

# 2024 Fundraising Guide

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ANNIVERSARY



# Welcome

## Welcome to your Kids Club Kampala 2024 fundraising guide!

Our vision is to see children's lives transformed, communities empowered, and poverty reduced throughout Kampala's slums. This is only possible with the support of our community of fabulous fundraisers.

Life isn't easy in Kampala's slums. Education isn't free, household incomes are unstable, and many families survive on just one meal a day. Our vital projects provide for kids and their family's immediate needs and strengthen their futures through Community Outreach, Protecting, Educating and Skilling.

With your help, we can reach even more kids and families living in Kampala's slum communities.

We'll be with you every step of the way to assist your fundraising. Just email us at [fundraising@kidsclubkampala.org](mailto:fundraising@kidsclubkampala.org) for resources and support.

Thank you for joining our mission to help vulnerable children in Uganda survive and thrive!



Lauren Billington -Drew  
Fundraising and Communications Officer



**P.S. We love to see pics from our fundraisers! You can send us yours to [info@kidsclubkampala.org](mailto:info@kidsclubkampala.org) or tag us on social media @kidsclubkampala**





# About Us

The Kids Club Kampala story began in Uganda, 2009, when Olivia and Corrie met Sam Wambayo whilst volunteering in Uganda. Sam introduced Olivia and Corrie to the slums and encouraged them to hold Saturday Kids Clubs to provide hope and love to the children living in poverty. The friends were united through their faith and passion for supporting vulnerable children and were determined to make a difference.

Together, they founded Kids Club Kampala with the aim to help transform the lives of the children and their families. What started as 3 friends and one Saturday Kids Club Project, is now supporting **309,370** people across **10 slum communities**.

Our four programme areas, **Community Outreach, Protecting, Educating and Skilling** work together to provide an overall support environment for vulnerable children and their families living in Kampala's slum communities. We support children and families' basic needs (food, safety) so they are able to fully engage with and benefit from education and skills development - to bring about long-term, sustainable changes in their lives, and support them to move from **surviving to thriving!**

Our founders



# Our Projects



## Community Outreach

Our Community Outreach Programme is where children and families in Kampala might first find out about the support that Kids Club Kampala can offer. Through this programme we can also identify those most in need of our support through working with community leaders to establish projects to aid communities, increase social cohesion, offer safe spaces for children to meet and play, and provide for immediate needs. This includes our Saturday Kids Clubs which are **offered in all 10** of the communities we work within.



## Protecting

Our Protecting Programmes combine a range of activities for children and teenagers. We provide emergency care and reintegrate children into safe families through our Ewafe project. We provide safe spaces for children through our teens projects, offering football and counselling for children every week alongside working with the community to keep children safe. Since we began in 2009, we've supported **4,000 vulnerable children** with counselling and have **reunited 114 children** with loving families.

# Our Projects



## Educating

School in Uganda is not free. For families living in extreme poverty, it can be difficult to manage school fees. Our Encouraging Education Project gives children the opportunity to learn through taking part in free education classes. Our School Sponsorship Project, which matches children with a Child Sponsors who pay their school fees, allows children to receive an education and enhance their opportunities for the future. So far, we've provided **free education to 1,130 children** living in Kampala's slums.



## Skilling

There are very high rates of unemployment amongst slum dwellers, and opportunities for work are usually in the informal sector. Our Skilling Programme offers free, vocational training and business skills to parents to help them generate income for their families. Through tailoring, knitting, craft making, carpentry, livestock investments, and business skills training, graduates gain new skills and are able to generate a secure income, lifting themselves and their families out of poverty - moving from just surviving to thriving. We have provided vital income generation skills training to **1,000 individuals** so far!

# Fundraising Ideas



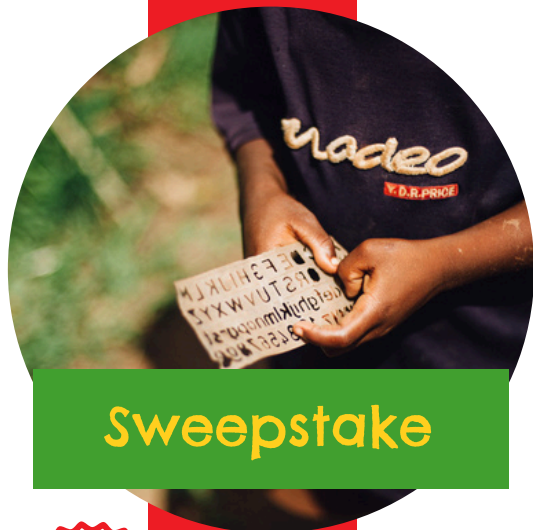
## Put on an Event

Putting on a fundraising event is a great way to spread awareness and raise vital funds for our projects. This could be anything from a coffee morning with friends, a concert, or quiz night, to a dinner and dance. We'll be able to assist you in organising your event and support you in marketing the event in your local area.



## Set a challenge

Set yourself a personal challenge and ask your loved ones and members of your community to support you. Why not commit to walking, running, cycling or swimming 15k for our 15 year anniversary!



## Sweepstake

Set up a sweepstake at your work, Church or community. Eurovision? The Euros? Whatever you are watching in 2024, why not take the opportunity to support children in Kampala. And don't forget we are happy to help! Contact us at [fundraising@kidsclubkampala.org](mailto:fundraising@kidsclubkampala.org) and we can support you throughout your fundraising.

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Whether you are a family that enjoys outdoor adventures, or a business looking to get your team out and about, the 15 for 15 is the perfect way to celebrate our 15 year anniversary whilst continuing to support kids in Kampala.

To take part in the 15 for 15 all you need to do is decide your measurement, whether that is 15 km or 15 miles, choose a target timeframe that you would like to complete the challenge in, and sign up via Raisley by paying your £10 registration fee. After signing up you will receive personal support from our team including a custom fundraising page and a Kids Club Kampala t-shirt. Sign up now on Raisely via this link: <https://15-for-15.kidsclubkampala.org/>

OR scan the QR code to get started.

You can cover your distance however you choose! Walk 15 km in a day, or cycle 15 miles in the month of August, this challenge is built to suit you!



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# You can make a difference



**£28**

could cover a month of school fees



**£50**

could provide an emergency care package to a lost or abandoned child



**£100**

could buy a sewing machine for a woman on our Skilling Project

**15**



# Josh's Story

Before being enrolled on Kids Club Kampala's Sponsorship Project, Josh's life was tough.

He grew up living in one of Kampala's biggest slum communities. He had to drop out of school at a young age because his family were unable to afford the expensive school fees.

Josh dreamed of going to university. Every day, he watched and admired as students would leave the local university with a book in hand and a smile on their face. He still had hope that one day, that could be him. So, he reached out to Kids Club Kampala.

We managed to find a sponsor for Josh, meaning he was able to attend a primary school and get a good education.

Josh is now a teenager with an ambition to go to university and become a judge so he can help support his local community.



*"Before I was sponsored life was so hard, I was sent home from school for not paying my school fees..."*



*"But then when I was 10 I got a chance to be helped by Kids Club Kampala. I started studying and from that time I have never looked back."*

**Josh**



**Hear more stories from  
our communities in Uganda**

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# Fundraising Resources

We've got lots of resources and materials to support your fundraising adventure. Get in contact at [info@kidsclubkampala.org](mailto:info@kidsclubkampala.org) to receive our resources. Here's what you might need...

## Event Planning Sheet

A handy guide to help get you organised.

## Sponsorship Forms

A Sponsorship form is a great way to increase donations for your fundraising challenge.

## Posters

We can provide personalisable Kids Club Kampala posters and other marketing materials for your fundraising event or challenge to help you spread more awareness.

## Fundraising Equipment

We can provide buckets, flyers, craft items and Kids Club Kampala t-shirts for your fundraising event.

## Raffle or Auction Support

If you're putting on a raffle or auction, we can give you a letter of authority to encourage prize donations.



# Top Tips

Here are some of our top tips to help you succeed in your fundraising!

1

Invite as many friends and family join your fundraising as possible.

2

Write to a local business and ask them to match your donation.

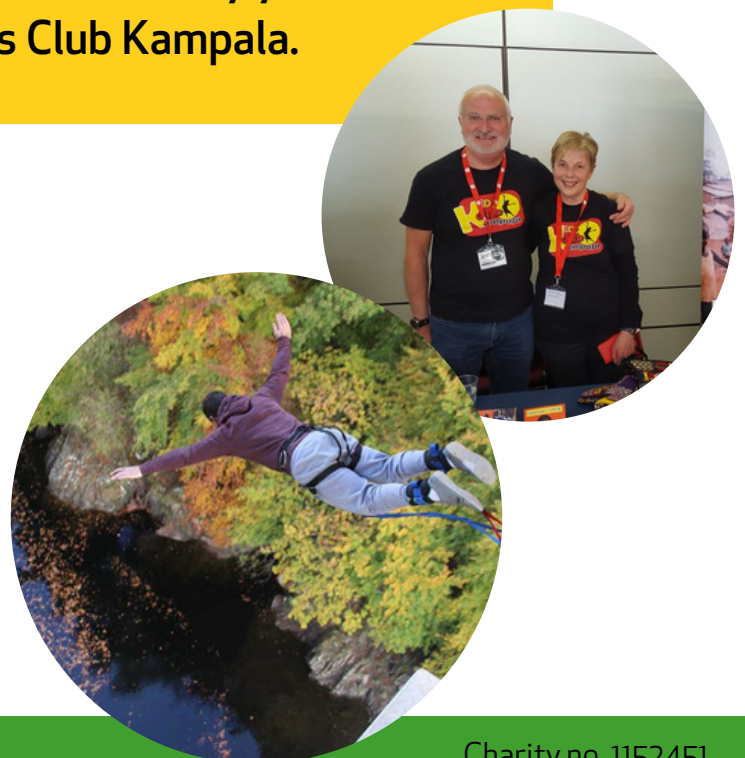
3

Get in contact with Kids Club Kampala to let them know how you're getting on or if you need any help.

4

Tell a story! Let people know why you are supporting Kids Club Kampala.

**Most importantly...  
HAVE FUN!**





# Paying-In Money

The easiest way to pay in money is through your online fundraising page with Raisely. This means we can easily claim gift aid on your donation and it automatically gets counted towards your fundraising target.

**Scan this QR code to set up your fundraising page!**



If you're not able to put the money on your fundraising page you can instead:

**Pay in money online:**

<https://www.kidsclubkampala.org/donate>

**For bank transfer payments use:**

Sort code: 40-43-28, Account number: 21791958

**To donate by cheque:**

Please make your cheque payable to 'Kids Club Kampala' and send it to us at 148 Witton Lodge Road, Birmingham, B23 5AP



**Thank you for helping  
vulnerable children  
survive & thrive**

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Charity no. 1152451

[www.kidsclubkampala.org](http://www.kidsclubkampala.org)

# Contact Us

At Kids Club Kampala we have a super friendly team who are always happy to help, or chat about your fundraising ideas. We hope this fundraising guide has been helpful but if there is something that has not been answered do not hesitate to contact us at:



## Follow us on Social Media

Facebook - Kids Club Kampala

Instagram - @kidsclubkampala

Twitter - @kidsclubkampala

LinkedIn- Kids Club Kampala



### Email

[info@kidsclubkampala.org](mailto:info@kidsclubkampala.org)



### Phone

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Scan this QR code to  
visit our website







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