



KAKUYA'S DREAM



2026

**PEER FUNDRAISER
TOOLKIT**

INTRODUCING KAKENYA'S DREAM

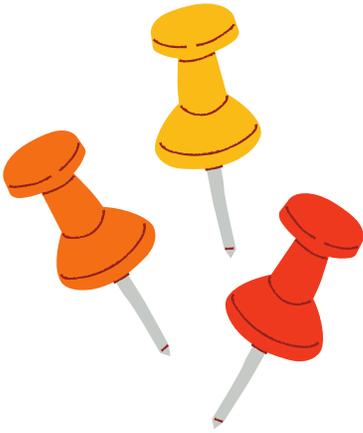


Who We Are: Every girl, regardless of where she is born, deserves the opportunity to dream, learn, and reach her full potential. Yet this is not possible for many girls in rural Kenya. Founded in 2009, Kakenya's Dream works to eliminate the barriers that hold girls back, including the harmful traditional practices of female genital mutilation (FGM) and child marriage. We believe that when a girl is educated, healthy, and well-supported, she can be an agent of change--for her future, her community, nation, and the world at large.

What We Do: We help girls unlock their full potential through education, health, and skills development. We transform societal norms by engaging girls, boys, parents, and community leaders. Our holistic programs address the challenges that girls face from childhood to young adulthood. They also confront systemic barriers, empowering girls to break free from the limitations imposed by tradition and circumstance. Ultimately, we are not just changing girls' lives: we are reshaping the future of a community.

OUR PROGRAMS

HOLISTIC EDUCATION AND EMPOWERMENT



- We operate two girls' boarding schools, the Kakenya Centers for Excellence, that offer high-quality education from grades 4 to 12. 1,046 girls and counting have received life-changing education at our schools!
- We support alumnae and other young women in the community to continue their education in high schools and colleges/universities across Kenya. 606 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.
- We partner with local public schools to improve girls' education regionally through feeding programs, infrastructure expansions, and teacher training in best practices.



HEALTH AND HUMAN RIGHTS

- We teach comprehensive sex ed, information on FGM and child marriage, legal rights, and life skills in partner schools through our Health and Leadership Training program. We've reached over 35,000 boys and girls!
- We opened the community's first youth-friendly health clinic in 2024, offering basic healthcare, mental health support, and stigma-free sexual and reproductive care.
- 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 20,700 community members have participated in our outreach efforts!
- As climate change affects rural livelihoods, we are launching 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 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 open doors of opportunity for the most vulnerable and marginalized girls. 84% of girls in our programs graduate high school and pursue higher education. Across rural Kenya, girls, boys, and communities are being empowered to say "no" to FGM and child marriage. You can be part of this transformation for girls as a fundraising ambassador.

Thank you for making a difference!

HOW ARE YOU HELPING?

\$250 - Learning supplies and basic needs for 1 student

\$500 - A month of school fees for 10 girls

\$1,000 - Covers 40 patient visits at our health clinic

\$2,500 - Educational workshop for 40 community members

\$5,000 - Year-round training on reproductive health and life skills for youth at one public school

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 empowerment 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' rights!

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.

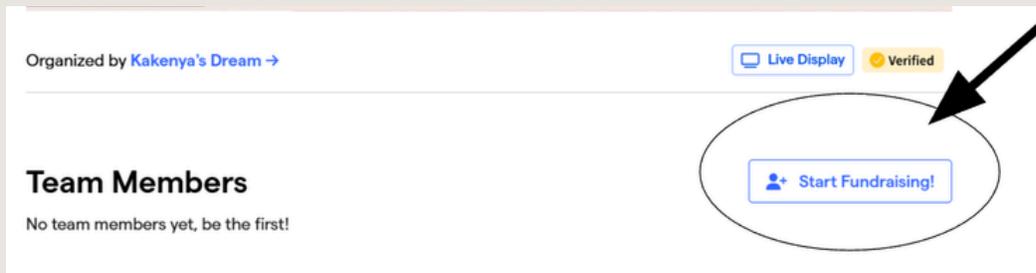
Kakenya's Dream sends a standard thank-you email to donors and for US donors, a tax receipt.



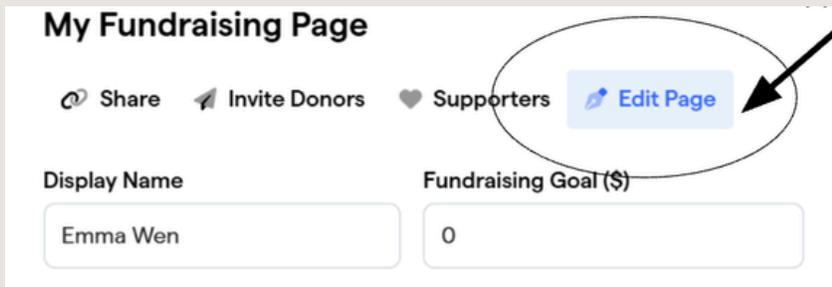
LAUNCHING YOUR CAMPAIGN

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

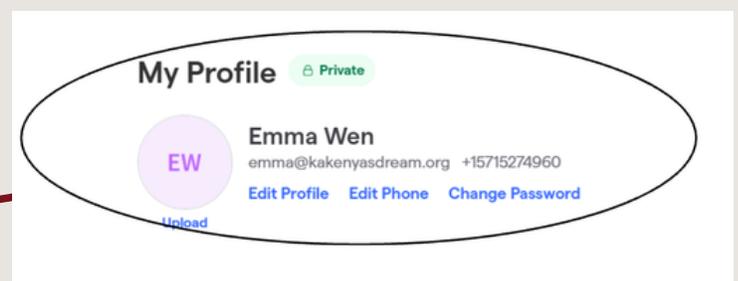
1. SIGN UP! Go to our fundraising page here, click on "Start Fundraising," and create an account by entering your email address and creating a password.



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!

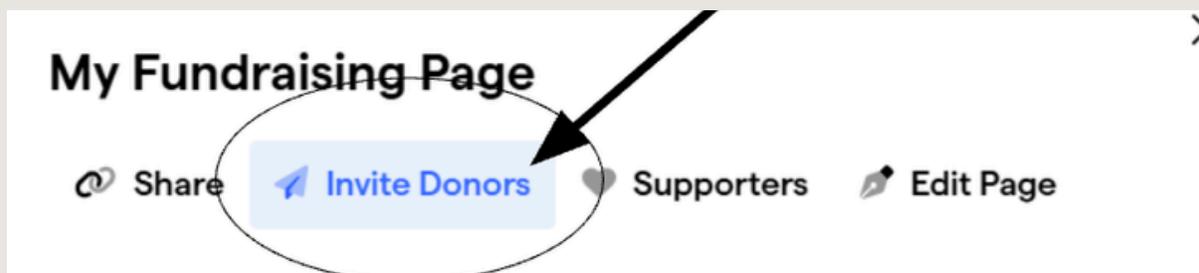
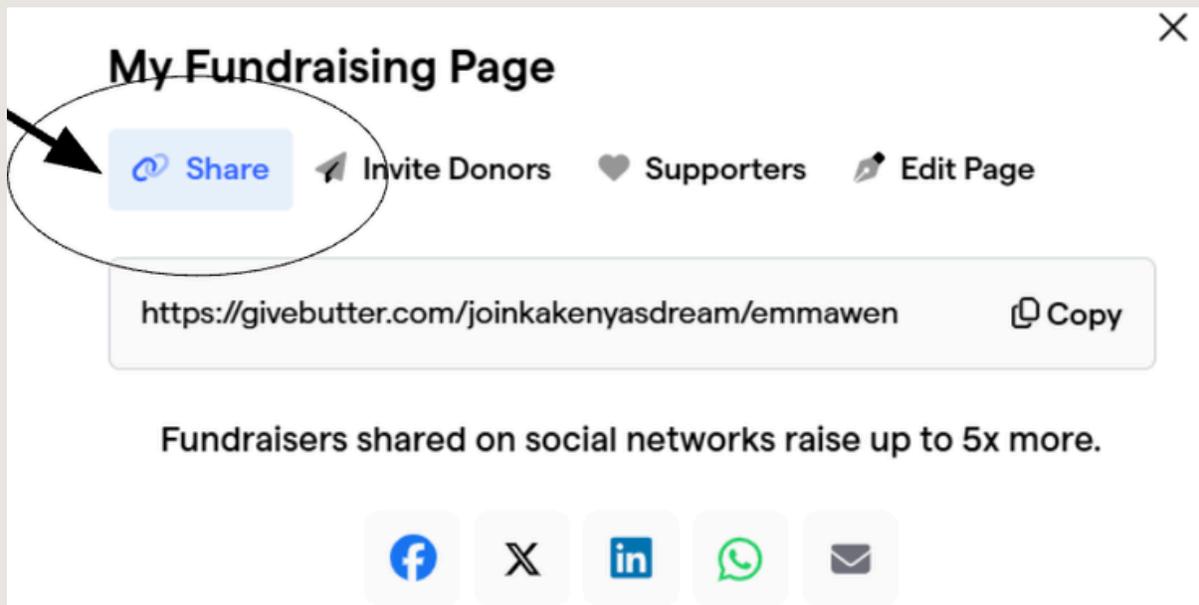


3. CUSTOMIZE YOUR PROFILE! Click your name in the upper right corner of your personal campaign page and go to "My Profile" to personalize your profile account. You can edit your name, contact info, add a profile picture, and customize your fundraising URL.



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.

(571) 527-4960

emma@kakenyasdream.org

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





EMAIL AND SOCIAL MEDIA TEMPLATES

WWW.KAKENYASDREAM.ORG

FUNDRAISING TEMPLATES & MATERIALS

Spread the word about your fundraising campaign to ensure its success! Use email, mail, social media, or a mix to share about Kakenya's Dream, request donations, and promote your personal fundraising page. Below are customizable templates for emails, letters, and social media posts. Personalize them to highlight why Kakenya's Dream and girls' empowerment matter to you!

Follow these simple steps to get started:

1. **Build your contact list** - Consider who would be interested in learning about Kakenya's Dream: friends, family, coworkers, classmates, local businesses, community leaders, friends' parents, parents' friends, sorority sisters or fraternity brothers, and more!
2. **Copy and customize** - Use the templates below to reach out to your network, paying special attention to the highlighted sections to personalize your message. If you are sending a mass email, we recommend using a "Dear friends and family" or "Hello!" catch-all greeting and adding your list of contacts to "BCC."
3. **Leverage your friends' and family's networks** - Ask your friends and family to forward your emails and reshare your social media posts with a quick intro to Kakenya's Dream and the importance of supporting girls' rights. Remember, the more people who know about Kakenya's Dream, the greater the movement for gender equality grows!



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

EMAIL & LETTER TEMPLATES

Email 1: Initial Ask

Subject: Will you join me to support girls' rights?

Dear [NAME],

One of my goals this year is to actively support organizations whose mission I align with and whose work is creating fundamental transformation for vulnerable communities. I recently discovered Kakenya's Dream – a nonprofit that invests in girls from rural Kenyan communities through education, health, and skills development to create agents of change. [Share why Kakenya's Dream matters to you.]

Kakenya's Dream works in one of the most marginalized, underserved areas of Kenya, where 76% of girls do not complete high school, and 1 out of 2 are married before the age of 19. 66% of girls undergo female genital mutilation (FGM), a traditional harmful practice that reinforces gender inequality and contributes to cycles of school dropout, child marriage, and intergenerational poverty.

I'm reaching out to ask if you would join me in my efforts to raise money for Kakenya's Dream. In order to fundraise money, I am [EXPLAIN FUNDRAISING PROJECT]. With your help, I can reach my goal of [\$ AMOUNT]! [Using the donation amounts below, you can add in something about what Kakenya's Dream will be able to do if you reach your goal].

You can support me and join the Kakenya's Dream community to keep girls in school, free from child marriage and FGM, in the following ways:

- Donate to my fundraising page—no amount is too small to make a difference: [LINK TO YOUR FUNDRAISING PAGE]
- Forward this email and share my social media posts with a personal note about Kakenya's Dream and a link to my fundraising page

Your gift to Kakenya's Dream will provide life-changing education to the most vulnerable girls in Kenya while also transforming social norms for gender equality. Creating a world where every girl has the chance to dream, learn, and achieve her full potential is possible. It just takes all of us working together.

To learn more about Kakenya's Dream and their programs, you can visit [their website here](#).

Thank you for your time!

Gratefully,
[YOUR NAME]



EMAIL & LETTER TEMPLATES

Email 2: Fundraising Update/Second Ask

Subject: Angeline's story - your support is changing lives!

Dear [NAME],

Kakenya's Dream invests in girls in rural Kenya through education, health, and skills development. They work to prevent child marriage and other harmful practices that hold girls back.

Thanks to friends and people like you, I've raised [\$ AMOUNT] so far - [X%] of my goal! To help reach [\$ AMOUNT], please donate here: [LINK TO YOUR FUNDRAISING PAGE] [Using the donation amounts below, you can add in something about what Kakenya's Dream will be able to do if you reach your goal].

Let me share why this matters through Angeline's story. Orphaned young, she faced pressure to marry as a child and was in and out of school constantly. Kakenya's Dream stepped in to support her education from fourth grade through college graduation--a remarkable feat since less than 25% of girls even finish high school! She is now a teacher at Kakenya's Dream, inspiring other girls to dream big.

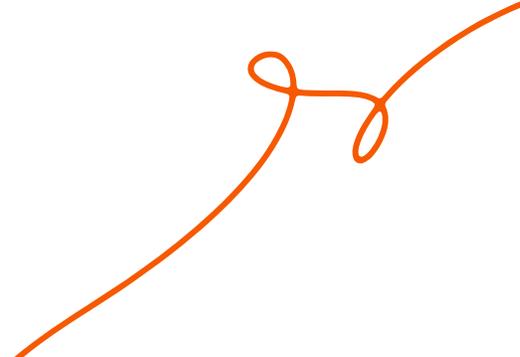
As Angeline says: "Had I not been supported by Kakenya's Dream, I would have ended up in child marriage. [My students] see me as one among them because we share the same history. It feels good to see them develop confidence that they will have a bright future."

Please donate at [LINK] to help more girls like Angeline get an education and transform their communities for the better.

Thank you, from the bottom of my heart, for your support.

To learn more about Kakenya's Dream and their programs, you can visit [their website here](#).

Sincerely,
[YOUR NAME]



SOCIAL MEDIA SAMPLES

Social media is a simple and effective way to share your fundraising efforts with a wide audience! To help you get started, we've created sample posts you can copy, customize, and share. We recommend that you keep captions to 50-150 characters. Follow us on LinkedIn, Facebook, Instagram, and BlueSky (@KakenyasDream) to share our posts with a personal note.



Hello! I'm raising money for @KakenyasDream, a nonprofit that invests in vulnerable girls in rural Kenya through education, health, and skills development. My goal is to raise **[\$ AMOUNT]**, but I need your help! To join me, click the link in my bio.* Your gift will not only keep girls in school, safe from child marriage and female genital mutilation, but will also transform their futures and communities!



Hi, friends! I started a fundraiser for @KakenyasDream, a nonprofit that invests in vulnerable girls in rural Kenya through education, health, and skills development. To date, you've helped me raise **[\$ AMOUNT]** of my **[\$ AMOUNT]** goal. Thanks to you, I only need to raise **[\$ AMOUNT]**! Can I count on you to help me achieve my goal?
[INSERT LINK].



Hi, friends! When I started my fundraiser for @KakenyasDream last **[week/month/etc.]**, I did so because the mission of empowering girls in rural Kenya is close to my heart. @KakenyasDream supports vulnerable girls with education, gender-equitable health services, and sustainable livelihoods. **[Today/yesterday/last week]**, I hit my goal of raising **[\$ AMOUNT]**! Thank you for changing lives and creating more equitable communities! Your generosity means so much to me. **[INSERT LINK]**

*Remember to add your personal Givebutter fundraising link in your Instagram bio and social media profiles!

HOW ARE YOU HELPING?

\$250 - Learning supplies and basic needs for 1 student

\$500 - A month of school fees for 10 girls

\$1,000 - Covers 40 patient visits at our health clinic

\$2,500 - Educational workshop for 40 community members

\$5,000 - Year-round training on reproductive health and life skills for youth at one public school

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





THE CHALLENGE

While there has been progress, only 58% of girls in our community graduate elementary school and 24% finish high school. Most girls perform below grade level when they first enroll in our schools.

THE SOLUTION

We know what it takes to keep girls in school. We are using that knowledge to amplify their voices and issues across the region. We will improve public schools with feeding programs, infrastructure expansions, and teacher training in best practices.



THE CHALLENGE

High youth unemployment rates in Kenya (11-26%) endanger our alumnae's educational progress. As they enter the workforce, they need to be job-ready to gain meaningful employment and achieve economic empowerment.

THE SOLUTION

Our students are paired with professional mentors starting in high school and hone career interests through volunteer service. We are expanding access to entrepreneur training for those who want to start their own businesses and options for technical and vocational education after high school.





THE CHALLENGE

66% of girls and women still undergo FGM where we work. FGM is practiced illegally and often in secret, remote areas. Extremely painful and sometimes fatal, FGM can lead to negative health complications, like a higher risk of sexually transmitted diseases and mental health issues.

THE SOLUTION

We train community members and youth to report FGM and other gender-based violence. We work with local government to build their capacity to respond promptly and with care for FGM survivors. Our new health clinic provides holistic care, including medical and mental health services, for FGM survivors.

THE CHALLENGE

Historic droughts and flooding have devastated the rural farming communities where we work. Climate change is increasing their frequency and severity. With their livelihoods lost, families are having to choose between survival or paying for their daughters' education.

THE SOLUTION

We provide scholarships and full support for girls to attend our schools and high schools across Kenya. Our curriculum has environmental components to teach students how to care for the earth. We will lead community-wide conservation and climate resilience projects (sustainable agriculture, water management) to reduce the burdens that climate change causes for girls and young women.

