



All heroes wear
Red Cape



Our challenge is creating a sustainable system for teachers and students.

They are the main focus of this project but without donors, the program will not be sustainable.

Students

Many children moved to different cities.

Children in the region have difficulty in continuing their education due to limited sources

Teachers

Many teachers moved from the area

Volunteer teachers who go to the region are not permanent

There are thousands of potential teachers in Turkey who can fill this education gap

Donors

There are many people who want to support, but they do not know how to support it.

People find it difficult to provide permanent support to the region and they're making temporary donations

Students + Teachers + Donors

We invite everyone to wear a Red Cape for to join this hero story

We want to create a awareness and participation with our new online free education platform for affected students by earthquake.

This movement brings everyone together

#togetherwecan



Project Target



Student

Students between the ages of 7-14 who are in the region or went to a different city.

Communication Target



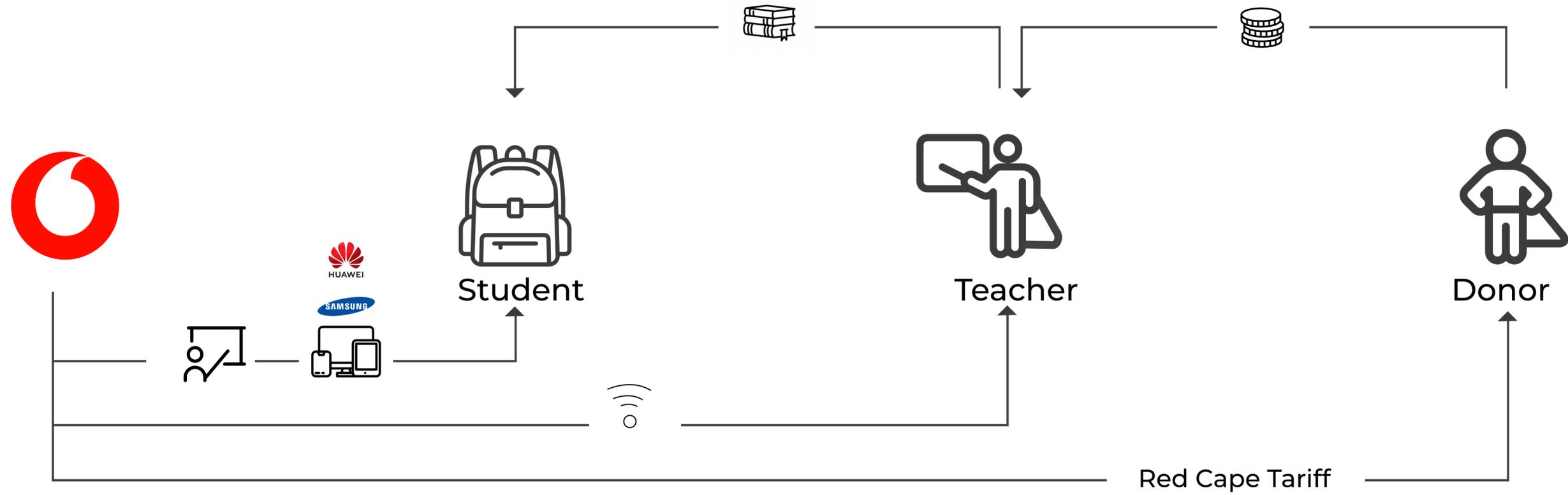
Teacher

All teachers in Turkey who want to teach on this platform.



Donor

Donors who want to support this chain of this hero story.



- All students will be able to have free online platform to support their education.

- Vodafone will provide technological tools access to region with mobile caravans

- Thanks to donors, teachers will earn income with donations

- Communication expenses of all teachers in this platform will be provided by Vodafone.

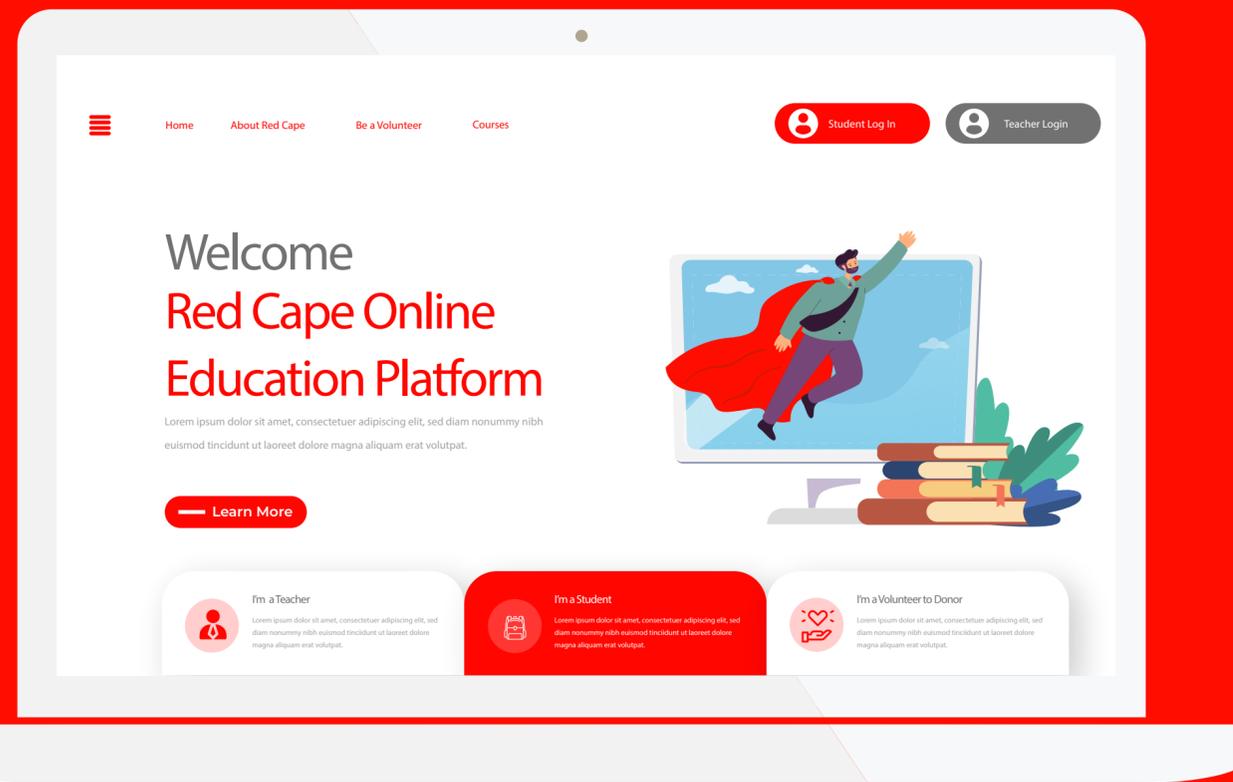
- Everyone can donate to this platform and join this hero story

- Vodafone customers can make regular donations with the "Red Cape" tariff.

I'm a Teacher

I'm Student

I'm Donor



For all devices



According to the official statement of the MEB, recovery program for children who affected to earthquake is planned between **August and September**.

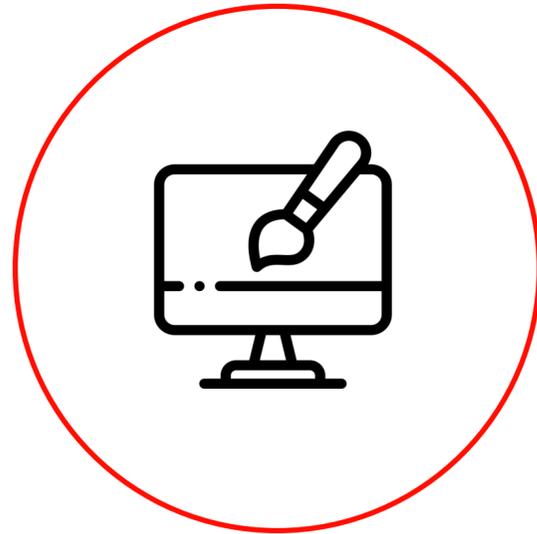
We also want to be make this project by this date to support this recovery education.



We will create website software development in this period.

Timeplan

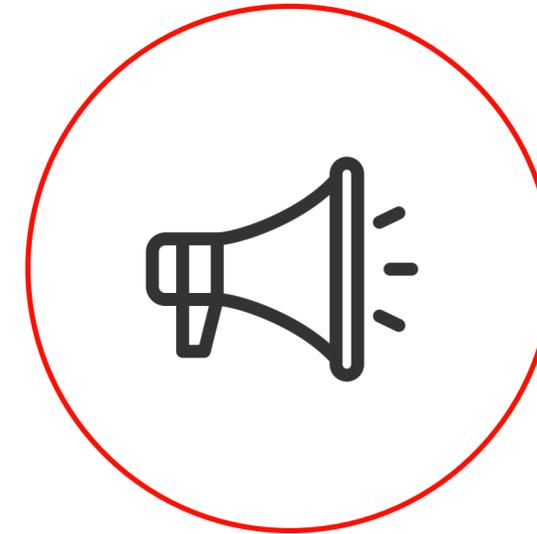
Website design and development will be made inhouse by Vodafone



Production Budget

(including all digital & Offline designs)

1.2 M TL



Media Spending

(TV, Digital, PR, Influencer Marketing.)

3.5 M TL

Red Cape, aims to turn every person who participant into heroes by supporting children affected by earthquakes.

By bringing together children, teachers, and donors to provide free education services, we hope to create hero movement that will positively **impact society**.

Donors provide financial support for teachers, ensuring the continuity of the platform while Vodafone cover their communication costs to provide better educational opportunities and secure the continued support of donors with the "Red Cape" tariff.

By Red Cape Movement, everyone can become a hero and make the world a better place.

Because **#TogetherWeCan**



