

A photograph of a group of children in a village setting, holding hands in a circle. The children are wearing colorful clothing, and the background shows trees and a hillside. An orange semi-transparent rectangle is overlaid on the center of the image, containing the title and team information.

# GETTING THE CHILDREN OFF THE STREETS

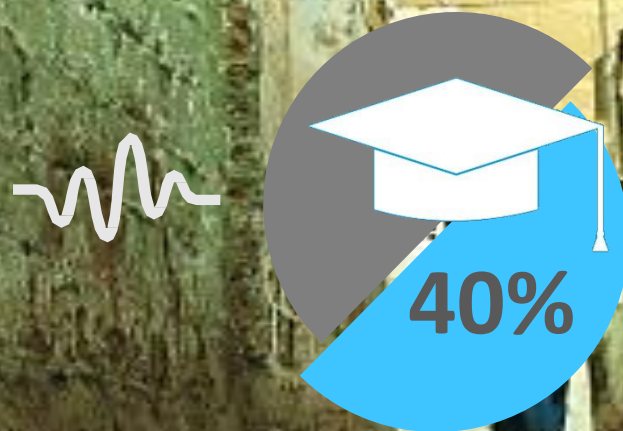
Team: Brand Duo  
April 11, 2019



# WHY DOES THIS MATTER?



Children In Pakistan  
Live On The **Streets**



Of School Age Children  
Are **Out of School**



Of Street Children Work To  
**Support Their Families**

If we don't work towards alleviating the suffering of this vulnerable strata of society, they will forever remain within this intergenerational vicious cycle of poverty and inequality



# WHY DOES THIS MATTER?- VIDEO



# HOPE FOR EVERY STREET CHILD: IHDF

## WHAT IHDF STANDS FOR

To Counteract Society's Apathy Towards Street Children & Improving Their Lives For A Better Future



Rehabilitation Of The COM Children On The Move) To Make Them Independent

World Change Starts With An Educated Future Across All Religions, Caste & Creed

## CHALLENGES

Lack Of Awareness



Fundraising Efforts



Lack of Government Reforms





# VYING FOR ATTENTION



**72 MIO**  
Full Year'18 Media  
Spend (PKR)



**56 MIO**  
Full Year'18 Media  
Spend (PKR)



**36 MIO**  
Full Year'18 Media  
Spend (PKR)



**16 MIO**  
Full Year'18 Media  
Spend (PKR)



**9 MIO**  
Full Year'18 Media  
Spend (PKR)

**190 MIO**  
Spent by the top 5 NGOs in  
Pakistan over 2018



# CAMPAIGN OBJECTIVE



To Make

## Education For Street Children

The most preferred cause of Pakistanis, by creating empathy for their plight

The two pronged strategy centers around:

Creating Awareness

Sustainability



# WHO ARE WE TARGETING AND WHY?

## Target Audience



Mothers & Fathers With  
Kids (5-16 years of age)

Mothers & Fathers Are  
25+ years old

SEC A & SEC B



### Insight

I donate out of my own guilt because I should give back to society more than I do, as life is bigger than myself & I should play my part. My focus is mainly confined to my family's wellbeing

I would rather give money to an individual than an organization as I don't trust them much



# AWARENESS LEG: FOR EVERY CHILD, A FAIR CHANCE

Celebrity endorsements;  
where they spend a day/few  
hours leading the life of a  
COM; which would:

- 1) Increase awareness on the  
plight of these children
- 2) Show how incredibly  
vulnerable they are

Camera crew would film this and  
can be used for:

- Creative springboards for  
digital ads (30 Secs)
- Documentaries
- Art Exhibitions

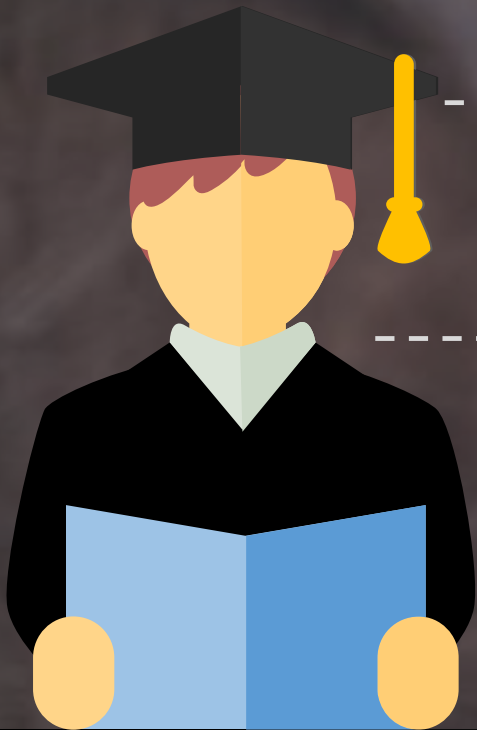
Earning free media





# FUNDRAISING LEG: NO CHILD LEFT BEHIND

What is it?



## COUNTERPARTS PAIRING

- 1) PRIVATE SCHOOL CHILDREN PAIRED UP WITH THEIR COUNTERPART FROM IHDF

## CHILDREN INTERACT

- 2) DONATIONS HANDED OUT
  - KIDS CAN PLAY TOGETHER
  - THE PRIVATE SCHOOL CHILDREN CAN HELP THEIR COUNTERPARTS WITH HOMEWORK

## GIVING BACK TO THE STREET KIDS

- 3) THE ITEMS COLLECTED BY THE STREET KIDS LIKE PLASTIC BOTTLES CAN BE BOUGHT BY RECYCLING PLANTS FOR MONEY, ADDITIONALLY ANYTHING THAT THEY MAKE THEMSELVES CAN BE SOLD AT HANDICRAFTS FESTIVALS (DAATCHI)





# TIMELINES, DELIVERABLES & BUDGET

Activities	Timelines
IMC Campaign Presentation	2 <sup>nd</sup> May 2019
Production	16 <sup>th</sup> May 2019
Awareness Leg Execution	30 <sup>th</sup> May 2019
Fundraising Leg Kickoff Stunt	6 <sup>th</sup> June 2019



## Budget Allocation

No. of Children in Private Schools	7,500,000	7,500,000	7,500,000	7,500,000	7,500,000
	Year 1	Year 2	Year 3	Year 4	Year 5
%age of Private children targeted	3%	6%	9%	13%	16%
No. of children reached	225,000	450,000	675,000	975,000	1,200,000
%age of targeted Kid Ambassadors converted to donors	1%	3%	6%	9%	12%
No. of Kid Ambassadors proffering donations	75,000	225,000	450,000	675,000	900,000
Average donation/Kid Ambassador	200	220	242	266.2	292.82
Total Funds Raised	15,000,000	49,500,000	108,900,000	179,685,000	263,538,000
Cost of Fundraising	9,000,000	19,800,000	32,670,000	47,190,000	58,080,000
Net Funds Raised	6,000,000	29,700,000	76,230,000	132,495,000	205,458,000

## Agency Deliverables



Brand Logo for the “No Child Left Behind”



Concept and Development of Celebrity Content



Fundraising Launch Stunt



App Development for Parents & Children to track progress of adopted beneficiary