

Six local charities need your energy to light up thousands of lives.

In 2020 we asked you to Rock Around the World, in 2021 we need you to light it up.

While we begin to recover from the impact of our less active bodies, strained mental health and restoration of connections, many others are finding the challenge harder than most. Like never before, we are seeing the need for community organisations to support the thousands of Victorians doing it tough at this time.

Following on from the success of the collaborative fundraising efforts of Rock Around the World, a small group of Victorian charities are calling on the community to help raise much needed funds to support those accessing wellbeing, inclusion and empowerment programs:

Big Brothers Big Sisters: mentoring program for socially and emotionally isolated youth.

Brainwave: empowering and supporting families of children with brain conditions.

Little Dreamers: empowering and supporting young carers through short and long term programs.

Lord Somers Camp and Power House: strengthening communities by celebrating diversity and empowering youth.

Mirabel Foundation: supporting children orphaned or abandoned due to parental illicit drug abuse.

Ready Set: supporting long term unemployed to overcome obstacles on the road to employment.

The Event

This March, we are asking the community to harness their energy through a movement-based challenge. Whether stepping, running, cycling, wheeling, or dancing, participants are invited to set a target for how much physical energy they will generate throughout the month for their participating charity of choice. Movements will be measured in either time or distanced base metrics which will be converted into kilowatts through participants fundraising pages.

Our event will culminate in a celebration at Albert Park on Saturday 27 March, 2021 @7.30pm, where we will use our accumulated power to light up Melbourne with a symbolic beam of light.

Desired Campaign Outcomes

- Generate enough energy to light up Melbourne through a symbolic beam of light.
- Recruit 1000 participants with a local Victorian focus, sourced from newly acquired supporters and our existing collective reach of up to 40,000 individuals.
- Achieve fundraising target of \$250,000 (average of \$300 per participant at 45% fundraising take up) to support our participating community organisation's.

For more information contact:

Tim Ryan
CEO
Lord Somers Camp and Power House
e. timr@lordsomercamp.org.au
m. 0432 454 643

Carly Smith
Fundraising and Engagement Manager
Lord Somers Camp and Power House
e. carlys@lordsomercamp.org.au
m. 0407 340 420