



ROOTS OF PEACE
PENNY CAMPAIGN

IDEAS FOR AN ASSEMBLY

Kick-off your Penny Campaign with a school-wide assembly. Whether you represent an elementary, middle or high school, you can adapt these suggestions to your age level to help you to plan a successful presentation.

1. You may wish to start off by showing the Penny Campaign [VIDEO](#) to help explain the Roots of Peace mission and how the Penny Campaign works. It is a really effective way of getting everyone's attention right from the start! You can also view many other Roots of Peace videos by visiting our [VIDEOS](#) web page.
2. Use the information in our [PROGRAM DESCRIPTION](#) to help you describe the program and plan what you want to say at the assembly. Here are some additional points you can mention in your presentation:
 - In just 5 years, the Roots of Peace Penny Campaign has raised over 25,000,000 pennies which have been used to build soccer fields, playgrounds and whole new schools in countries like Afghanistan, Croatia, Angola, Iraq and Cambodia. (Show photos on poster boards.)
 - Last year, the Roots of Peace Penny Campaign raised enough money to build a school for 250 boys and girls in Afghanistan. (Show the photos of our school in Afghanistan that you can download from our [PHOTO GALLERY](#) and glue onto poster boards for display!)
 - Kids don't even have the right to vote and often feel that there is nothing they can do to change the world. But with this Penny Campaign, by donating just one penny, we can actually buy one pencil for a child in a very poor country and offer them the first step toward an education. Many adults question whether or not their one vote really matters in an election and many adults do not even vote at all. As kids, if we all work together, we can prove that even if we can't vote in an election, we can vote with just one penny and really can make a difference in the world!

- **MAKE A BIG CHART** - You can use the chart below to demonstrate just how far our coins can go in Afghanistan. Be sure to point out that an important participatory contribution of a single penny really does make a difference, because one penny can buy one pencil for a child who has never had any formal schooling, and this is the beginning of an education. Then note what we can do when we all work together to collect coins for the Penny Campaign.

Here is what pennies can buy in Afghanistan:

1 penny = one pencil for one child
100 pennies (\$1) = a notebook
1,000 pennies (\$10) = educational supplies
10,000 pennies (\$100) = trees for shades
100,000 pennies (\$1,000) = a playground
1,000,000 pennies (\$10,000) = a new 5-room schoolhouse/soccer field

- You may wonder why build a school in Afghanistan, a country on the opposite side of the world, near China and India. Years of war in Afghanistan have made it unsafe and difficult for many kids to go to school or play on playgrounds or soccer fields because there are still remnants of war, like landmines planted in the soil that make life unsafe. Over 44.6% of the population of Afghanistan is made up of children under the age of 14, because so many have lost their mothers and fathers in the war., so there is a tremendous opportunity to offer hope to the next generation. There is an incredible need for new schools in this country where over 85% of the women are illiterate because they have been denied an education. There is an even greater need to show these children that someone cares.

The Penny Campaign is an amazing opportunity to offer hope to these children. Our pennies and coins will help build and rebuild schools and soccer fields and playgrounds and make it safe for them to learn and play in areas that used to have landmines and were terrifying reminders of war.

LANDMINE EDUCATION with Demonstration Ideas:

It is very appropriate and important that older students learn about the threat and devastation caused by landmines, but the younger students only need to know that children living in countries where there are remnants of war need our help.

The [LANDMINE FACT SHEET](#) provides a lot of information about these hidden killers. The [CURRICULUM FOR TEACHERS](#) is available to you, too, so you might get some ideas for your assembly just by looking through the lessons for your age group.

YOU should know that over 80,000,000 landmines currently threaten the lives and livelihoods of people living in over 70 countries, killing or maiming more than 26,000 people each year, or one person every 22 minutes. We are VERY lucky that we do not live with the daily fear of landmines in the United States!

Demonstration Ideas:

Here are some ways to visually demonstrate the incomprehensibly huge problem with landmines:

What Does a Landmine Look Like?

- * There are more than **350 different types of landmines** planted under the ground - these are "roots of fear". It takes the pressure of just 8 pounds (the weight of a newborn baby) to detonate a land mine. Use a *both a soup can (with the label removed) and a mess kit* used for camping to demonstrate the average size of a landmine.

Shoe Demonstration:

- **Over 26,000 people are killed or maimed by landmines each year.** That averages 72 people a day or one person every 22 minutes. As students enter the auditorium for an assembly, randomly ask 72 people to quietly take off their shoes as they enter the auditorium, creating *a pile of shoes* on the stage. This silent show of shoes is impressionable when you realize this many people are killed or maimed each day. You could also highlight how often someone is killed or maimed by simply ringing a small bell at the beginning of the assembly and every 22 minutes thereafter.

How many is 80,000,000 landmines?

- * **Over 80,000,000 landmines** exist in over 70 countries.
Use two one-pound bags of large-grained rice or risotto. (You should count out one hundred and then make an estimate of how many are in the bag.) Pour one bag into a pan. Run your fingers through it. Explain that there are usually 8- 10,000 grains of rice in an average bag (or use your guess estimation). Hold up the other bag of rice. Explain that you would actually need another 8-10,000 bags of rice to equal the number of landmines planted in the soil around our globe - almost another whole bag for every grain of rice in the pan!

How many countries are affected?

- * You can download and enlarge this **MAP OF COUNTRIES AFFECTED BY LANDMINES**. Assure students that fortunately, no landmines exist in our country.

SKITS:

Skits are also great ways to engage your audience and demonstrate how and/or why the Penny Campaign works. You can use the play on words: **It's all about KIDS MAKING CHANGE...one penny at a time**. One student can be collecting coins, the other student donating spare change and asking questions about how spare change can make change.

SEND US YOUR IDEAS pennies@rootsofpeace.org so we can share your successes. Thank you!