



## **Penny Wars for Chinmaya Mission West Centers**

### **Purpose:**

The purpose of this initiative is so that through the hype of this initiative, our Balavihar students get an understanding of CORD and seva - as Gurudev puts it, service to humanity is service to the Lord of Lords. It is less about fundraising and more about awareness across our Balavihar platform. Nonetheless, their contributions are still valuable, however little.

### **Where and When?**

The Penny Wars happens at your local Mission center's Balavihar sessions, this year during the month of November. We recommend the start and end dates to be October 30-November 30, 2016.

### **RULES:**

Penny Wars is an initiative between each class group. Each class group will be assigned one jar, and these jars will be lined up at your center during Balavihar. Each class will be putting in pennies into their own jar; students are also encouraged to put quarters, dimes, nickels, dollar bills, or any other type of money into other class's jars. Pennies in a class's jar bring positive points to that class group. Nickels, dimes, quarters, bills all bring negative points. At the end of the month, the class with the highest collected amount wins!

### **Prize:**

Each local Mission center can determine the prize for the winning class. Perhaps a trip to a local Little Caesar's Pizza, or a tub of ice cream (ice cream party!) to share with the winning class. It should encourage the classes to compete and raise money.

### **What is the proposed use for the funds raised?**

The money raised from this initiative can be used to help your local Bhutanese Community. If your center does not have a Bhutanese refugee community in proximity, the funds can be donated to the national CORD USA cause, or to CORD causes around the globe. These causes include funds needed for CORD Sri Lanka, CORD Deuladiha, and others.

In previous years, we raised up to 9K from the participating centers! These funds went into funding various projects helping the Bhutanese across North America. In some centers, we were able to hold Balavihar workshops by CHYKs for the Bhutanese children.

### **Monetary Details**

The funds collected from this initiative should be collected into your local CM center's bank account. Once the initiative has ended, those funds can be mailed as a check to 2569 Wagon Train Lane, Diamond Bar, California, 91765. Please be sure to send a Mission center sevak's email address (preferably the Treasurer) along with the check to ensure prompt and traceable receipt.

Please email [chykwest@cordusa.org](mailto:chykwest@cordusa.org) if you would like to tag your funds to a specific cause, which can include but are not limited to any of the causes listed above.

### **Outreach & Publicity**

Please send in pictures, videos, or any other media recording the Penny Wars at your center to the above email address. We will showcase your center's success with the initiative through various platforms - the CORDUSA reader base, the CHYK West website and other social media.

Please email [chykwest@cordusa.org](mailto:chykwest@cordusa.org) with any questions or comments! We are happy to help you.