

BE *A* HERO®

# Synopsis

*Of the Global Work of*  
Be *A* HERO



August, 2007

## Be A HERO – General Information

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Registered Charity Number: 87886 5609 RR 0001  
US 501(c)(3) status Tax ID # 20-2175179  
Australia GDR Status

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US Child Sponsorship Office: 7729 E. Greenway Rd. Ste 500. Scottsdale, AZ USA 85260  
Australia Office: P O Box 2277, Wellington Point Q 4160, Australia  
Philippines Office: 19A Esguerra St. Pinagbuhatan, Pasig City

Website: [www.beahero.org](http://www.beahero.org)

## Founders



**Wesley and Stacey Campbell**, founders of Be A HERO, have a long history of working for mercy and social justice globally, speaking at over 50 conferences a year and traveling to over 50 nations. They are authors of four books, and producers of 20 CDs. They are founders of the 1000 member New Life Church and members of the teaching faculty of the Wagner Leadership Institute. In 2007 Wesley and Stacey joined forces with Kelowna Christian Centre and the Global Ministry Training Centre. Wesley and Stacey live in Kelowna, BC with their five children.

Wesley and Stacey have always had a heart for mercy and the poor. In 1986 Wesley and Stacey founded New Life Church with an original mission statement of planting a church of a thousand, capable of sending out one hundred fully supported workers who would work amongst the poorest of the world, alleviating suffering and poverty. Within five

years the church grew to one thousand members with hundreds of people going to the poor of the earth.

In time the church began to broaden its attention to third world orphans, and thus Hope For The Nations was born. Today Hope for the Nations has raised up 68 projects (Children's Homes, foster care programs, schools, medical clinics, micro-enterprises, agricultural projects) in 19 nations, and consequently earned consultative status with the United Nations. Wesley and Stacey have been long time active Directors of HFTN.

In 2003 Wesley and Stacey began to feel an even greater burden to care for widows, orphans, and refugees. Their eyes were increasingly opened to the tragic situations of the world's poorest poor, and they began to consider how they might help these desolate, desperate ones. Realizing the 1.2 billion '*children at risk*' needed a voice, a trumpet, someone to aggressively campaign on their behalf, Wesley and Stacey founded this new registered charity called Be A HERO.

Using their platform as conference speakers, Wesley and Stacey began to mobilize ordinary people, and network with business and government officials in order to promote mercy and social justice throughout the world. Through the networking strategies developed with other humanitarian organizations and partnerships worldwide, Be A Hero is now positioned to awaken and mobilize the masses to become advocates for children at risk. "Becoming a hero" is within us all, and our mandate and vision is to awaken that potential within the complacent ranks of the Western world.

### Rationale

More than any other segment of humanity, children suffer, in a sense paying for the sins of adults. Today, more than 40 percent of our children live in absolute poverty – a total of 674 million children<sup>1</sup>, and more than a billion children, or 56 percent are living in severe deprivation.<sup>2</sup>

Moreover:

- An estimated 10 million children have been forced into the sex industry
- About 500 million children live with debilitating hunger
- 134 million children have no access to any school whatsoever
- 15 million children are orphaned as a result of AIDS

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<sup>1</sup> For statistical sources, see D Brewster and P McDonald (2004) Children – The Great Omission

<sup>2</sup> Severe deprivation is defined by UNICEF as "lack of income and productive resources to ensure sustainable livelihoods; hunger and malnutrition; ill health; limited or lack of access to education and other basic services; increased morbidity and mortality from illness; homelessness and inadequate housing; unsafe environments, social discrimination and exclusion"

- 246 million children work, with 171 million engaged in the worst forms of child labour
- 265 million children have not been immunized against any disease
- Over one third of children have to live in dwellings with more than five people per room
- Over half a billion children have no toilet facilities whatsoever
- Almost half a billion children lack access to published information of any kind
- 376 million children have more than a 15-minute walk to water and or are using unsafe water sources
- 300,000 young people are exploited as child soldiers

Be A HERO has developed a strategy to connect thousands of people who have a heart for 'children at risk' with ground-level organizations (we call them our Field Partners) who are actually doing the work – running orphanages, schools, and medical clinics, rescuing children from slavery and life on the streets, feeding the poor, developing micro-business. Many times, people have a desire to do something to help needy children, but have no idea how to go about it.

There are three key reasons why otherwise-compassionate people don't assist widows, orphans, and refugees:

- Ignorance:** Their eyes have not been opened to the reality of what life is like for the vast majority of the population on planet earth.
- Helplessness:** If they are aware of the plight of the world's suffering people, they don't feel they, as an individual, can do anything about it.
- Mistrust:** The other major obstacle to action is that most people don't know anyone "over there" ie: working in the field that they would trust with their finances. Further, there is a common perception that a large percentage of their donation would be consumed by administrative costs.

#### **Overcoming the Obstacles:**

- Ignorance:** The antidote to ignorance is education – Be A HERO trains presenters and local representatives, equipping them with statistics, PowerPoints, DVD's, and literature to educate and motivate Westerners to action.
- Helplessness:** Be A HERO has designed a 5-step program, enabling everyone, no matter what their age, stage, or circumstances, to participate in some way to change the lives of children at risk.
- Mistrust:** People trust those they know. Our presenters and representatives reach out to those in their sphere of influence. Be A HERO's Field Partners are those we have had close, long-term, personal relationships with – those who

have proven to be experienced, efficient and financially responsible. Project donors are provided with a complete report of where and how their financial gifts are spent – photos, budget, and written report. Donors are also invited to visit the projects they have supported. 100% of all donations go entirely to the end they are given – Be A HERO deducts nothing for administration and overhead.

Be A HERO provides the compassionate with step-by-step directions on how to gather those in their sphere of influence and, together, do something life-saving and life-changing.

The vision is to enlist 10,000 people who will labour on behalf of children at risk via the five-step program.

In this way Be A HERO opens the eyes of people everywhere to the wholesale destruction of children, and enlists everyone to the mission of mercy and social justice. Every day more and more ordinary people are committing to make a substantial difference in this world, acting as a crucial link between the developed nations and the millions of children suffering as a result of poverty, child labour, slavery, homelessness, sexual exploitation, aids and plagues, and war. Be A HERO believes everyone has a dream of doing something significant with his or her life. Dying kids on our doorstep is what loving our neighbour is all about. Each of us, regardless of age or position, can Be A HERO!

### Overview – Be A HERO

Be A HERO is a registered Canadian, US, and Australian Charity with a mandate to educate, inspire, equip and facilitate people of all ages to challenge them to “Be A HERO” to the *1.2 billion* children at risk. In partnership with proven, seasoned organizations, we fight to save dying children by sponsoring orphans; building orphanages, schools, and clinics; developing micro-enterprises; advocacy; prayer; and arranging “Hero Holidays” for people to see first-hand the desperate situation that many of our world’s children live in, and to help at an orphanage or other mercy project.

**Be A HERO** is accomplishing this goal by calling for heroes everywhere who will take action by moving through our 5-step plan of involvement:

1. *Sponsoring* a child
2. *Raising* a children’s home or project
3. *Developing* micro-enterprise
4. *Becoming* an *Advocate* for the Invisible People
5. *Going* on a Hero Holiday

Today, many 'heroes' all around the world are making a significant difference in the lives of those in crisis by a myriad of positive contributions. Be A HERO will re-ignite the latent desire within every human being to Be A HERO in the lives of those who are less fortunate, and create a continuing movement of volunteerism on behalf of those who are dear to the heart of God – the poorest of the poor.

## THE PLAN

As the bridge between the compassionate in the West, and the care-givers in the third-world countries, our function is primarily two-fold:

- 1) To research and examine organizations that are caring for children at risk to ensure they meet our standards, and then promote investment in their work and projects through our child sponsorship program, and our building program.
- 2) To educate and inspire "Heroes" through presentations, information and materials; to assist them in taking action, and to facilitate their donations.

## EXECUTION OF THE PLAN

Wesley and Stacey Campbell (Founders) speak at over 50 conferences per year, to thousands of people (potential heroes). They recruit child sponsors, and cast vision for individuals and groups to get involved in mercy and social justice programs and projects. (Note: in most cases conference organizers pay for all the costs for Wesley and Stacey. Be A HERO's only expense for the speaking engagement is the literature distributed at the conferences).

David Crawford is our main presenter in Australia, speaking to churches, conferences, and business groups. Be A HERO has recruited and equipped many presenters and representatives, primarily in the US and Canada, to be a voice for children at risk.

Through the implementation of a 5-point plan thousands are becoming involved:

Note: Statistics current to July 31, 2007 (all figures USD).

1. **Child Sponsorship** – Part of Be A HERO's mandate is to recruit individual sponsors for orphaned and homeless children, providing the sponsors with a short biography and photo of a child, and facilitating communication between them. As of Jan. 2007, we are sending over \$60,000.00 *per month* to our Field Partners through our Child Sponsorship Program, which is the equivalent of providing basic care for over 2000 children. Since the Child Sponsorship

program started in 2004 we have sent **\$1,385,032.58 USD** to children's homes for operating expenses – providing children with a home, food, clothing, schooling, and medical care.

In addition to our own program, Be A HERO has garnered over 1800 sponsorships for other organizations such as Compassion International, World Vision, the Salvation Army, Hope For The Nations, and others, which supply an additional \$54,000.00 per month (**\$648,000.00 annually**) to their sponsored children.

2. **Children's Homes and Projects** – Be A HERO has partnered with various orphanages in different parts of the world, looking for partnerships with organizations that have programs in place to make the orphanages at least partially self-sustaining. Be A HERO presents our Field Partner's projects to our heroes, raising awareness of the need, and then assists the donors through the process of raising funds for a project in their sphere of influence. Projects are broken down into \$5000.00 to \$15,000.00 components (where possible), making them both measurable and achievable. Individuals are provided with a step-by-step presentation they can make to their friends and colleagues, including a DVD, PowerPoint, and written materials. Their donation is then followed up with photos and budgets of the project they have funded, and arrangements are made for them to visit the site if they desire.

In addition to building capital projects, and providing operating expenses, Be A HERO plans to develop a micro-business sponsorship program to assist our Field Partners in becoming self-sustaining.

Be A HERO has built, expanded, and improved housing for orphans, widows, and refugees through projects located in Kenya, Uganda, Zambia, Afghanistan, Ecuador, Ethiopia, Cambodia, Colombia, Burundi, Dominican Republic, Ghana, Philippines, Mexico, and India, investing **\$1,815,061.92 USD** in Be A HERO projects, as well as raising over **\$500,000.00** for other partner organization projects. These projects include 17 Children's Homes providing a total of 680 new beds; 2 water projects; 5 refugee homes; 2 schools; a community centre, a water treatment facility; and village development, vehicles, renovations, and expansions.

3. **Micro-Enterprise** – Funding micro-enterprise has only been undertaken on a small scale thus far, in projects such as animal husbandry, sewing, and handicrafts. Be A HERO plans to expand into children's homes sustenance programs as their staffing capabilities allow.

4. **Advocacy** – One of our stated goals is to raise up advocates for the children at risk. Be A Hero has a program to train, equip, and empower Presenters and Representatives to multiply the voices of advocacy. Over **4800** people have asked us to keep them informed of the global situation, and what they can do affect change. To date we have opened offices in 4 countries facilitating 14 presenters and over 20 representatives who are now advocating, fund raising, and mobilizing for 'children at risk'.
  
5. **Hero Holidays** – Donors are encouraged to visit the projects they have contributed towards, providing both a first-hand look at the situations in third-world countries, and an opportunity to develop relationships with the children and the homes. We also invite donor groups to participate in the construction of the homes they have raised funds for. **345** people have enjoyed a life-changing Hero Holiday to places such as Mozambique, Zambia, Kenya, Uganda, Brazil, and Tanzania. We have also partnered with Absolute Leadership Development to organize two summer outreaches to the Dominican Republic recruiting 150 students in 2005, doubling to 300 students in 2006.

**Hero Army Program** – Developed by our Australian office, the Hero Army program provides an opportunity for individuals to participate in a wide variety of initiatives. At just \$15.00 per month per Army member, the membership funds are pooled and used for various capital cost expenses at our Homes (to build dorms, schools, water projects, medical clinics etc); provide operating expenses for our Homes, and to contribute towards the expansion and development of Be A HERO internationally.

**Hero Partnership Program** – The Hero Partnership Program is a new initiative to provide an avenue for individuals to contribute towards the development, expansion and overhead of Be A HERO on a regular basis (administration costs support). Similar to the Hero Partnership Program is the Pillar Program, offering businesses and corporations an opportunity to support Be A HERO on a monthly basis, enabling Be A HERO to continue working to garner and retain sponsors and donors; expand into more countries; multiply the presenters; support more projects; maintain monthly accountability with our partner organizations who receive operating and capital cost funding; and concurrently continuously maintain, upgrade, and develop systems and procedures to facilitate the work of the organization, and the vision for the future. The funds contributed through the Hero Partnership Program enable Be A HERO to send 100% of funds designated for projects entirely to the project, without any withholding for administration.

## Accomplishments

Since its inception in late 2003 to July 31, 2007, Be A HERO has raised and sent out over **\$3,700,000.00 USD** for building and operating Children's Homes, refugee housing, schools, feeding programs, mercy missions, and other projects benefiting children at risk, widows, and refugees. This has been funds raised for our Field Partner Organizations such as Heroes of the Nation, Hope for the Nations, The Ark Children's Homes, Bethlehem Community Centre, ARM Ministries, Mamma Jeanne's Orphanages, Viva Network, Iris Ministries, Good News Foundation, Children's Welfare Mission, Bal Vikas Kendra, Sara Rose Children's Foundation, Manna Ministries, Harvest International Ministries, Absolute Heroes, We Are The Children, Fresh Fire Ministries and Global Network Ministries, as well as Be A HERO projects.

Be A HERO is actively working in Burundi, Kenya, Sierra Leone, South Africa, Swaziland, Uganda, Burma, Liberia, Malawi, India, Philippines, Thailand, Indonesia, Nepal, Mexico, Romania, Russia, Ethiopia, Ecuador, Zambia, Ghana, Congo, Cambodia, Dominican Republic, El Salvador, Colombia, Brazil and Mozambique.

Be A HERO has set up offices in Canada, USA, Australia, Philippines, and is in process of opening in South Africa, Kenya, Europe, Brazil and UK in order to facilitate presenters, donations and projects on these continents. Also new in 2007 is the development of Sois Un Heros – a francophone branch of Be A HERO.

This has all been achieved during the first 3 ½ year start-up and development phase; as systems and programs are refined and solidified, it is expected these numbers will grow exponentially.

The initial success of Be A HERO in generating funds for children at risk, and children's homes is expected to leverage into increased donations as the Be A HERO program is introduced to businessmen, corporations and foundations willing to accept their responsibility to the world's orphans.

Be A HERO is structured in such a way that 100% of all donations for children's homes or projects go entirely to the designated project. This means that Be A Hero subsidizes every dollar given to sponsorship and projects. This is only possible as concerned individuals believe in the work of Be A Hero, and become Be A HERO partners who give specifically to fund the administrative costs, staff and overhead.

## Be A HERO INTERNATIONAL

Here is a snapshot of our offices and overview of their function.

**Wesley Campbell** – Founder, CEO, visionary, presenter, networker

**Stacey Campbell** – Presenter, networker

### **Head Office (Canada)**

Operations: Systems and procedure development; project proposal development; fund-raising; reporting; international development; Field Partner liaison; Child Sponsorship program; Hero Partnership program; Hero Prayer network; Hero Holiday development and implementation; Presenters and Representatives recruitment, co-ordination and training; International Office oversight; donor recruitment, liaison, and reporting; new program development and implementation; promotional material development and production; answering inquiries; processing, recording and disbursing donations re: Child Sponsorship, Hero Partnership, administrative donations and project donations.

### **US Montana Office (Projects):**

Operations: answering inquiries; processing, recording and disbursing donations re: project donations from US donors.

### **US Arizona Office (Child Sponsorship and Data Base):**

The US Arizona office is run by Partners In Action – an independent charity/society that works with Be A HERO to answer Child Sponsorship inquiries; processing, recording and disbursing child sponsorship funds; data base entry and management; children's homes liaison. Partners in Action (PIA) graciously donates all these services to Be A HERO free of charge.

### **Australia Office:**

Operations: Presentations, fundraising, and promotion; donor recruitment; processing and recording donations re: Hero Army program and projects; new program development and implementation

**David Crawford** – Australia Director, Presenter

### **Philippines Office:**

**Chico & Rachel Sanchez** – Office managers

### **Future Offices:**

Be A HERO is in the process of setting up offices in Europe, South Africa, United Kingdom, Brazil and Kenya to facilitate presenters, donations, and project management. Sois Un Heros, a francophone branch, is also under development.

## **SUMMARY**

From the positive response to the Be A HERO message, it is apparent that the problem has not been a lack of compassion on the part of most people, it is a lack of awareness and, once aware, a lack of a straight-forward, simple action plan with reliable systems in place so that they can give with confidence. Be A HERO is providing the Western world

with the information and tools they need to become active in making a difference in the lives of children at risk, widows, and refugees.

For further information on Be A HERO, email to [admin@beahero.org](mailto:admin@beahero.org), or visit our website at [www.beahero.org](http://www.beahero.org)

## Be A HERO

