



Fundraising Toolkit

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



Thank you for helping us raise funds!

With your fundraising support, we are able to ensure that the orphaned and vulnerable children and youth at HHFL will continue to receive the education, tools and care they need to lead productive, healthy and responsible lives. We welcome your unique gifts and talents and know they will help to make a difference.

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

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



HHF in Five Minutes or Less

Overview

Founded in 2006 by Hanne Howard and Ted Horton, we are a hands-on family oriented charity that works directly with 115 vulnerable children and youth in Kenya to help transform their lives and achieve self-reliance through education, compassionate care and skills training.

We are hands-on. Hanne & Ted spend up to six months every year working directly with the children at Hanne Howard Fund/Lenana (HHFL), a Kenyan community-based organization we helped establish in Nairobi's Lenana slum in 2007.

We are connected. We connect on a personal level with the HHFL children, creating a sense of trust, security and belonging that fuels motivation and accountability.

We are committed. We support the HHFL children through 'thick and thin' until they can stand on their own two feet and support themselves sustainably.

We are responsible. We have a low administration rate ensuring that the highest percentage of your funds go toward the well-being of the HHFL children.

The Difference We Make

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| Education | Every HHFL child receives an education. We support the children through primary, secondary, post secondary and vocational school. |
| Nutrition | Our dedicated cook at HHFL prepares three nutritious meals a day to help the children stay healthy and strong. |
| Health Care | HIV testing for the children is mandatory. Children who test positive are treated with antiretroviral drugs. De-worming, TB screening and multivitamins are other precautionary measures we take. |
| Recreation & Training | The children and youth participate in a blend of recreation and training programs at HHFL to develop confidence, behaviours of healthy living and a desire to become positive community members. |

www.hannehowardfund.org

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 the HHFL 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 the 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.

YOU CAN RAISE MONEY TO SPONSOR A CHILD:

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

* per child/per year

Raise money for something specific.

People always want to give to something tangible. Raise money to support one of our campaigns - we'll be happy to help you choose the right campaign - just e-mail us!

HHF Fundraising 101

Reach out to 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 fundraising activity! Let people know about our website www.hannehowardfund.org and social media sites.

Collect your supporter's details so we can thank them.



YOU CAN RAISE MONEY TO SUPPORT OUR CAMPAIGNS:

1. **SPONSOR A CHILD** - supports HHFL's primary and high school students
2. **POST-SECONDARY EDUCATION FUND** - supports HHFL's post-secondary students
3. **GENERAL FUND** - supports the general needs of the project like water and food
4. **GIFT CARDS** - sell HHF gift cards to buy the necessary school supplies

Fundraising ideas: School, work and play

There are many ways to raise money for HHFL's 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.

Classroom Art Auction: Raise funds by hosting a classroom art auction!

Coin Drive: Ask each homeroom at your school to collect and bring coins. You'd be surprised how quickly they add up!

Sponsor a classroom child: Raise funds throughout the school year to sponsor an HHFL child and communicate via emails and Skype!

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!



8-year-old Matthew Hardie and his mother, Jennifer, visited the HHF project from Dubai. His family sponsors two HHFL orphans.

Matthew wanted to raise money for them 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!



11-year-old Lilley Salmon and her mother, Lynda, often visit and volunteer at HHF from Switzerland.

Once 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 and **Cushman and Wakefield** in the Netherlands donated a combined 40 desktop computers for HHFL's computer lab.

Sylvia Walker of Arbonne donated 20% of beauty product sales over the holiday season to HHF.

IBM Canada held a pot luck fundraising lunch at their offices in Toronto in support of HHF.



Jennifer Hardie, CEO of **Pinnacle PR** chose HHF as the company's CSR partner. Their Dubai office 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. She has also donated a percentage of fees.

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 laptops, mice, 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 8th Annual Ad Agency Softball Tournament - called **the Kenya Cup** - is organized by Steve Groh and takes place every year in Toronto.

In 2013, the tournament featured 32 teams who raised \$15,000 to support eight high school kids and one University student!

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 HHFL kids!

Host an garage sale: Turn your Fall or Spring cleaning into something meaningful by donating the proceeds to HHF.

Host a luncheon with friends: Invite friends for lunch and use this as an opportunity to share our story and raise funds. We'll come too!

Donations in lieu of special occasions:

Ask your friends and family to donate to HHF in your honour instead of accepting gifts.



Spearheaded by **Jennifer Hardie** and in partnership with **Gulf for Good**, the **Mount Kilimanjaro Challenge** took place in July 2013.

Ten friends climbed to the summit of Mount Kilimanjaro raising \$40,000 for post-secondary education!



The Turner Family 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 HHFL's children and youth!

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

Please contact Alexandra Howard at alexandra@hannehowardfund.org

We can send you any of the following materials:

- Photos of the HHFL children and youth
- HHF video of the work we do and the children and youth
- Artwork from the HHFL children and youth
- Project Overview and other collateral
- Sponsor a Child Program descriptions and Sponsorship Categories



Stay in touch with us online!

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