



HIGH SCHOOL CHAPTER ESTABLISHMENT



UGAHEROs

A LETTER FROM OUR EXECUTIVE DIRECTOR



On behalf of UGA HEROs, our Executive Board, our members, and our kids, I would like to thank you for your interest in establishing a HEROs chapter at your high school. We are so excited about the opportunity to work with you and involve your school in changing the lives of our kids.

UGA HEROs is a large philanthropic organization at the University of Georgia, founded by two exemplary UGA students. HEROs is the only organization in the state that exists to provide quality-of-life care to kids infected or affected by HIV/AIDS. Georgia ranks sixth in the nation for the highest number of pediatric AIDS cases—a statistic that is both alarming and disheartening. **Our kids are not only forced to fight a notoriously aggressive virus, but they are also forced to face a sickening level of stigma, prejudice, and isolation associated with their disease.**

Through fundraising, UGA HEROs is able to provide life-changing programs to this tragically underserved population. **Our programs let our kids truly be *kids* again.**

Not only that, but our on-campus presence is huge. UGA HEROs allows both college and high school students alike to pursue phenomenal leadership and volunteer opportunities that allow them to not only develop themselves, but make an impact in their community. In the fall, UGA HEROs usually brings together around 2,000 new students. And this remarkable level of participation allows us to reach unprecedented goals. In 2016, we raised \$354,190 – our highest total yet.

And we're excited to keep the momentum going. We're excited to grow. Our current high school chapters serve as integral parts in reaching our annual totals—we could not do what we do for our kids with the support of our high school chapters.

Now, we want you to be part of our story.

Let's change lives,

A handwritten signature in black ink, appearing to read "Madie Moore". The signature is fluid and cursive.

Madie Moore
Executive Director

AN INTRODUCTION TO UGA HEROs

UGA HEROs strives to improve the quality of life for children in Georgia by raising money to support the programs offered by Hearts Everywhere Reaching Out (HERO) for Children, Inc., spreading awareness about the growing problem of pediatric AIDS, and participating in service initiatives aimed at improving the lives of affected children.

Children infected with and affected by HIV/AIDS face tremendous challenges, many of which are created or intensified by the disease itself. Whether it is anger, low self-esteem, low self-confidence, poor educational performance or feelings of hopelessness, our programs unite community volunteers, HERO children and trained facilitators to develop the life skills necessary for the children to begin to overcome these challenges.

HERO for Children in Atlanta provides many programs for both kids infected and affected by HIV/AIDS, ranging from life skills training to summer camps. UGA HEROs also provides annual events, such as the HERO Olympics, where HERO kids can experience a day worry free from their disease.

OUR PROGRAMS

SuperHEROs Mentoring

The Mentors, who we call SuperHEROs, are community volunteers who commit to spending time twice a month with a child for two years. Mentors complete an application, screening process and comprehensive training before they begin mentoring a child. Once matched, the SuperHEROs spend time with the children on their own terms, participating in activities ranging from baking cookies and helping with homework to basketball games and “just hanging out.” This truly is a volunteer experience that will impact your life as much as you impact the life of your child. (Visit the HERO for Children website for more information about volunteering!)

Rising HERO Life Skills

Children infected with and affected by HIV/AIDS face tremendous challenges, many of which are created or intensified by the disease itself. Whether it is anger, low self-esteem, low self-confidence, poor educational performance or feelings of hopelessness, the Rising HEROs Program unites community volunteers, HERO children and trained facilitators to develop the Life Skills necessary for the children to begin to overcome these challenges.

The Rising HERO’s Program consists of 12 monthly sessions designed for children ages 6 –16 and through innovative teaching methods seeks to achieve the following in children affected by HIV/AIDS: increase self-esteem and self-confidence, develop anger management, problem solving and conflict resolution skills, improve communication skills with other children and with adults, develop good study habits, develop basic financial skills and awareness.

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Camp High Five

A typical camper for Camp High Five is HIV infected or affected (has an infected parent, sibling, residential relative or has lost a family member due to HIV/AIDS related complications). The staff and volunteers strive to provide an atmosphere that is free from the worries, fear, stigma and hassles of living with HIV. Youth attending Camp High Five have the opportunity to be around other children with the same life experiences and will not have to feel different or strange. Sometimes, camp may be the first time that these children have been around other children living with HIV. By alleviating the hassles of a chronic illness and removing the stigma, Camp High Five seeks to provide emotional support and recreational fun for HIV affected children living with HIV.

UGA HEROs Olympics

UGA HEROs works year-round to raise financial support HERO children from across the state. The organization celebrates at the end of each fundraising year, in December, when hundreds of University of Georgia students host the HERO Olympics for children affected by HIV/AIDS in Georgia. This fun-filled field-day event is held at the University of Georgia campus in Athens and is often the first opportunity for many of the HERO kids to experience a college campus. The event includes games, music, face painting, entertainment, and endless fun.

Holiday of HEROs

An HIV/AIDS diagnosis for those living in low income families, which is our highest service population, usually comes with great financial difficulty due to healthcare costs and the inability of an infected adult to work consistently. The Holiday of HEROs (H.O.H) program allows us to partner with other AIDS organizations and hospitals in Georgia to provide children with one item they need and one gift they want during the holiday season. Our partner organizations include Jerusalem House, AID Atlanta, and AIDS Athens, as well as pediatric AIDS clinics in Atlanta, Macon, Augusta, and Albany. The majority of children who benefit from this program live in metro Atlanta and its success is largely dependent upon volunteers and sufficient in-kind donations.

BENEFITS OF A CHAPTER

The creation of a HEROs chapter can benefit a high school and its corresponding students in more ways than one.

From a philanthropic standpoint, **the creation of a HEROs chapter gives students the opportunity to aid one of the most underserved and isolated populations in the state of Georgia.** It gives them an opportunity to make a difference in the life of a child that, for all they know, could be living right down the street for them. It gives them the opportunity to initiate real change and empowerment within their own state and within their own communities. Not many causes are able to give their supporters such a close and intimate experience with their benefactors.

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In addition, the creation of a chapter gives students the opportunity to pursue incredible leadership experiences. It provides them with the opportunity to serve on an executive board, to lead their peers, and to work creatively on various fundraising projects—all of which help to develop the critical communication, organizational, and leadership skills that the students will need throughout their collegiate and professional careers. In fact, it's been suggested by admissions counselors that the act of actually *starting* a new club can be one of the strongest and most impressive application assets that a high school student can choose to pursue.

It also encourages a strong relationship with the University of Georgia;UGA HEROs serves as one of the school's most impressive accomplishments, and it's something that all Dawgs take pride in. With UGA application numbers rising exponentially through recent years, we are aware of how desirable acceptance into UGA has become for a lot of Georgia high school students. The establishment of one of our chapters not only stimulates a relationship with the high school, but also with its students. As the state's flagship university, we wish to join forces with our high schools to fight against the presence of a disease that threatens both the livelihood and prosperity of the great state of Georgia.

CHAPTER STRUCTURE

Our high school chapters reflect a “smaller scale” version of the UGA organization. Some are larger than others, **but every single one plays an absolutely critical role in the fight for our kids.**

Most chapters are classified as a standard “school club.”. A faculty member usually sponsors the club, but the role that the sponsor takes can vary slightly by school. Some sponsors are very active in their chapters; others simply provide the paperwork and room for their students to meet in.

That being said, our most successful clubs are run by a group of highly motivated students. Most choose to form an executive board with the essential positions (President, Vice President, Secretary, Treasurer, etc.), but these positions may vary by school. The Executive Board heads meetings and leads the body of general members. This format usually allows the students to lead their chapter with great success. can join a high school HEROs chapter, and most of the leaders are chosen through an election of the chapter's members.

Some of our high school clubs meet once or twice a month, others meet as frequently as once a week.

Essentially, the focus of the high school club is to fundraise. We are always so impressed by the creativity of our high school students while fundraising; we've seen everything from letter writing campaigns, to bake sales, to battle of the bands and 3v3 sports events. The possibilities are endless.

Our high schools are also essential in promoting the HEROs vision and mission; some of our schools have carried out amazing Public Relations campaigns on World AIDS Day and promotion of other AIDS-related events.

Not only that, but these students are also more than welcome to come and participate in UGA sponsored events. UGA HEROs keeps in close contact with our high school chapters throughout the year, scheduling visits and working to provide them with whatever resources they may need to succeed.

CHAPTER ESTABLISHMENT PROCESS

The establishment process varies from high school to high school, but a general trend definitely exists. In most situations, a representative from UGA HEROs will contact high schools who may have expressed interest in creating a new HEROs chapter. (This representative will serve as the liaison between UGA and the high school throughout the entire establishment process.) Most processes follow this general outline:

1. Initial Contact with High School

- a. A UGA HEROs representative will contact a faculty member or administrator about the possibility of creating a new chapter via phone or email.
- b. If the contact is receptive, they will usually let the representative know exactly what it is they need from them to start the process.

2. Pitching the Club

- a. Using resources provided by UGA HEROs, the representative pitches the who, what, when, why, and how of the high school club. This is usually done in front of an administrator – sometimes the intended sponsor does the pitching, other times the representative is encouraged to do so. It depends on the specific guidelines on club creation for each individual high school.
- b. Sometimes, the representative will be asked to promote the idea to a group of students, either through a presentation or at an event, like a club fair.
- c. Other times, approval for the club is sought solely through paperwork.

3. Finding a Sponsor

- a. Conveniently, most of the initial contacts that our representatives communicate with initially agree to act as the sponsor for our chapters.
- b. If this is not the case, administrators can be used as a resource for identifying and approaching possible sponsors.

4. Finding the Founding Students

- a. On the High School Relations committee, we encourage our representatives to seek out current highly motivated, passionate students at the school and approach them with this opportunity as early in the process as possible.

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- b. In the first year of the chapter, it is likely that the founding students will serve as the Executive Board for that academic year.

5. Pursuing Recruitment

- a. Most high school chapters initiate recruitment in the fall semester.
- b. The most common form of club recruitment is through club and activities fairs, but personal networking plays a huge role.
- c. UGA HEROs representatives can provide founding students with various resources (tri-fold boards, videos, PowerPoint presentations, t-shirts, etc.) to use during recruitment, and are even available to travel to high schools and help if necessary.

6. Chapter Creation

- a. Hurray! The arrival of this step indicates a successful establishment of a high school HEROs chapter.
- b. From this point on, the high school chapter corresponds with UGA HEROs on fundraising ideas, events, and all other aspects going forward.

FINANCIAL INFORMATION

UGA HEROs lives and breathes fundraising. We work under our corporate head, HERO For Children, by raising the money needed to fund the programs they provide for our kids. Every dollar we raise helps change the life of a child affected by HIV/AIDS forever.

By The Numbers

- 100% of donations go directly to support the kids and their programs.
- It takes \$1,000 to send one child to Camp High Five every year.
- In 2016, we raised \$354,190 over the course of the year.

How We Do It

- We earn the majority of our totals through personal fundraising. We also pursue corporate sponsorships, host campus-wide events, and receive support through outside donors and outlets, like our high schools.
- Also, as we are a 501(3)©, all of our donations are tax-deductible.

Our High Schools

- Fortunately, there is no actual “cost” of starting a high school HEROs chapter.
- Most chapters will hold accumulated funds in an account, and will then send in their total (via check) to UGA HEROs at the end of every year or semester.
- There is no minimum on the amount a high school has to raise; every single dollar that they contribute holds incredible value in our eyes.
- Some chapters charge dues for new members, others do not. It is completely up to the individual club!
- We want you to feel like you are working right alongside us, your high school chapter is equally as important as any committee, or executive position on campus at UGA!

UGA HEROs HIGH SCHOOL RELATIONS

The UGA HEROs organization consists of different specialized committees on which various students can serve; one of those is High School Relations. We are your #1 go-to for everything you may need during the establishment process. **We are here to help.**

Our structure

- The committee is lead by one committee head, Alex Bergeron. The High School Relations Committee varies between 20-50 members depending on semester.
- These committee members essentially serve as the UGA HEROs representative during the high school establi process.
- These members were asked to contact their alma maters about creating the new club, and they serve as the working liaison going forward in the process.

How we can help

- Initiate the chapter establishment process.
- Provide ideas for recruitment, fundraising, PR etc.
- Provide material resources (presentations, videos, boards, t-shirts, stickers, etc.) for recruitment and fundraising.
- Travel to the schools and give presentations and pitches at the school whenever needed.
- Help bring up high school students to Athens for UGA HEROs events.
- Serve as the go-to contacts and resources for the student officers.

2019 UGA HEROs CONTACTS

Please do not hesitate to contact us with any questions you may have with the chapter establishment process, we are here to be a resource for chapters who are looking to make a difference! Be sure to visit ugaheros.org and follow @ugaheros on social media for updates on the work our organization is doing to change lives and how our high school chapters are playing a role in that work each and everyday!

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