

Today's kids are tomorrow's leaders.

This is much more than a catchy tagline. The kids in our schools today are our future politicians, CEOs, doctors, lawyers, teachers... our future is quite literally in their hands.

Does this thought excite you or scare you?

Either way, we have a collective responsibility to help Kiwi kids get the skills and tools they need to lead us.

Meet Nadine Hickman, a school PTA mum and businesswoman on a mission to support the next generation by injecting funds into New Zealand schools, and she's urging you to join her.

Recent teacher strike action highlights the challenges faced by schools in their quest to deliver quality education.

Nadine is combining her business and fundraising skills to boost the efforts already happening in schools, who fervently work to drum up dollars.

Government funding to schools provides for the bare essential curriculum. But the message that Nadine is eager to get across is that it's the extra curricular activities provided by schools that develop kids' self esteem and self belief, the qualities that enable them to live fulfilling, purposeful, and happy lives, while contributing to society and the world in positive ways. These extra curricular activities are possible because of fundraising.

"I believe that schools are in the best position to nurture our kids," says Nadine, "and they're doing an amazing job at it, especially given the confines of lack of funding. Let's help them excel in their very important role. Let's do it for our children, and for our future."

"All schools have the same core goals, and they also face many common challenges, because of this, it makes so much sense for schools to come together to enhance their fundraising efforts. My vision is to initiate this by helping schools collaborate on and benefit from the momentum of a nationwide fundraising project. The intention of

this project is to encourage schools to earmark funds for activities that focus on enhancing children's self belief and leadership skills." Nadine adds.

Nadine has teamed up with award winning photographers to create a calendar themed - *What kids know, that adults seem to have forgotten*. It's kids saying, 'Hey adults, you could learn a thing or two from us, so listen up.'

"I didn't want to go out and just ask people to donate money, I want to exchange something meaningful in return for their generosity, and it had to relate to kids, since that's what this is all about," says Nadine.

If you're looking for inspiration with cute factor to put on your wall next year, or even a meaningful gift for friends and family, this purchase has the added benefit of a \$10 donation going directly to a New Zealand school.

Calendar sales are now available via Pep Talk Media

<https://www.peptalkmedia.com/>

Schools can register to benefit from this project up until 28th September 2018.

www.peptalkmedia.com/schoolfundraising2018

Calendar Photographer credits.

Jessica Jones Photography.

Jenna Young Photography.

Niki Boon Photography.

ABOUT NADINE HICKMAN

Nadine started her working life as a primary school teacher, but for the last 15 years has thrived on the challenges of being an entrepreneur. She has brought numerous ideas to life through her vision and tenacious commitment. In 2007 she launched a brand new publication in her local province Marlborough, which over the next few years she grew from a photocopied newsletter to a popular, thriving glossy magazine, culminating in a successful business sale in 2014.

Nadine went on to join forces with her mother Karen in her next and current business venture - Pep Talk. *'At Pep Talk we believe in the power of words, we believe that the right words, heard at the right time, have the potential to change lives, we believe that inside every one of us is a spark just waiting for the right words of encouragement to ignite it. This is why we create beautiful, bold and uplifting products.'*

Their latest product has an even bigger why. They have created it with the sole purpose of investing in New Zealand kids. This is a project close to Nadine's heart, a mother of four, and chairperson of her school PTA, she has lead many successful fundraising ventures. Having been right in amongst the challenges and triumphs of school fundraising, she is determined to help other schools with this important task, while creating a movement to encouraging New Zealanders to invest in the next generation, our future leaders.

"Nadine brings passion and experience to all the events she launches and leads. She is dedicated to making the impossible, possible, for our kids and manages to bring a team on board through effective organisation and communication. Without parents like Nadine we simply could not provide the great experiences we do.

- Carey Huria - Principal Ward School.

"I have worked with Nadine on the Ward School PTA for the past 6 years. Nadine has chaired our TEAM (Together Everyone Achieves More) for 4 of those years. In this time her commitment, leadership and inspiration has led to several extremely successful fundraising efforts. This has enabled us to support our kids through extra teaching staff, school camps and other extra curricular activities, which have all been invaluable. Her continued commitment and drive for raising funds for our small school is admirable and I know all the parents and children greatly appreciate the effort she puts in."

- Anna Trolove. Treasurer Ward School PTA.

Ends