



2025 PEER FUNDRAISER TOOLKIT

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THE INTRODUCTION

KAKENYA'S DREAM



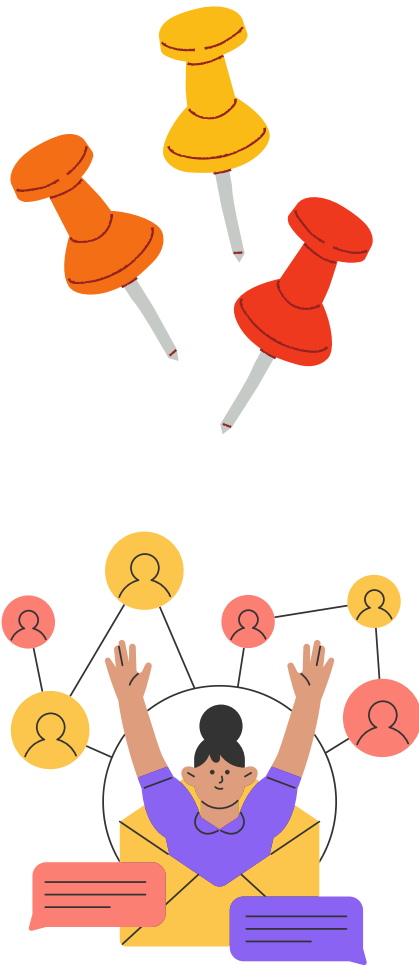
Who We Are: Every girl, regardless of where she is born, deserves the opportunity to dream, learn, and reach her full potential. Yet this has remained an unfulfilled aspiration for too many girls in rural Kenya. Founded in 2009, Kakenya's Dream is breaking down the barriers that have long held these girls back and creating a future where they can thrive. Through education, empowerment, and community engagement, Kakenya's Dream is rewriting the narrative for girls in rural Kenya, ensuring they have the tools, support, and opportunities to achieve their potential.

What We Do: We help girls unlock their full potential by providing education, essential healthcare, and community support. Our programs confront the systemic barriers to gender equality, empowering girls to break free from the limitations imposed by tradition and circumstance. Through our community-driven approach, we are transforming social norms in southwestern Kenya, shifting mindsets, and creating lasting change. We are not just changing girls' lives: we are reshaping the future of a community.

OUR PROGRAMS

HOLISTIC EDUCATION

- We operate two girls' boarding schools, the Kakenya Centers for Excellence, that offer high-quality education from grades 4 to 12. Nearly 1,000 girls have received life-changing education at our schools!
- We support alumnae as they transition to high school and college/university through our Network for Excellence program. 420 young women are pursuing their dreams of continued education so far!
- Every girl receives college and career guidance, mentorship, financial aid, comprehensive sex ed, and life and job skills development so she can be fully empowered to realize her potential.
- To improve education for girls across the region, we will improve public schools with feeding programs, infrastructure expansions, and teacher training in best practices.



HEALTH AND HUMAN RIGHTS

- We teach comprehensive sex ed, information on Female Genital Mutilation (FGM) and child marriage, legal rights, and life skills in partner schools through our Health and Leadership Training program. We've reached nearly 35,000 boys and girls!
- We opened the community's first youth-friendly health clinic in 2024, offering basic healthcare, mental health support, stigma-free sexual and reproductive care, and an emergency hotline.
- We train community members and youth to report FGM and other gender-based violence. We build the capacity of local government to respond promptly and with care for FGM survivors. Over 10,600 community members have participated in our outreach efforts!
- As climate change affects rural livelihoods, we will lead climate resilience projects to help girls and young women access clean water and renewable energy.



WHY YOU SHOULD GET INVOLVED?

In our community, 66% of girls undergo female genital mutilation (FGM), 50% marry before the age of 19, and 76% do not complete high school—stripping them of the opportunity to shape their own future.



By fundraising for Kakenya's Dream, you empower every girl with the same opportunities as boys to realize her full potential. Thanks to your support, 87% of the girls in our program graduate high school, pursue higher education, and live free from FGM and child marriage. As a fundraising ambassador, you champion gender equality and education—powerful tools in the fight against global poverty.

Thank you for making a difference!

HOW ARE YOU HELPING?

\$250 - Textbooks and uniforms for 2 girls

\$500 - Menstrual hygiene products for 14 students

\$1,000 - A month's worth of lab supplies for our community health clinic

\$2,500 - Educational workshop for 100 community members

\$5,000 - Health and human rights training session for 400 boys and girls

The amounts specified are examples of what your generosity can provide.

EVENT FUNDRAISING IDEAS

IN-PERSON/VIRTUAL PARTY

GAME NIGHT // GALA

SPORTS COMPETITION

VIDEO GAMES COMPETITION

BAKE SALE // GARAGE SALE

CAR WASH // OPEN MIC NIGHT





GETTING STARTED

Do you want to support Kakenya's Dream but not sure how to start fundraising? We've got you covered! Fundraising can be fun, creative, and easy. Even better, it's a chance to unite your community for a cause that matters.

TIP 1: SHARE YOUR "WHY"

Reflect on why girls' education and gender equality are important to you. Do you have a personal story related to these issues? Are you fundraising in honor of someone? Have you been to Kenya? Personalize your message and use it in our email and social media templates to inspire your supporters.

TIP 2: MAP YOUR COMMUNITY

Make a list of friends, family, coworkers, classmates, and local businesses. To boost your campaign, ask for matching gifts from your company or contributions from local businesses.

TIP 3: THINK CREATIVELY

Fundraising can be fun! To celebrate birthdays or special events, ask for donations instead of gifts. Get creative with incentives like a gift card prize or teaching your favorite hobby in exchange for donations.


TIP 4: SPREAD THE WORD

Raise awareness is just as important as raising funds! Ask friends and family to share your emails and social media posts. Invite them to join our e-newsletter or follow our social media accounts. The more people who know about Kakenya's Dream, the stronger the movement for girls' education and gender equality!

TIP 5: SHOW APPRECIATION

Thank your donors promptly—via phone, text, snail mail, email, or social media. Acknowledging their gift can encourage repeat donations and build lasting support for Kakenya's Dream.

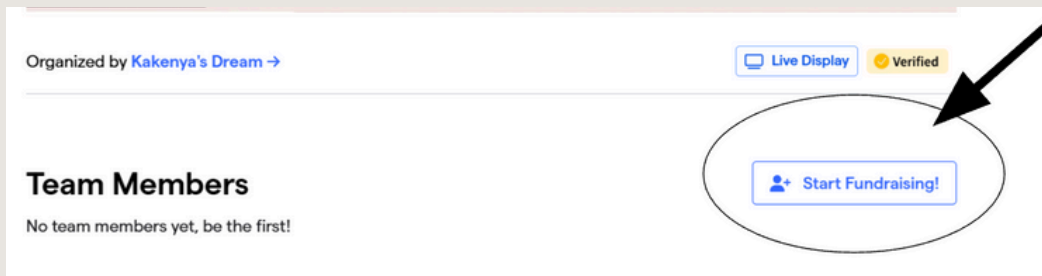
Kakenya's Dream sends a standard thank-you email to donors and for US donors, a tax receipt.



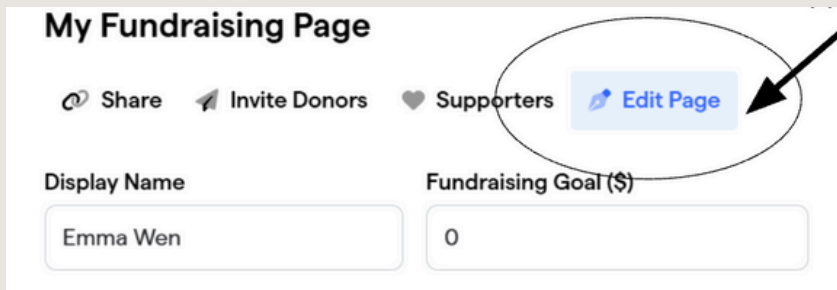
LAUNCHING YOUR CAMPAIGN

We use Givebutter to host peer fundraisers. Create your page in 5 minutes!

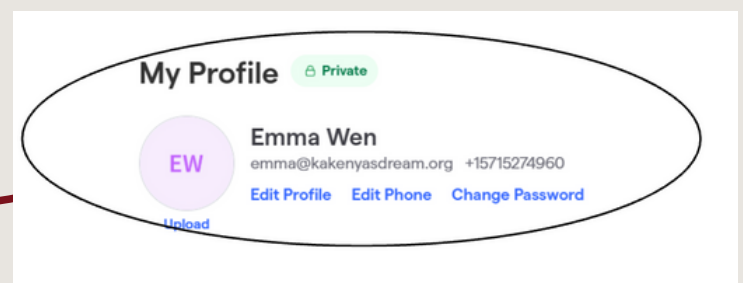
1. SIGN UP! Go to our fundraising page here, click on "Start Fundraising," and create an account by entering your email address and creating a password.



2. PERSONALIZE! Click "Share & Manage" on your personal campaign page and click "Edit Page" to personalize your page. You can set a fundraising goal, share why supporting girls' education and health is important to you, and upload pictures. Consider kicking off your campaign by making the first donation!

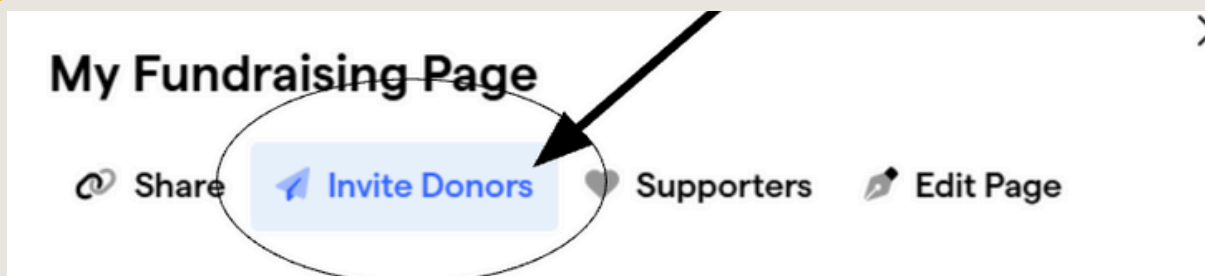
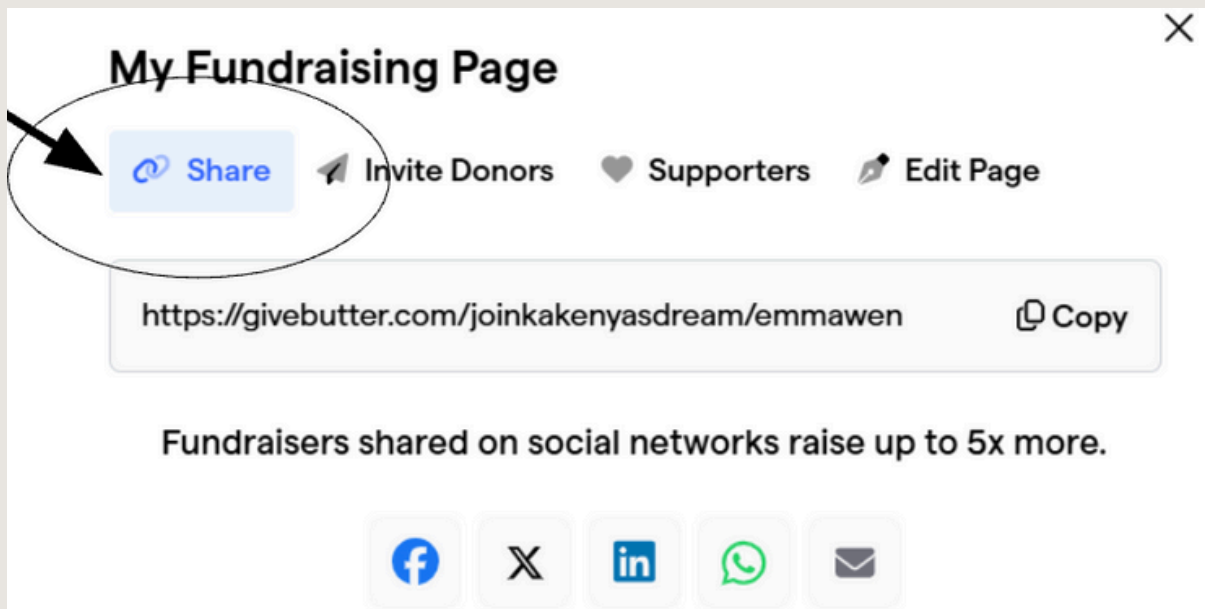


3. CUSTOMIZE YOUR PROFILE! Click your name in the upper right corner of your personal campaign page and go to "My Profile" to personalize your profile account. You can edit your name, contact info, add a profile picture, and customize your fundraising URL.



LAUNCHING YOUR CAMPAIGN

4. GET THE WORD OUT! Use our email and social media templates to share why you're supporting Kakenya's Dream. Copy your personalized URL from the "Share" option on your campaign page for emails or posts, or click "Invite Donors" to send a standard message to potential supporters.



 **TAKE
ACTION**

FREQUENTLY ASKED QUESTIONS

What platform does Kakenya's Dream use for peer fundraising?

Kakenya's Dream uses the platform Givebutter. [Join us today and launch your fundraising page here!](#)

Are donations tax-deductible?

Definitely! Kakenya's Dream is a 501(c)3 registered nonprofit. Our tax ID is 26-3658409.

What if I'm donating from a country outside of the US? Is my donation secure and/or tax deductible?

Your donation will be secure but not eligible for tax deduction outside the U.S.

What do I do if I get cash or check donations?

If you collect checks, choose the "Mail a check" payment option on your Givebutter fundraising page. Make sure to put in the donor's contact information so they receive a contribution receipt.

Please make checks payable to Kakenya's Dream and mail them to 4250 N Fairfax Drive, Suite 600, Arlington, VA 22203. Donations postmarked by December 31st are tax-deductible for the current fiscal year. Include your name as listed on your fundraising page. For cash donations, mail a check for the amount and provide donor details (name, address, and fundraising page) so we can issue tax receipts. If you donate cash via credit card, the donor won't receive a receipt.

Is there any cost to setting up a peer fundraiser through Givebutter?

Setting up a fundraiser is free and takes less than 5 minutes!

Can I form a team and fundraise together?

Yes! Please contact Emma at emma@kakenyasdream.org for further instructions on creating a team page. Team members can also create their unique fundraisers.

Will I receive notifications when someone donates using my page?

You'll get an automatic email from Givebutter when someone donates. Be sure to thank your donors promptly—whether by phone, mail, email, or text!

Can I share my page on social media?

Absolutely! Givebutter lets you share your page directly on Facebook, X, LinkedIn, WhatsApp, and by email or SMS. Click the "Share" or "Invite Donors" options on your fundraising page to do so.

What if I don't want to use social media?

No worries! Use the email/mail templates on our website to reach your community without social media.

I have more questions!

We want to answer them! Email Emma at emma@kakenyasdream.org with your questions or comments, and we'll get back to you as soon as possible. For more information about setting up your fundraising page, check out [this helpful article](#) from Givebutter.



CONTACT US

Fundraising for Kakenya's Dream should be fun and rewarding! Contact us if you have any questions or need help getting started.



**THANK YOU FOR BELIEVING IN THE
POWER OF A GIRL!**

