



BABY GIRL PROJECT

Empowering Children Through Education



Educate a girl and she will change the world...

In 2004, Susan Hughes founded the Baby Girl Project – a non-profit located in Richmond, Virginia. Susan currently serves as President on the Baby Girl Project's Board of Directors.

The mission of the Baby Girl Project is to provide an education for children, especially girls, who would otherwise not receive an education in the Masai Mara region of Kenya, Africa. The Baby Girl Project is a Champion partner with Free the Children, an organization of children helping children based in Toronto, Canada. Oprah's Angel Network, Adobe Foundation, MTV, Degraasi and many others also share in this very special partnership with Free the Children.

To date, the Baby Girl Project has raised over \$432,259 and has funded the building of 34 schools, 1 library and 1 clean water project. The Baby Girl Project also contributed \$8,000 to the 2011 famine relief efforts in the Masai Mara region of Kenya, Africa. In addition to building schools, the Baby Girl project provides health kits, books, school supplies, uniforms, and teacher salaries to this region of Africa.

To learn more or to make a donation:
3519 ELLWOOD AVENUE
RICHMOND, VA 23221
804.353.5575
BABYGIRLPROJECT.ORG

Approximately one-quarter of girls in developing countries are not in school.

(Cynthia B. Lloyd, ed., *Growing Up Global: The Changing Transitions to Adulthood in Developing Countries* [Washington, D.C.: National Academies Press, 2005].)

Out of the world's 130 million out-of-school youth, 70 percent are girls.

(Human Rights Watch, "Promises Broken: An Assessment of Children's Rights on the 10th Anniversary of the Convention on the Rights of the Child," www.hrw.org/campaigns/crp/promises/education.html [December 1999].)

When a girl in the developing world receives seven or more years of education, she marries four years later and has 2.2 fewer children.

(United Nations Population Fund, *State of World Population* 1990.)

An extra year of primary school boosts girls' eventual wages by 10 to 20 percent. An extra year of secondary school: 15 to 25 percent.

(George Psacharopoulos and Harry Anthony Patrinos, "Returns to Investment in Education: A Further Update," Policy Research Working Paper 288 [Washington, D.C.: World Bank, 2002].)

When women and girls earn income, they reinvest 90 percent of it into their families, as compared to only 30 to 40 percent for a man.

(Chris Fortson, "Women's Rights Vital for Developing World," Yale News Daily 2003.)



"Love cannot remain by itself, it has no meaning... Love has to be put into action and that action is service." [Mother Teresa]

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\$250 SPONSORSHIP APPLICATION



Educate a girl and she will change the world...

100% of the net proceeds from our festival will benefit the Baby Girl Project & Free The Children. The May 2016 Festival weekend is dedicated to building school #35 for the children in Kenya.

Please make checks payable to The Baby Girl Project and mail to: Aquarian Bookshop c/o Susan Hughes 3519 Ellwood Avenue Richmond, VA 23221

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Name for Sponsor Listing _____

Credit Card Number _____

Name on Card _____ CCV Code _____

Expiration Date _____ Check One MC Visa Amex Discover

Billing Zip Code for Credit Card _____

Signature _____

If you have questions, please contact Lori Schelin, Director of Marketing, at 804.399.4006 or info@babygirlproject.org.

Thank you for supporting the Baby Girl Project & the children of Kenya!



SPONSORING THE BABY GIRL PROJECT IS A GREAT WAY TO ADVERTISE YOUR LOGO & BUSINESS IN THE RICHMOND AND CHARLOTTESVILLE MARKETS.

SPONSORS WILL HAVE THEIR BUSINESS REACH THE FOLLOWING CUSTOMER BASE:

- Over 10,300 Aquarian Bookshop & Baby Girl Project Facebook fans
- Over 1000 unique patrons during our 2 day Psychic Festival weekend
- Your logo will be included on our promotional flyers posted in the greater Richmond / Charlottesville area (i.e. Starbucks, Ellwood Thompson's, Carytown merchants, etc)

SPONSORS WILL ALSO RECEIVE THE FOLLOWING:

- Listing as a sponsor on our website (logo and website link)

"Teach this triple truth to all: A generous heart, kind speech, and a life of service and compassion are the things which renew humanity." [Buddha]