

Your

Fundraising

Toolkit



Everything you need to
help us to help them ...

to learn

to laugh

to live

01738 633264

www.kenyachildrenshome.org.uk
Registered in Scotland Charity No SCO20037



Amid the indescribable poverty of Kibera Slum in Nairobi, where an estimate 1 million people live crammed into less than 2 square miles, lies a very special place.

Mashimoni Primary School is one of the associated projects of Kenya Children's Home (KCH) the main charitable project run by Ann Gloag's Balcraig Foundation in Kenya.

Mashimoni offers an exceptionally high level of education to more than 600 children who otherwise wouldn't be at school as all state schools are fee-paying. This has led to outstanding results proving that these children can positively influence their futures through the education and support they receive at Mashimoni.

Through the support of the Balcraig Foundation and other partners, the cost of sponsoring a child at Mashimoni is able to be kept at just £10 per month. £10 that provides each child with a quality education, a uniform, food and holiday camps which ensure children are fed during school holidays.

The mission of Mashimoni is to promote social equality by encouraging education in a slum environment and this ethos of equality and provision of opportunity runs throughout all the KCH projects in Kenya.

You too can help support the children of Mashimoni to learn... to laugh.... to live

£10

Supports a child for a month

£120

Supports a child for a year

£1080

Supports a child for their entire school career

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“

I like this school because I get time to play with other children. I get food for lunch. I have good uniform and a good class room. Thank you.

Shirleen, Class I East, MSPS

”

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Every penny you raise from your fundraising activities will go directly to the children of Mashimoni helping to change their lives forever.



Here are stories of two of our supporters who are doing just that

Kate Hewitt first visited Mashimoni a few years ago:

“It was a real eye opener for me helping out at this school. I remember my first time going there and seeing the Kibera slum... Since then I have gone back 3 times. We had the privilege of running a holiday club at Mashimoni in the Easter Holidays. The primary focus of the holiday club is to get the children to school so they can eat. It is a sobering thought that this may be the only meal they get that day. This school is so important for the children that live in Kibera. Over the years these children have inspired me to do a few fundraisers including a half marathon – I survived it! So now I have got my performing arts students (Highbury College, Portsmouth) and we recently put on a Charity Dance Gala called Move for Mashimoni. Through ticket sales for the event and a Just Giving page, we raised over £1200!”

In our resources library you will find pupil profiles, school reports and copies of our newsletter as well as an information leaflet, all offering a further insight into life at Mashimoni Primary School

Primary School teacher Tracey Stamp from Craigclowan School visited Mashimoni in 2012:

“In 2012 I visited Mashimoni school for the first time with three pupils from Scotland. We travelled to Kenya with the Gloag family and Gloag Foundation group to celebrate 10 years of The Jonathan Gloag Academy. Our visit to Mashimoni School was the highlight of the trip. The welcome we received was incredible. We were given a tour of the school and all the children were very keen to welcome us into their classrooms. It was smiles all round, and as the whole school gathered to sing to us, the atmosphere was emotional. Once the formalities were out the way, the boys of Mashimoni headed off to play football against the visiting men and boys! I found myself playing netball against a very competitive school team. The whole school were out in the yard supporting their team, the atmosphere was incredible, and despite my very poor netball skills, the adrenaline was pumping and I will never forget the sportsmanship shown at Mashimoni. The children are very proud of their school and so very grateful for the donations they receive. The difference between the pupils at Mashimoni and so many children in the UK, is that they want to study and learn!

They work hard to become educated and to be able to help their families. Their use of the English Language puts me to shame with my pigeon French and German! The teaching staff at Mashimoni were very proud of their pupils, and the smiles and happiness from everyone was infectious! On my return to the UK, My husband and I immediately began to sponsor one of the younger pupils at Mashimoni. We want to help Johnstone complete his education at Mashimoni, and our small donations can help him. I hope to visit the school and Johnstone as soon as possible. It has left a lasting impression on me and the girls that came with me. Our school also sponsors a child at the school. They were touched when they heard about the school, how little the children have but how happy and keen to be educated they are. We love hearing from our children, and whenever we can we write and send packages from the pupils. The work of the Foundation has given these children a chance and they are not wasting a minute. They know that they have been given the opportunity to make a difference to their lives and they give it everything. I haven't stopped thinking about Mashimoni and all those smiling faces in their blue uniforms and dusty shoes. I hope to return very soon.”

Now for Action!

Some fun ideas just for schools...



We have lots of resources to help you in our resources library and our team can help you with planning and supporting your fundraising activities. The important thing to remember is that fundraising should be **FUN!** Look at our A-Z of general fundraising ideas for inspiration. The ideas are endless!

Remember to let us know what you are doing and when so that we can help you plan! We can also help you to publicise your event. Phone the office on 01738 633264 or email info@balcraig.com for further details.

Art Competition

Why not download our Kenyan Flag and sell copies to your class to colour with pens, paints or why not fill in as a mosaic then offer a prize for the most impressive flag! (remember to send us a photo!)

Cake Sale

This is always a popular fundraiser! Decide on a day when pupils can bring in donations to be sold at lunchtime to everybody at school.

Mashimoni Monday

Come to school dressed in your own clothes and pay for the privilege!

International Day

Why not download some of our recipes and invite parents to come along at lunch time and pay to sample Kenyan dishes made in school.

Mashimoni Mad Hat Day

Encourage pupils and staff to make hats and wear them to school on a certain day. Anybody wearing a hat has to pay to do so and prizes can be award for the maddest and most outrageous creations!

Go Without Day

Children at Mashimoni don't have TV, tablets, computers or phones – why not give up these luxuries for a day and get family and friends to sponsor you.

Mashimoni Marathon

Why not organise a walk or run within the school grounds and get sponsored? Laps of the playing fields or playground over lunch time or during PE means pupils are safe and getting fit whilst raising vital funds. Contact us for a downloadable sponsor form or for help to set up Just Giving pages. Get the whole school involved and help change lives forever.

School Quiz

Download our wordsearch quiz and charge for entries. Offer a small prize for the winner! Our fact sheets offer all the answers!!

Plan of Action!

We are delighted that you have decided to help us and we want your fundraising to be as successful as possible so we've put together a few tips!

Plan Ahead!

Why not set up a committee to help organise and publicise what you are doing? Planning is the key to success! Before you get caught up in the detail or the excitement, make sure you write a plan of action – when, where, what and who is responsible for each part of the event. Also, make sure you leave enough time to plan and promote your fundraising activity.

Make sure it is FUN!

The most successful fundraising is simple and FUN! When planning what you are going to do, keep it as simple as possible – getting sponsored to run/walk laps of your playground is easy and safe, but doing it with friends, in fancy dress, with teachers and parents and with some music suddenly makes it much more fun!

Date, time, target!

Decide upon a date and time of day to suit as many people as possible. Once that is done, decide what your target is because this gives people taking part a goal. If your goal is £120 which covers the sponsorship of one child at Mashimoni for a year, then make sure you tell everybody! You will be surprised how those donations will add up!

Tell Everybody!

In person, in writing online! Make sure you spread the word and let as many people know what you are doing and why. Download our information leaflet to distribute as widely as possible or why not use our PowerPoint Presentation and notes to talk about the Charity at assembly? The posters in our resources section can be overprinted with your event details and then distributed in libraries, shops, businesses and churches to publicise your event.

Safe and Legal

When you are planning your event or activity, remember the little things that will keep you safe – a first aid kit, water stops, equipment checks and the right staff to help. If you have any queries about what is required for an event, please don't hesitate to phone the office and one of the team will be delighted to help.

Making headlines!

Remember to call the office for assistance in working with local press and discussing how best to publicise your event. Also, use Facebook or other social networking sites to promote your activities to family, friends and colleagues and ask them to help spread the word even further.

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Thank you

Money Matters!

GOOD LUCK AND THANK YOU!

You've done it! All that hard work has paid off and you have helped to change the lives of children at Mashimoni forever



Gift Aid it!

giftaid it

Remember that if you are collecting money yourself on a sponsor form, you can ask people to tick the Gift Aid box and complete their name and address (if they are a UK Tax Payer) and that way, Gift Aid will add 25p to every £1 you raise – just like that!

If you have set up an online giving page, supporters will automatically be prompted to Gift Aid their donation.

How to pay your money in

By Phone

If you prefer, you can pay in money over the phone. Call us on 01738 633264 and pay by debit or credit card.

By Post

Send your cheques, made payable to the Balcraig Foundation, to The Balcraig Foundation, Robertson House, 1 Whitefriars Crescent, Perth, PH2 OPA. Remember to tell us about your event so that we can put details on our website!

Online

By setting up an online fundraising page you can be sure that all donations and Gift Aid will come directly to us without you having to chase your sponsors! This also enables you to include information about the Charity and to get to friends and family further away. You can also keep sponsors up to date with your plans. If you would like assistance in setting up a Just Giving page, please contact us and we can help.