we are organising. This is to help a local charity which this year (from 28<sup>th</sup> August 2021) is celebrating 20 years of operating as an NGO.

Love Light Romania, is a local charity based in Ighisu-Nou near Medias, that provides care facilities (The Sanctuary) to young adults with disabilities, who at the age of 18 have to leave the placement centres where they have lived and are left abandoned to fend for themselves without the necessary life or social skills to adapt to a non-care home environment. Or they move to an adult centre where they will live the rest of their lives alone and never knowing what a family or life, is really like.

At The Sanctuary we provide programs that are aimed at helping the residents to learn important life skills, social integration and most importantly it is a family environment for them. Costs are kept low. Just €15 covers a days' worth of full care, clothing, food etc for residents.

The Covid period of 2020 and 2021 affected all charities typical funding sources, so we have been creative to raise both awareness and funding by introducing two campaigns

1. A #DonateADay Campaign with 3 sub campaigns these being
  - where we are asking people to donate €15 or less to highlight that a days' worth of full care (accommodation, clothing, food etc) costs €15 and by donating this sum or less you can help contribute to someone being looked after for a day. The campaign is based on a math principle where we highlight how many people as a crowd can help provide a day worth of care at the Sanctuary
  - where we are asking people to donate a day of wages. This will likely be considerably more so €100 would pay for a whole week of care for a resident
  - where we are asking people to donate a day of their time to provide skills or services to help fund-raise. This could be organising a local concert or providing some essential skills we need help on.
2. An Origami competition, which we hope you and your business network/members will help us take viral. The Origami campaign will take place over 6 months from 31<sup>st</sup> October to 30<sup>th</sup> April. There are
  - 6 categories that participants can enter, each will have a prize for the best Origami submitted.
  - There will also be seasonal categories for example for Halloween, Christmas, Valentine's Day, Easter (Romanian).
  - If we secure enough sponsors, we would also like to announce flash competitions.

If you can help and would like to participate, please contact Robert Rowe either by email [rob@lovelightromania.com](mailto:rob@lovelightromania.com) or call, or WhatsApp Robert Rowe, Director, Love Light Romania on +40762613593.

More information below on the 2 Campaigns

#### **Campaign 1 Viral Origami Competition.**

We are asking local businesses to help us raise awareness of our charity and the competition. The local business owner can help us by doing 3 things



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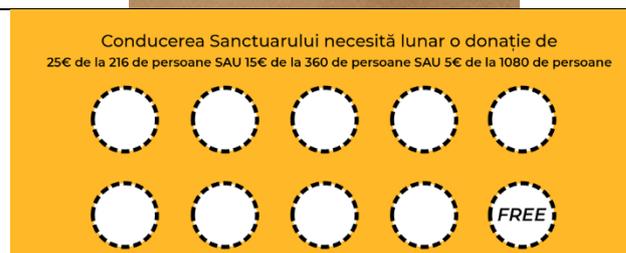
1. Putting up an A2 Poster (420mm x 594mm) of the Origami Competition and our donation message in a prominent place in your business.



2. Placing on your counter, a small donation box that we will provide to you to collect funds and monthly helping us to collect those donations



3. We would love you to help us if you can by perhaps offering to sign for those people who do choose to donate, a Love Light Romania loyalty card that we will provide. This card has 7 loyalty spaces to sign and when they donate each time, they purchase in your premise you sign their card (they do not have to donate each time they come to you but you sign each time they are loyal to your business). For this we would ask that you consider giving them a free gift for their loyalty from your premise. We are trying to highlight that for 1 week (7days) those cost of care is €15 per day (€105 euro per week)



**LOVE LIGHT ROMANIA**

Dacă doriți să faceți o donație online, vă rugăm să scanați codul QR afișat.

We will provide the business owner recognition as a contributing supporting organisation on our website page for the Origami Competition which will also be promoted on Facebook / Instagram and LinkedIn. We hope that as the campaign gets more viral it will attract the interest of not just the local press but also the national media and from this, we will also be referencing the local businesses who are helping us raise the profile of the competition.

At the end of the competition, we will provide the business owner with a certificate of participation with details of the results the campaign achieved for us and they will be able to use this for their own marketing & advertising.



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The top 5 local businesses that raise the most donations for us during the period will also be entered into a competition where the winner will receive two prizes

1. A free course from Web Swiss Academy, Sibiu which will train you on how to improve your website and improve the way you manage your website to gain new customers. <https://swissacademy.eu/>
2. A free course from AdLemonade, Sibiu which will train you on how to make better use of social media such as Facebook and Instagram to run your business. <https://adlemonade.com/>

The winner will also be featured in May on an article for the Media that summarises the campaign success it has had for Love Light Romania goals.

### Campaign 2 Donate a Day. Running under the hashtag #DonateaDay #LoveLightRomania

As stated earlier there are 3 sub campaigns, in particular businesses with larger numbers of employees could put the posters up for the 3 campaigns in their workspaces, these are

Campaign 1: Donate a Day of Care - £15 / € 15

Target – UK market & Romanians Abroad. Can also try Romania.

- A) Series of short videos/stories showing how the funds help & add value
- B) Poster with mathematical example of how the power of network donations achieve the goal. Need a digital tool that shows people how the goal is being achieved so we gamify the campaign

LOVE  
LIGHT ROMANIA  
20  
YEARS

To run The Sanctuary each month, we need  
216 people to donate £25 each  
OR  
360 people to donate £15 each  
OR  
1080 people to donate £5 each

Help to be that 1 in 1080 and put  
a smile like this on somebody  
else's face.

**DONATE NOW!**

SWIPE UP



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Campaign 2: Donate a Day of Wages Example £100 - £250 donation impact

Target – UK market

Same series of short videos/stories as campaign 1 showing how the funds help & add value

Different poster that shows how a day of wages can provide a week or month of care

**DONATE A DAY**  
out of your salary

**£100 - £250**  
can provide care for  
7 people a day  
or  
1 person a month

Let the next cheque go to charity

To find out more scan the QR code below

Campaign 3 a & b: Donate a Day of Services

Target – UK & Romania market

Campaign A: Donate a Day of Service examples can also include doing a charity gig etc Specific campaign in UK for donate a day to help with fundraising / raise visibility / collect material donations.

Campaign B: Donate a Day Specific campaign for Sibiu/Medias area to get help to contact/go to cafes/restaurants/pizza places etc to promote Phase 2 campaign

Thank you for reading this far and we hope you will be in touch to help volunteer to support us. If you can help and would like to participate, please contact Robert Rowe either by email [rob@lovelightromania.com](mailto:rob@lovelightromania.com) or call, or WhatsApp Robert Rowe, Director, Love Light Romania on +40762613593.