



## FUNDRAISING GUIDE 2025





**ZAARE – WELCOME!**  
TO NORTHERN GHANA

# CHANGE STARTS HERE



**Thank you for choosing to fundraise for Afrikids! Together, we're building better futures for the Next generation.**

In this guide, you will find everything you need to make the most out of your challenge and fundraise as much as you can whilst having fun! In addition to the ideas and resources in this pack, we have a dedicated team of fundraisers who will be there to help you every step of the way to help you have fun while raising money for a great cause.

Thank you for helping to keep children in northern Ghana safe, in school and learning. We can't wait to work together to make your challenge a huge success!

Happy fundraising!



# ABOUT AFRIKIDS

We work with communities in northern Ghana to keep children safe, in school and learning.

## WHAT WE DO

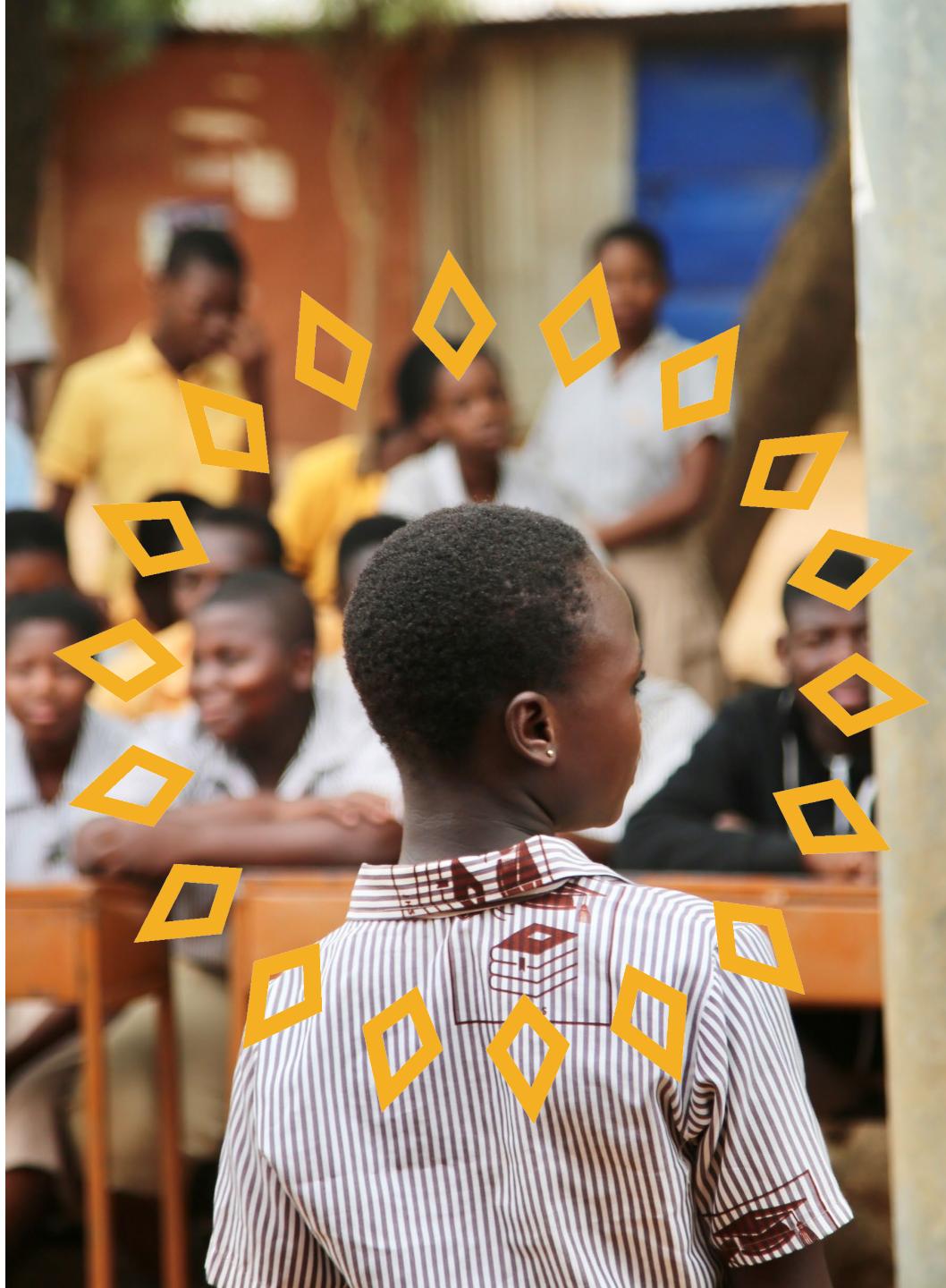
We listen to communities to understand why their children are not completing school and support them to change this. We listen to local people and empower them to drive sustainable changes themselves. We do this by:

- **Ensuring means:** support livelihoods to ensure families can send their children to school.
- **Building motive:** educate the community about the importance of education. Empowering them to say no to child labour about early marriage and stay in school.
- **Creating opportunity:** improve schools to build knowledge and life skills so children can thrive, such as through tablet based learning and STEM education.

## WHY OUR WORK IS NEEDED

It is estimated that by 2050, 40% of the world's children will be African and right now, nearly 9 in 10 children in Sub Saharan Africa are not learning. In northern Ghana where AfriKids is rooted, the crisis is critical, with 1 in 4 children not in school.

Ensuring education for Africa's children – equipping them to break the cycle of poverty and help tackle global issues like climate change, social inequality and conflict – is critical to the future of humanity.



# GETTING STARTED

## 1. Set up your fundraising page

We recommend using [Enthuse](#) or [JustGiving](#). Follow the instructions to set up your page. Make sure you set a target and then personalise the page – while you can use the generic information, you can make it really stand out by adding your own touches!

## 2. Spread the word

Reach out to friends, family and colleagues and tell them about what you're doing. Make sure to be clear about what you're doing and why, so that they're inspired to support you! Use any social media platforms and WhatsApp groups to share your progress and encourage donations. Don't forget to tag us in anything you share! Find us at [@AfriKids](#).

## 3. Get your workplace, school, community or faith group involved

We're all about community-powered change here at AfriKids, so see how you can get your community involved in your fundraising. From hosting a pub quiz, dinner party, open mic night or film screening to selling handmade cakes, cards or jewellery. If you have an employer, check if match funding is available!





## TRAINING TIPS

- Set yourself small goals. Having a target in mind. Whenever you train will give you motivation and a sense of accomplishment.
- Keep track of your progress. You could start a training diary to show your friends and family your achievements but also to remind yourself of how far you have come.
- Train with family or friends to keep challenging yourself and making it more enjoyable.



## AFTER THE BIG DAY

- You have completed an amazing achievement, so make sure to congratulate yourself and celebrate!
- Take lots of videos and pictures to share with your supporters and the AfriKids team
- Keep sharing your fundraising page! People will still donate.
- Relax! Your body has been through a lot so take it easy, book yourself a massage and just relax!



# THE POWER OF YOUR FUNDRAISING

Every pound you can raise counts. So, set a fundraising target and do everything you can to smash it! Here's some handy examples you can share to show how your donations transform lives:



**£10** could contribute towards a science kit for an AfriKids STEM club, sparking creativity and hands-on learning for dozens of children.



**£25** could support 13 girls with valuable resources to learn about their rights and help tackle gender-based discrimination.



**£50** could help train women in climate-smart agriculture, equipping them with the skills to sustainably grow food.



THANK YOU FOR CHOOSING TO FUNDRAISE FOR US.  
WELCOME TO THE AFRIKIDS FAMILY!



