

BE A HERO<sup>®</sup>

# Pillar Program

*Supporting the global service of  
Be A HERO*



## 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. In 1986 Wesley and Stacey founded New Life Church and within five years the church grew to one thousand members. Currently Wesley and Stacey are part of the apostolic team of New Life Church, members of the teaching faculty of the Wagner Leadership Institute and active directors of Hope for the Nations, an organization with consultative status within the United Nations born out of New Life Church. They live in Kelowna, BC with their five children.

In 2003 Wesley and Stacey began to feel an even greater burden to care for widows, orphans, and refugees. With 1.2 billion '*children at risk*' needing a voice, someone to aggressively campaign on their behalf, Wesley and Stacey founded this new registered charity called Be A HERO.

## Background

Today, more than 40 percent the world's 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
- 265 million children have not been immunized against any disease
- Over half a billion children have no toilet facilities whatsoever
- 300,000 young people are exploited as child soldiers

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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”

## **Overview – Be A HERO**

Be A HERO is a registered Canadian (and US) Charity with a mandate to educate, inspire, equip and facilitate people of all ages to challenge them to “Be A HERO” to *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.

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

Since its inception in late 2003, Be A HERO has raised over **\$1,835,000.00 USD** for building and operating Children’s Homes, refugee housing, schools, feeding programs, mercy missions, etc. benefiting children at risk, widows, and refugees.

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, and Mozambique.

The organization is structured in such a way that 100 percent of all donations for children’s homes or projects go entirely towards the designated project. Be A Hero subsidizes every dollar given to sponsorship and projects. This is only made possible as concerned individuals (like you) who believe in the work of Be A Hero, become partners and give specifically to fund administrative costs, staff and overhead (see Pillar Program below).

## **Pillar Program**

Be A HERO is launching a new program called the “Pillar Program.” This program is aimed at providing businesses, churches, and other organizations with an opportunity to support the core of Be A HERO (the administration, overhead, development and expansion). We need support in this area in order to continue to allow 100 percent of all sponsorship and project funds to go directly to children and alleviate the subsidy that Be A HERO carries. Presently, Be A HERO operates with a skeleton staff, 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.

Specifically we would like you to become a Be A Hero partner, by giving directly to the cost of staffing and administration that makes this great vision possible. We are looking for:

- Individuals who will give \$30 to \$100 dollars a month.
- Businesses who will sponsor a portion of a staff worker's wage for \$100 to \$500 a month
- Churches who believe in the Be A Hero vision and want to partner together to make this possible and help them accomplish global mercy in their own sphere for \$100 to \$500.00 a month.

We issue tax receipts for both Canadian and US donations.

Here is a snapshot of our current staff and overview of their duties that the Pillar Program donations will support:

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

**Stacey Campbell** – presenter, networker

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

**Dawn Meier** (Full-time): Executive Director: program development; policy development; materials development; field partner relations (funding, projects, sponsorship, Hero Holidays, compliance); promotions (website, events, materials); presenters liaison; communication (local, national, international); oversight of child sponsorship; Hero Prayer Network oversight; Hero Holidays oversight; legal; expansion of operations (international offices), donor recruitment and liaison; liaison with Boards and Leadership Team; statistics and budgets.

**Donalda Hunt** (Part-time): Executive Assistant

**Tina-Marie Axenty** (Part-time): Personal Assistant to Wesley and Stacey: conference booking and itinerary, travel arrangements

**Barry Keith** (Full-time): bookkeeper

**Annette Normann** (Part-time): child sponsorship

**Tara Shea** (Part-time): administrative assistant

**Linda Francisco** (Part-time): website maintenance & development, graphic design

**Volunteers:** data entry, Hero Prayer Network, Hero Holidays co-ordination

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

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

**Shane Cantrell** (Part-time) – Administrative Assistant: Project donations processing, inquiries

**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.

**Ed Moriarity** (Part-time) – Office Manager

**Pat Zainer** (Part-time) – bookkeeper

**Therese Polinski** (Part-time) – data base, child sponsorship

**Australia Office:**

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

**David Crawford** (Full-time) – Australia Director: Presenter, Office Management, Events

**Fiona Crawford** (Part-time) – Administrative Assistant

**Philippines Office:**

**Chico & Rachel Sanchez** (Part-time) – Volunteer set-up co-ordinator, Legal

**Future Offices:**

Be A HERO is in the process of setting up offices in Europe, South Africa, United Kingdom, and Kenya to facilitate presenters, donations, and project management.

**Boards of Directors**

**Canada** – Wesley Campbell, Daniel Germain, Andrew Seivright

**USA** – Wesley Campbell, Daniel Germain, Dennis Reanier

**Australia** – Wesley Campbell, David Crawford, Greg Beech

**Philippines** – Wesley Campbell, Chito Sanchez, Ralph Bromley

**Administration Budget:**

Current expenditures for office administration (all offices) including wages, office supplies, telephones, computers, rent, professional fees (legal, accounting, graphics, video production), insurance, advertising and promotion, postage and courier, and occasional travel equals approximately \$25,000.00 per month.

## **Participation in the Pillar Program:**

A business, church, or organization commits to support the equivalent of one worker, or a portion of a worker's salary per month. In return, Be A HERO will continue to expand and improve, develop new programs to reach more potential donors, train more presenters to trumpet the message, and subsidized every dollar given to sponsorship and projects. In this way we provide care for some of the world's 1.2 billion children at risk, and reach our goal of partnering together to save 1 million children from dying.

If you would like to become a Pillar for Be A HERO, we can accept donations by monthly cheques, monthly automatic debit (please provide us with a VOID cheque), or by authorization for monthly credit card deductions.

Please make any cheques payable to "Be A HERO", and mail them to:

### **In USA:**

Be A HERO  
2504 W. Main St. Ste K, Bozeman, MT 59718

### **In Canada:**

Be A HERO  
PO Box 25077 Mission Park, Kelowna, BC. Canada V1W 3Y7

Note on all correspondence "Be A Hero Pillar Program"

You will be sent a receipt for income tax purposes early in the following year.

You too can – **Be A HERO.**

## **Be A HERO – Contact Information**

<b>Head Office:</b>	PO Box 25077 Mission Park, Kelowna, BC. Canada V1W 3Y7
<b>Telephone number:</b>	(250) 717-1003
<b>Fax number:</b>	(250) 717-1013
<b>E-mail address:</b>	info@beahero.org
<b>Contact person:</b>	Dawn Meier, Operations Manager (250) 717-1003
<b>Registered Charity Number:</b>	87886 5609 RR 0001 US 501(c)(3) status
<b>US Office:</b>	2504 W. Main St. Ste K, Bozeman, MT 59718
<b>US Child Sponsorship Office:</b>	7729 E. Greenway Rd. Ste 500. Scottsdale, AZ USA 85260
<b>Australia Office:</b>	P O Box 2277, Wellington Point Q 4160, Australia
<b>Philippines Office:</b>	19A Esguerra St. Pinagbuhatan, Pasig City
<b>Website:</b>	<a href="http://www.beahero.org">www.beahero.org</a>