



Fundraising Toolkit

Hanne Howard Fund
Helping to realize the potential of Kenya's vulnerable children



Thank you for helping our kids!

With your fundraising support, we are able to ensure that the children at HHFL will continue to receive the care they need as they grow up! We welcome your unique gifts and talents and know they will help to make a difference.

In this packet, we have included information about HanneHowardFund, as well as fundraising tips and ideas. And as always, we are here for support as you share our children and important work with your community.

Every donation, big and small, makes a difference. Asante sana, thank you!

HHF in Five Minutes or Less

Overview

HanneHowardFund (HHF) was founded in 2006 by Hanne Howard and Ted Horton in Lenana Slum in Nairobi, Kenya, East Africa.

- We provide full care for 130 orphaned and vulnerable children including education, daily meals, proper hygiene, clothing, shelter, structured activities and healthcare.
- We promote capacity building. We helped establish and have actively been working with HanneHowardFund Lenana (HHFL), a Kenyan registered, community based organization that is run and managed by the locals living in Lenana slum.
- We provide opportunities that will improve the lives of the children, helping them to become independent and responsible. We do not believe in giving hand-outs. Opportunities are earned and respected.
- We are a hands-on, grass roots organization that works directly with HHFL in Kenya six months a year. Our administration costs are paid by donations from our own volunteer Board of Directors. This means that 100% of your donations go directly to help the children.
- We are a registered Canadian charity that is externally audited.

The Difference We Make

Education/ Shelter Every child receives an education. We sponsor children at local primary and secondary schools, boarding schools, vocational training centres and in our own on-site pre-school program. We also provide shelter for 26 orphans.

Nutrition Mama Margaret, our dedicated cook, provides three nutritious meals a day to help the children stay healthy and active. Our kids eat vegetables, fruits, bread and porridge daily. They eat meat or chicken once a week.

Healthcare HIV testing for the children is compulsory. Kids who test positive are treated with antiretroviral drugs and monitored closely. De-worming, TB screening and multivitamins are other precautionary measures we take to control disease.

Structured Activity All children participate in spirited daily activities including arts and crafts, scouts, drama, music, sports and tutoring. Each club has a youth leader and the kids enjoy entertaining each other and participating in contests.

HHF Fundraising 101

A little planning goes a long way...

Below are some ideas, suggestions and approaches that may be useful as you develop your own fundraising plan.



Make a plan.

Ask yourself what skills and resources you and your family or friends have to work with. Decide when to hold your event and set a fundraising goal!

Share a child's story.

Help people make a personal connection with our children by sharing their stories. It helps to 'put a face' to those they are helping - with names and histories. We'll be happy to send you information on one or more of our kids.

Share your passion for our cause.

Whether you have been to our project in Kenya or feel a connection to the cause, make sure you transmit your enthusiasm to other people and openly share why you feel passionate about HHF.

Raise money for something specific.

People always want to give to something tangible. Raise money to send children to school, buy new mattresses or books - we'll be happy to provide you with a list of our current needs - e-mail us!

YOU CAN RAISE MONEY TO SPONSOR A CHILD:

| | |
|---------|-------------|
| \$120 | Healthcare |
| \$300 | Daily meals |
| \$600 | Education |
| \$1,200 | Full care |

* per child/per year

HHF Fundraising 101

Work in your community.

Reach out to the people in your community - workplace, schools, activity groups and clubs, religious organizations, community centers.

Make it easy to give on the spot.

Whatever you chose to do, make it easy to give on the spot. Take a basket with you for cash donations and envelopes for cheques. Let people know the various ways to give. We can help you with this.

Provide HHF information and get contact details of the donor.

We can supply you with lots of materials for your event (see Page 8). Let people know about our website www.hannehowardfund.org and collect your supporter's details so we can thank them. Add them to our e-mail list if they are interested in receiving our newsletters (see Page 9).



YOU CAN RAISE MONEY FOR THE FOLLOWING:

- | | |
|---------|---|
| \$120 | Art, music or cultural excursions for 12 children |
| \$240 | Weekly swimming lessons for 10 children for one month |
| \$360 | Primary school supplies for 12 children |
| \$500 | Oxford or Swahili dictionaries for 20 children |
| \$800 | Scout uniforms for 20 children |
| \$1,200 | Good quality uniform shoes or gum boots for 40 children |

Fundraising ideas: School, work and play

There are many ways to raise money for our kids.

You can raise money in schools, at the workplace, through your own company or while you play! Here are some inspiring ideas and examples for ways to involve your community.

1. You can raise money at schools and through kids' activities.

Bake sale: Kids love to bake! Set up a booth at school with yummy treats for sale.

Sports challenge: Ask your sports coach to set up a running, swimming or soccer challenge!

Collect Pennies: Ask each homeroom at your school to collect and bring pennies. You'd be surprised how quickly they add up!

Pancake Breakfast: Host a pancake breakfast on the weekend, at church or after a soccer match! Collect a small fee for each pancake.

Kenya Fun Day: Hold a Kenya Fun Day at your school, church or community centre with food, art and games. We can send you art and ideas!



Six-year-old Matthew Hardie and his mother, Jennifer, visited the HHF project from Dubai. His family sponsors one of our orphans, Muli. Matthew wanted to raise money for Muli and the children and decided to hold a bake sale at his school in Dubai. He raised US\$800 and presented the money to the children when he arrived at the project!



Nine-year-old Lilley Salmon and her mother, Lynda, recently visited and volunteered at HHF from Switzerland.

Before they arrived, they set a goal to raise 500ch for the project. They decided to hold a bake sale at Lilley's school and also sponsored a 1000m swim meet where they raised money for each lap the children swam.

In total, they ended up raising 2000ch!

Fundraising ideas: School, work and play

2. You can raise money at work and through your own company.



DDB Canada recently donated 11 desktop computers for the project's upcoming computer lab.

Thanks to Marie Sherwin for spearheading the effort at DDB Canada and to Jason Gomes, Charisse Chand and Lily Sam for their wonderful support. A special thanks also goes to Bonnie Sutherland and Afrotech Aid Society for packing and shipping the computers free of charge to Nairobi!



Jennifer Hardie, CEO of **Pinnacle PR** (www.pinnaclepr.net), chose HHF as the company's CSR partner. Their Dubai office recently raised US\$3600 through a PR workshop for our cause!

Jennifer asked the attendees to donate to HHF in lieu of paying a registration fee.

Become a CSR partner: Ask your company to sponsor our project and raise money for our cause at corporate events!

Donate used equipment: Ask your company to consider donating unused/old computers, cameras or software.

Donate in lieu of registration fees: If you are planning a workshop or professional seminar, ask your attendees to donate money in lieu of paying a registration fee.

Corporate match donations: Plan a fundraiser and ask your company to match the money raised!



The 4th Annual Ad Agency 3 pitch Baseball Tournament - now called **the Kenya Cup** - takes place every summer in Toronto. Last year, the tournament featured 16 teams and raised approximately \$7,300 for HHF!

The Dedicated Association of Ping Pong Players tournament in Toronto also raised \$3,500 - thanks to Tom and Jennifer Kelly!

Fundraising ideas: School, work and play

3. You can raise money while you play and have fun!

Run a marathon or race: Turn your personal challenge into a great fundraiser for the HHF kids!

Go on an adventure: Planning an epic adventure trip? Why not ask your friends and family to sponsor you and raise money for HHF!

Plan a Car Wash: Ask your friends to join you on a Saturday morning to wash or clean the interior of cars in your neighbourhood.

Donations in lieu of birthday gifts:
Ask your friends and family to donate to HHF in your honour instead of accepting birthday gifts.



When **Kirsty Jenkinson** decided to run the London Marathon in April 2009, she turned the personal challenge into a wonderful fundraiser that yielded 925 Pounds for the HHF project from her supporters and her company, F&C Asset Management!



The Turner Family recently held their 5-year-old daughter, Avery's birthday party with friends and family. Instead of asking for birthday gifts, they requested that donations be made to the project. This is a wonderful way to engage young children to care about others and experience meaningful giving!
Thanks Victoria, Scott, Avery, Ollie and Quinn!

Thank you!

Thank you for helping our children!

We are happy to answer any questions you may have regarding your own fundraising event. We will do everything we can to help you make your fundraiser a success!

Please contact Alexandra Howard at alexandra@hannehowardfund.org

We can send you any of the following materials:

- Photos of the children
- HHF video of the work we do and the children
- Artwork from the children and Kenyan fabric for decoration
- Project Overview
- Sponsor a Child Program descriptions and Sponsorship Categories
- E-Newsletter Sign Up Sheets



Stay in touch with us online!

www.hannehowardfund.org

www.facebook.com (search for HanneHowardFund's Official Page)

www.twitter.com/hannehowardfund



E-Newsletter Sign Up Sheet

A great way to learn more about Lenana's children is to sign up for the HHF quarterly e-newsletter. Each issue will contain inspiring stories about the children's lives, insight into our work in the community and updates about how, together with our supporters, we are helping to transform the lives of orphaned and vulnerable children in Lenana Slum.

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