



Investment Proposal

*Transforming the culture of learning through creativity
and innovation.*

1.0 Introduction

The Alithia Learning Space is a learning hub for re-imagining learning, nurturing innovation and developing holistically. We are working with children and experts to evolve how education is approached, so we can meet the needs of the future. Alithia is a place where children are encouraged to develop ideas, question and discover, integrating a deep understanding of the world. Our new approach to learning focuses on creating an ideal environment for academic, social, emotional and creative development to flourish; encouraging compassionate, lateral, analytical thinkers who have a sense of capability, a life-long love of learning and self-understanding.

This unique environment will ensure that innovation skills prosper; and every child will feel safe to voice their ideas and know that their thoughts and interests are valued. We believe these are the essential tools to equip our children with in a rapidly changing world. Our learning model begins with contemporary scientific understandings of child development, neuroscience and communication styles. With a foundation understanding of how the brain is wired, we can begin to support a learning experience that equips children with the tools, skills and abilities to continue to innovate, learn, adapt and contribute to our world in a positive way.

Alithia Learning allows for and encourages flexibility, adaptability, autonomy and holistic development. Our proprietary learning system encompasses collaborative innovation and open communication techniques; positive psychology; child-led project work; democratic processes; play-based and imaginative learning activities; learning in nature and through movement; local indigenous perspectives and a relationship to the natural environment. Alithia is also inspired by existing contemporary initiatives that have shown positive academic, social and emotional outcomes in other locations around the world. Our Mission is to promote additional learning opportunities which maintain innovative skills by implementing new approaches and ideas in a holistic learning environment. The collaborative innovation process uses positive communication tools and methods for developing ideas and ensuring a safe, supportive environment, where children's voices are heard, the neurons in their brain are firing, and their development and social/emotional well being are nurtured.

2.0 Investment highlights

Invest in the future of learning. Alithia is offering a unique opportunity for researchers, psychologists, funding bodies and the community to partner with Alithia, and together create a learning system and opportunity that changes the way we approach education today.

Researchers and industry experts

Alithia Inc. invites experts to research, evaluate and test educational approaches and the environment we are creating, to establish the benefits of using these techniques in relation to optimising learning opportunities for primary aged children, or managing children with learning challenges or special needs. Alithia will work collaboratively with researchers and academics to document the issues, approaches, learning journey, and overall development outcomes as a result of the Alithia model. Our research will build an evidence base; allow us to publish information; curate learning materials and share articles relating to various aspects and elements of this holistic model to increase awareness and understanding of new approaches to learning in Australia and the world. We welcome researchers and industry experts who would like to collaborate with Alithia Learning in this way.

Investors and funding partners

Alithia will implement and showcase an innovative new learning model, which can be replicated across the nation and the globe. In addition to our physical learning spaces within Australia, we will have a global resource centre online 24/7. This resource centre will provide manuals, information and downloadable resources for educators, parents and researchers to use and replicate our model. Investors are invited to invest in Alithia operations, framework and the commercial product arm and development of Alithia.

Stakeholders and ambassadors

Alithia has already established a significant network of high profile supporters and is currently engaged with an academic researcher in Australia to look at some of the approaches and outcomes in providing increased choice for children in their learning journey. Alithia is working hard to establish affiliates, funding partners and research partners to showcase this new model

of education and to establish and promote an evidence base for alternative learning methodologies. If you see value in what we do, we would love to have your support as an ambassador in some form.

3.0 Background

Alithia Inc. is a not-for-profit organisation that will implement and showcase a new learning environment, that can be replicated across the nation and the globe. "Alithia Incorporated" (Alithia Inc) was formed in August 2016 with the aim of establishing and opening a learning hub for children aged 5 - 12 years by 2019. The collective vision of professionals from various backgrounds implemented into a project to establish a new learning environment in a low socio-economic rural area in NSW, Australia. The Alithia board are volunteers bringing a shared vision to life: that is to develop a creative and progressive approach to learning; fusing groundbreaking scientific and psychological research with nature based, child led learning.

The new learning environment began with the aim to establish a love of learning, high engagement, creative thinking and a sense of capability and belonging. This environment will support neuro-divergency, indigenous perspectives on learning, holistic philosophies and innovation. This shift works as a prevention for the high rate of school drop-out, unemployment, self-destructive behaviours and a sense of feeling "lost" that affects our youth. We believe that a high level of self-assurance, connection, and emotional / social intelligence will assist with creating positive social and global change.

The Alithia Learning Space will cater for children aged 5-12 years to maintain the child's natural ability at this age to think laterally and follow curiosities. It is these early years when a child is developing the scaffolding for future learning attitudes and their sense of self. This new environment caters for neuro-diversity (both children that are neuro-typical and neuro-divergent) by giving freedom of choice, autonomy and allowing children to learn in a way that best suits them, following their interests. Alithia Learning will also be a supportive place for home-educating families to come together for collaborative projects and workshops, accessing resources and mentors.

The committee members and other community members have established a constitution, a business plan, an educational ethos, a fundraising strategy, a child protection policy, an academic research program, a community mentor program and a professional website to gain support from investors and high profile members of the local and global community.

Alithia has already established a significant network of high profile supporters and is currently engaged with an academic researcher in Australia to look at some of the approaches and outcomes in providing increased choice for children in their learning journey. Alithia is working hard to establish affiliates, funding partners and research partners over the next few years to showcase this new model of education and to establish and promote an evidence base for alternative learning methodologies.

Alithia has been running regular events to connect with community and bring the children together to develop connection, community and awareness. Some of the progressive educational / communication models/approaches that we are inspired by include:

- Synectics Education Initiative: Communication and Collaborative Innovation techniques
- Positive Psychology
- Art Therapy
- Josh Waitzken's the Art of Learning
- AnjiPlay
- International Baccalaureate
- Reggio Emilia
- Montessori
- Forest / Nature Schools /Deep Ecology
- Learning from an Indigenous perspective through cultural practices
- Democratic Schools

Alithia Learning is also developing a global product and learning model; a commercial arm that provides the technical platform and products for our learning system. It will be an online tool kit of communication tools, learning systems and resources for home-educators, schools and parents. This platform provides access to our learning tools, systems and procedures, along with the Young Innovator Hubs (YIH), so that the Alithia learning system can be replicated world wide.

The Alithia Learning Space opens in 2019, in Valla on the NSW Mid North Coast in Australia.

We will be open daily, from Tuesday - Friday with the following resources:

- A qualified facilitator/mentor (3 days a week)
- Support parents trained in communication tools (volunteer)
- Workshops with members of the community one day per week
- An outdoor learning environment on acreage, with an alternative indoor space
- A space for activities and workshops and community events and gatherings
- Learning through large scale projects onsite and offsite
- A space for discovery and exploration through nature and play
- Opportunities for interaction with the natural environment and building a positive relationship and an attitude of custodianship
- A space for sharing the learning journey in mixed-aged groups
- A space for supporting home educating families and building community relationships and connections
- A space that offers communication workshops/training to parents, the community and the children
- Community garden and chickens
- Creative space for art works, inventions and idea development

4.0 Alithia Learning framework

The Alithia Learning system is designed to maintain the child's natural ability at this age to think laterally and follow curiosities. It is these early years when a child is developing the scaffolding for future learning attitudes and their sense of self. This environment caters for neurodiversity (both children that are neurotypical and neurodivergent) by giving freedom of choice and allowing children to learn in a way that best suits them. It will address the needs of the community that is experiencing a rise in home education and ensure that a supportive space is provided with resources, mentors and a nurturing community.

Our philosophy is based on giving children a wide range of skills and capacities to be able to adapt and innovate in a rapidly changing world. Through the use of specialised communication tools we aim to establish a culture of trust, free from anxiety and tension so students feel a sense of safety and belonging and are able to share their ideas and thoughts openly. We feel that when we nurture a love of learning and keep alive a child's curiosity, they remain open, engaged and eager to learn. This works as prevention for the issues that often occur in low-socio economic areas such as: high rate of school drop-out, unemployment, self-destructive behaviours and a sense of feeling "lost". A high level of self-assurance, connection, and emotional / social intelligence will assist with creating positive social change.

Alithia Learning encompasses strategies for keeping young minds innovating and thinking laterally; with children instigating projects to be developed and implemented. We provide a flexible, supportive, democratic environment; recognising ideas are often formed and discoveries (or connections) made through play and exploration; creative activities and movement. Alithia Learning aims to build a sense of trust, belonging and connection for children; a sense of empowerment; time for reflection; with the opportunity for children to engage in fun cognitive processes; research; learn through play; and much, much more.

The Alithia Learning facility will be open 4 days per week. Three days will be guided by a trained facilitator and the fourth day will aim to engage members of the community, sharing skills, knowledge, music, art, language, culture and sport. This learning hub will provide the space to implement progressive concepts and new approaches to learning with a focus on project based learning instigated by the children. It will be a space that inspires the use of reflection and reflexive learning, time for play and integration, meditation and physical activities that are proven to keep the brain switched on and ready for learning. The children will have opportunities to shape the environment of their learning and collaborate on projects and learning directions.

The culture created at this learning facility will be based on specialised positive and open communication techniques, as a way of establishing a safe and nurturing space for children to innovate, experiment and develop a deep sense of self-understanding and an understanding of others.

The foundations of the Alithia Learning Space are to build a strong connection to community and integrate holistic approaches to learning including;

- Collaborative innovation and communication techniques
- Self directed and reflexive learning techniques to develop self confidence and self awareness/understanding and using these techniques to honour and develop individual learning pathways in children
- A democratic environment: the learning hub is reflexive and we work with the children to create a space they wish to be in and is conducive to integrating a deep understanding of concepts.
- Democratic learning: children instigate projects to be developed as a team and learning is woven in to activities that are in align with their interests.
- Provision of an outdoor learning environment
- Utilising play and movement for creative, academic and personal development outcomes
- Hands-on, project based activities and workshops to meet learning outcomes
- Mixed ages and peer-to-peer learning
- Connection to culture and learning from the perspective of our first people (including arts, language, dreaming, story, dance, history, geography)
- Self reflection and self awareness through fun, art, creativity and other modalities such as yoga and meditation.
- Participation and inclusion of community and parents in elements of the facilitated sessions and workshops.

5.0 Alithia Learning Objectives

5.1 PROMOTE CHANGE AND INCREASE AWARENESS

The Alithia Learning Space will be an environment for creative, academic, social and emotional development to flourish; creating compassionate, creative, analytical thinkers who have a life-long love of learning and self-understanding. We believe these are the essential tools to equip our children with in a rapidly changing world.

The Alithia Learning Space creates an opportunity to establish a longitudinal (or other) study to document the outcomes of this approach to student learning outcomes and personal development. Alithia Inc. will form partnerships with researchers will show an evidence base for this and shift the paradigm of learning into a new space. This will support other organisations with similar goals and build on the groundswell of change and movement in attitudes towards education in Australia and the world.

Many of Alithia's approaches and philosophies are being integrated in schools and learning facilities across the globe and any research will build and develop an evidence base for those techniques, their role and their benefits to childhood education.

5.2 ESTABLISH A NEW PLATFORM FOR LEARNING:

With a global shift in understanding how we learn and what is needed for the future, people are looking for a new environment where children can develop the skills that are required for today and beyond. There is a simultaneous rise on home-schooling education in Australia today as a result of this paradigm shift. In addition, some parents are struggling to find the right kind of environment to meet their child's needs due to the rise in autism and other learning difficulties. There is a strong need for a safe and supportive environment, and learning modality that is adaptable, progressive, and unique in an individualised approach for a child's learning journey. The Alithia Learning Space is a direct response to these changes; and the diverse learning needs within Australia and beyond.

Young Innovators Hub

A primary focus of Alithia Learning is the development of a Young Innovators Hub (YIH); which is a new platform for children that is flexible enough to meet the needs of all children and inspire them to reach their full potential. The Young Innovators Hub (YIB) offers various workshops and hands-on activities (STEAM, creative, cultural, environmental, educational and holistic) as well as day-courses for collaborative innovation, where children are encouraged to instigate projects, develop ideas together and put them into action.

The YIB is a flexible, democratic learning space that:

- Allows empowerment
- Offers a high level of choice
- Ensures freedom to innovate and develop when the impulse arises
- Encourages creative activities
- Is a supportive environment (created through communication tools and assistance with ideas)
- Uses tools and games throughout the day to reconnect children with their creative brain (traditionally referred to as the right brain) and connect them to the answers they hold inside
- Recognises that ideas are often formed and discoveries (or connections) made through play and exploration

The YIH understands that the holistic development of a child is integral to success and engagement. Innovation, problem solving, collaboration and good decision making comes from the ability to think laterally and see many different solutions for a problem. In order to maintain a child's innate capacity for lateral thinking, we need to ensure we have created an environment where people feel safe enough to make intellectual and creative leaps. A place where people trust that others will be open to their ideas as something to be developed, their voices will be heard and their thoughts will be valued. The collaborative innovation process used by a Young Innovators Hub (YIH) uses positive communication tools and methods to ensure this.

The Alithia Young Innovators Hub (YIB) has the potential to make a big difference to many children, by supporting:

- Children from low socio-economic backgrounds,

A Young Innovators Hub allows for and encourages flexibility, adaptability, autonomy and holistic development. These factors help to establish a love of learning, high engagement, creative thinking and a sense of capability and belonging. This works as prevention for the issues that often occur in low-socio economic areas such as: high rate of school drop-out, unemployment, self-destructive behaviours and a sense of feeling "lost". A high level of self-assurance, connection, and emotional/social intelligence will assist with creating positive social change.

- Neurodiversity,

This environment caters for neuro-diversity (both children that are neuro-typical and neuro-divergent) by giving freedom of choice and allowing children to learn in a way that best suits them.

- Families enrolled in home education

A YIH will address the rise in home education and ensure that a supportive space is provided with resources, mentors and a nurturing community.

The Alithia Learning Space is a pilot for the first YIH in Australia. Families are welcome to be in the space and work alongside their children if they wish. By empowering families that are passionate about education and giving children a voice in creating and guiding their learning journey, we offer something unique and inviting and a new platform for learning, innovating and creating. The can also be used to assess the ways of lateral thinking, as we encourage innovation to flourish.

5.3 TO ESTABLISH A UNIQUE AND HOLISTIC APPROACH TO CHILDHOOD DEVELOPMENT.

Alithia Inc. will established a model of learning based on open communication, positive psychology, collaborative child-led project work, democratic processes, play-based learning activities, learning outdoors in nature, learning through movement, connecting to and learning local indigenous perspectives and language. This will include building a connection and relationship to the natural environment through indigenous and deep ecology perspectives.

The main focus of the Alithia Learning Space is to establish a culture of trust, free from anxiety and tension, in which pupils feel 'safe' enough to take intellectual risks and able to share their ideas and thoughts openly. By using successful interaction and communication tools we will create a safe and supportive environment where children's ideas are valued and developed and ensures that problem-solving skills, connection-making and innovation can flourish. When we can nurture a love of learning by keeping alive a child's curiosity, creativity and ideas, studies

have shown that they remain open, engaged and eager to learn. When children feel happy, safe and interested, they thrive academically.

This unique approach aims to give the children a strong sense of self understanding and mutual respect. This will develop strong foundations for fulfilling engagement in all areas of their ongoing life in a global society. Alithia promotes a holistic approach to education, recognising the need to develop social and emotional intelligence alongside of academic development, including an understanding of self and of others as the cornerstone of a healthy relationship with learning.

By using a child-centered and democratic approach to planning and implementation of the learning space, children establish a sense of contribution, responsibility, self achievement and a voice in the local and wider community. These reflexive learning techniques develop an individual's awareness of their unique way of learning, and empower children to take responsibility for their learning journey; articulate how they are making connections; and discover pathways and opportunities for rapid learning that meets their individual state of development.

The Alithia Learning Space is itself reflective and adaptable, with children helping to shape an environment that they wish to be in, instigating projects and activities to be developed, and discussing the outcomes of the decisions made together as a team.

5.4 TO PROMOTE COMMUNITY CONNECTIONS AND SHARE TALENTS AND KNOWLEDGE WITH LOCAL, NATIONAL AND INTERNATIONAL MENTORS

The Alithia Learning Space will offer workshops with talented people in the community. This will have a significant element of the local indigenous culture and language. Activities will incorporate arts, nature studies, social studies, sport, technology, literature and other hands-on learning opportunities as the community resources and interests evolve. These workshops may also link in and consolidate research for current projects and topics, as well as inspire interests and creativity.

Alithia Inc. works closely with parents and other members to share ideas and evolve the Learning Space, facilitating an inclusive approach to the project and honouring ideas and knowledge from the broader Alithia community. The Alithia Learning Space will integrate parental participation in their children's learning journey and will support home educating families with information resources, ideas, concepts and communications skills to create a continuum of learning.

6.0 The Philosophies

6.1 KEEPING CURIOSITY AND IMAGINATION ALIVE IN EDUCATION

Skills required for the future include adaptation, confidence, continuous learning, engagement, problem solving, critical thinking, lateral/divergent thinking, holistic understanding and a capacity for innovative solutions/ideas. Alithia Learning understands that developing these skills in children from an early age is fundamental to a holistic educational approach, maintaining lateral thinking and establishing of a love of learning.

The Alithia Learning environment will encourage the development of these parts of the brain by using communication tools for an open mind, following a child's interests, supporting the development of their ideas, maintaining high levels of engagement and being aware of an individual's developmental milestones and unique way of learning. In order to maintain a growth mindset and a love of learning, the Alithia Learning facilitators will use collaborative innovation tools and language, ensure a democratic and fun space, and will empower children with ownership over their learning journey.

The foundation of the Alithia Learning Space is formed by specialised communication tools; this approach creates an ideal trusting and nurturing environment where children can develop creatively, academically, socially and emotionally. The main focus of the Alithia Learning Space is that children feel valued and self-assured, they have empathy and understanding for their differences, and can develop a love of lifelong learning.

The Alithia Learning Space aims to keep alive the enthusiasm that children often have as they enter the schooling years. These are the years when an individual's perception of themselves in an academic and social setting is formed. Their internal voice is developing, creating the platform for future learning attitudes. By cultivating and nurturing a child's intrinsic love of learning we pave the way for future success in all areas of life.

6.2 PROMOTING CHANGE IN EDUCATION BY SHOWCASING AND RESEARCHING NEW APPROACHES TO LEARNING

If we take the rhetoric of what changes need to be made in education and attempt to fit them into an established culture and framework, we miss the opportunity to fully explore these new approaches and to assess the developmental outcomes in a holistic sense.

Alithia Inc. is creating a learning facility that can be seen as a long-term lab, or a blank canvas. By removing the time-restrictions of a set grade-based curriculum and the parameters put in place by the established perspective on education; we are offering a space to families and the global community where we can evaluate, research and showcase what an innovative approach to learning looks like.

The Alithia Learning Space is flexible and adaptable in its approach to learning; it has a reflexive relationship with the children and the researchers. It began by recognising that there was a need for a communal space where children could come together to instigate collaborative projects, peer-to-peer learning and to access multitude of hands-on activities and workshops. Alithia Inc has an interest in the educational value of play, development of ideas, inquiry-based learning, the importance of mixed-age groups and learning that is based largely outdoors. A communal space which can use the latest tools to support children to develop as confident, competent, caring individuals, who have a sense of belonging in their community and the world.

6.3 WE BELIEVE IN PREVENTION

The Alithia Learning Space was formed in response to research on anxiety and behaviours that underlie many social issues. Major factors lie in the way we interact and the way we approach education. It is time to put the knowledge from decades of studies into action; these specific communication techniques and these approaches to learning equip children with the capacity to problem-solve through challenges, engage in further education and the workforce, and create social change.

With our support, families can be supported in their efforts to raise children who communicate and collaborate with others on a respectful and compassionate level. This is a long term goal with the opportunity of creating real change in the way parents/families and the educational system in Australia approach learning and socialisation of children.

7.0 Research

Alithia will implement and showcase a new learning environment, that can be replicated across the nation and the globe. Our approach is based on collaboration; working closely with academics and universities to document the issues, approaches, learning journey, and overall outcomes of many elements within the project.

The Alithia Learning project provides a unique opportunity to research educational and developmental outcomes that are free from the constraints of the current education paradigm. Alithia will work with researchers and academics to build an evidence base; publish information; curate learning materials and share articles relating to various aspects and elements of this holistic model to increase awareness and understanding of new approaches to learning in Australia and the world.

Many of our approaches and philosophies are already being integrated in schools and learning facilities across the globe; and any research will build and develop an evidence base for those techniques, their role and their benefits to childhood education. Our work with funding bodies, researchers and parents to will document the learning journey and overall child development

and learning outcomes; as we aim to continue to network extensively to refine and attune the learning model / environment to meet the needs of the children and facilitate the research.

Alithia Learning has established a research profile as a starting point for discussion with academics and is open to ideas and approaches from funding providers, the community, the researchers and other experts. The following list is an example of the type of research questions that could be explored in a facility such as Alithia Learning and forms the basis of our future research efforts.

- How successful are innovative collaboration and communication techniques in creating an innovative environment for children?
- How successful is this approach in maintaining and developing lateral thinking?
- What is the educational value of play and how does it influence learning outcomes.?
- When it's not compulsory to come to a learning space, do children choose it? And how does having a choice affect their view of a learning space/school?
- How much involvement does a group of children need from a facilitator when it comes to learning, deciding on a plan for the day, following their curiosities/interests as a group and ensuring that education is still occurring through the play/exploration?
- How does a parent's experience of Alithia Learning and the community influence their;
 - sense of connection/understanding of their child's development
 - parenting techniques
 - sense of empowerment as a parent
 - sense of support from the community
 - sense of respect for their children's pathway to learning
- Does the educational approach at Alithia Learning lead to parent/children choosing or researching alternative pathways into secondary education?
- How does a connection to the local indigenous culture and sense of spirit in the landscape influence a child's connection to nature, learning and community?

What influence does the following aspects;

- a positive communication culture
- an outdoor learning space

- establishing a connection to nature through deep ecology practices and an indigenous perspective
- self-understanding through reflexive learning
- choice and autonomy to learn in the way a child wants to learn
- democratic processes in project and curriculum establishment
- a focus on emotional and social development over academic achievement
- a connection with community and family involvement with their learning journey
- no grades, tests, assessments

have on

- a child's relationship including attitude, ideas and view to learning and education?
- meeting necessary educational milestones?
- transition to mainstream schools for secondary education?
- transition to alternative schools for secondary education
- the dynamics of the educational space?
- how children view themselves and their achievements?
- a child's educational skills such as innovation, creativity, confidence, self-assurance and sense of compassion?

8.0 Constitutional arrangements

8.1 Alithia Learning is a registered charity called Alithia Inc. (ABN: 21369 165 660)

8.2 Purpose: Our constitution is build on these foundations:

- Advancing education for children in rural NSW by providing a creative learning space for families to meet and collaborate on projects, practice peer-to-peer learning and collaborative innovation, access facilities, resources, workshops, activities and qualified facilitators.
- Provide a public benefit by supporting isolated home-educating families and connecting these families to the community in a positive and productive way.

- Helping to ensure children in our community have access to positive role-models, respectful behaviour and a good education.
- Promoting literature, music, performing arts, visual arts, craft, design, and Aboriginal arts by holding workshops for the families with locals specialising in these areas, as well as teaching the kids about these things as part of our day, giving them the facilities to reach their creative potential. Our aim is to support families in these creative areas and to provide a space for them to exhibit their work to the community when they wish.

8.3 The Association has power to do all things that help it to achieve these Purposes.

8.4. The Association and its Committee may only exercise their powers and use the income and assets of the Association for the Purposes of the Association.

8.5 Alithia Learning Membership: Members can apply by application. Applications are approved by the Committee and membership is complete after the joining fee is paid. Ongoing annual subscription fees are due at the beginning of each year.

8.6 The Management Committee: There are up to 6 Committee members at any time. The following roles are included:

The President,

The Vice President

The Treasurer

The Secretary

The Committee will vote on decisions either proposed by Committee members or Alithia Learning Membership participants.

9.0 Organisational structure

9.1 MANAGEMENT AND STAFF

The Alithia committee is made up of 5 members.

President: Talula Hughes

Vice President: Karen Caves

Secretary: Cat Walsh

Treasurer: Melissa Seelenmeyer

Committee Member: Antje Firla

Alithia Inc. will also include a paid position for a qualified facilitator with a background in positive communication techniques. Additionally a part-time administration position will be established to manage memberships, fund raising activities, grant applications and organise events, programs etc.

The board will make management decisions based on input from

- Students
- Facilitator/teacher
- Research participants
- Parents and other members
- Community mentors
- Other professional input
- Funding bodies
- Volunteers
- Administrator

10.0 Funding requirements

The Alithia Learning Space is based in a rural area of low-socio economic background and will work toward an affordable user pays schedule to ensure that there are no financial barriers to families that wish to participate. Therefore it is essential for us to seek grants and funding to

meet our mission as set out in this prospectus. Alithia is seeking funding for a variety of needs including establishment, ongoing payment for two positions (administration and trained facilitator), resources, and special projects for the children.

Alithia Inc. has a funding strategy based on a combination of philanthropic funding, crowd funding, community/corporate grant seeking and user pays. Volunteering board members will continue to support the funding strategy, however, a part time administration position is proposed within the organisational structure to ensure that there is ongoing successful funding applications and campaigns.

Other aspects to the funding structure include an in kind contribution from community members and parents. Individual arrangements with community mentors may include opportunities for in kind contribution from Alithia as part of a relevant project or support for their goals and objectives. This will evolve on a case by case basis.

Additionally, there is opportunity for parents, that meet the child protection policy arrangements, to be involved as a supervisor or education supporter according to their capacities in exchange for lower yearly fees.

The following is a general breakdown of the funding we require.

10.1 Establishment (\$60,000 - \$80,000)

Investment Required	Item
30,000	Road access to Hub
8,000	Hall
2,000	Electrical connected (solar)
1,000	Toilet (composting)
4,000	Storage for resources
5,000 plus donations	Educational Resources and moveable furniture

2,000	Office Resources & internet connect
900	Council Approval
1000	Fire Safety
6000	Water Tank

10.2 Ongoing (\$93,000 - \$100,000)

Investment Required	Item
50,000	Professional Facilitator/Educator
5,000	Insurance
20,000	Part-time admin / grants / events
3,000	Fees: Incorporation, website, fundraising, etc
4,500	Office supplies and internet
10,000	Service and maintenance: elec, toilet etc

11.0 Marketing overview

Alithia Inc. has a suite of marketing assets to assist us with our promotions and connections with the local community.

We have an active website alithialearning.org.au which displays our upcoming events and play days. The website explains our approach; profiles our committee members, affiliates and mentors; and encourages community involvement. There is a newsletter sign up form on the website to build our newsletter list. Newsletters are sent out monthly to our subscribers.

Alithia is very active on Facebook through our page facebook.com/alithialearning We use this page to promote upcoming events as well as share the philosophy of Alithia, along with inspiring content. Members of the page are active and engaged with Alithia content.

Alithia has a team dedicated to the marketing and promotional activities. We are in the process of launching a crowd funding marketing campaign, along with ongoing campaigns to build brand awareness and the community awareness of the Alithia Learning Space. We have also prepared press releases for media outlets, published articles in relevant sources and have undertaken an interview for ABC Radio.

12.0 Alithia Learning Supporters

There are many high profile professionals in the local and global community that have come on board to support us with our project and to be involved with the project either through research, mentoring or general support for our goals and mission.

For more information please see our affiliates and supporters page:

http://alithialearning.org.au/?page_id=80 and

http://alithialearning.org.au/?page_id=14

13.0 Investing and collaborating with Alithia

We invite you to take the next step and discuss the exciting opportunity to collaborate and invest with Alithia Learning.

Our Alithia contact details are:

President: Talula Hughes

E: info@alithialearning.org.au

M: 0466 586 089

Alithialearning.org.au

We look forward to collaborating with you and transforming the culture of learning.

Alithia Learning