



**JACARANDA**  
**FOUNDATION**

*Educating Children & Transforming Communities*

# Sister School Fundraising Toolkit

# About This Toolkit

We're incredibly grateful that your school is interested in being a *Jacaranda Foundation Sister School* and holding a fundraising event to support the Foundation. Our success depends on the initiative of schools like you. Every dollar that you raise will help the Jacaranda Foundation provide support to the Jacaranda School for Orphans in Malawi.

Whether your school has hosted fundraising events in the past or is new to fundraising, this School Fundraising Kit is designed to help you effectively raise money and awareness for the Jacaranda Foundation.

The students at the Jacaranda School for Orphans have so much in common with the students at your school. The biggest difference is opportunity. At Jacaranda, the kids love the arts, competing at sports and chess, and they and study hard to get into college. This fundraiser is a chance for the students at your school to connect with other students just like them across the globe. It's also an opportunity for your students to learn what it means to be a global citizen.

We thank you in advance for all that you've done and *will do* for the Jacaranda Foundation. It's because of schools like yours that we are able to provide a free high quality education to orphans in Malawi.

If you have any questions, or if there is anything we can do to support your efforts, please don't hesitate to contact us.

All the best,

**The Jacaranda Foundation Team**



# Jacaranda Foundation Sister Schools

## What does it mean to be a *Jacaranda Foundation Sister School*?

Being a *Jacaranda Foundation Sister School* is not only an opportunity for your students to become global citizens, it will give your students, teachers and staff the chance to learn about Malawi and interact with students in Africa. As a sister school, we would like you to commit to the following:

- Hold a fundraising event in support of the Jacaranda Foundation
- Provide materials to parents, faculty and staff that describe the Jacaranda Foundation's mission and initiatives – we will provide you with all of the information needed!
- Take plenty of photos and videos of your event so that we can show it to our supporters on our website and via social media

In return, we would like to offer your school:

- The opportunity to email our students to learn about our school, their lives and all of the amazing things happening here
- The opportunity to Skype with our teachers and administrators so you can learn more about the Jacaranda School for Orphans

This can be an incredibly meaningful relationship. We are here to help your school develop connections with students from across the globe.



# About the Jacaranda School for Orphans

**What is so special about the Jacaranda School for Orphans?** Here's a little information to shed some light:

The Jacaranda School for Orphans was founded by Marie Da Silva in 2001. The school is named after the jacaranda tree, a tree that blossomed outside the hospital window of Marie's father who died of AIDS in 1997. To Marie, the jacaranda tree symbolizes life, growth and hope, important symbols for her students for whom she aims to provide a future.

The Jacaranda School for Orphans educates and cares for the most vulnerable children in Malawi, children who have lost one or both parents to HIV/AIDS. In addition to free primary and secondary education (elementary school through high school), the Jacaranda School provides their students with:

- Nutritious meals *every* day to ensure students stay healthy and can focus on school
- Medical care with an on-site nurse and school clinic
- AIDS awareness activities to help students make safe decisions
- Music, arts and sports enrichment programs
- University scholarships to selected high school graduates

In addition to school initiatives, the Jacaranda Foundation supports students' families and the nearby community by: creating library and literacy programs; constructing students' houses and providing financial support to needy families; and developing a small microfinance program.

**The money you raise will enable the Jacaranda Foundation to continue this important work.**



# About Malawi

Why Malawi? Why is the need so great?

## ***HIV/AIDS***

Malawi's HIV prevalence is one of the highest globally with 10.3% of the population living with HIV in 2014. This disease has had a devastating impact on children and families. There are an estimated 790,000 orphans due to AIDS and the prevalence of HIV among children was 10%, with 170,000 living with HIV. A lack of national resources prevents the roll-out of adequate support and services for these children.

## ***EDUCATION***

In addition to the high HIV rate, poverty and limited educational attainment means that there are few opportunities for Malawians to improve their lives. Over 40% of the population lives below the poverty line. In primary school, just 26% of boys and 16% of girls graduate. In secondary school, 15% of boys and 7% of girls will complete all four years.

At the Jacaranda School for Orphans we deeply believe that **every orphan, if given the right tools, can achieve her dreams**. With your support, these children can achieve their dreams just like the students at your school.



# *Ideas for Your Event*

There are **many** ways that your school can be involved in the Jacaranda Foundation's fundraising efforts. Here are just a few ideas:

- Auction of students' artwork
- Bagel, donut or bake sales
- Benefit concert with student performers
- Car wash
- Fun Run/Walk
- Dance-a-thon
- Fashion show
- Jump Rope-a-thon
- Loose change collections
- Movie night (at a theater or host one at your school!)
- Pizza night at your local pizzeria
- Tennis tournament
- Challenge another school to do an event and see which one makes more money!

We would love to hear about all of your amazing ideas!



# Checklist for Your Event

We're so grateful that you'd like to host an event to benefit the Jacaranda Foundation. To help you help get the ball rolling, we've provided a list of things to consider:

## **Contact the Jacaranda Foundation**

- The sooner you get in touch with us, the better we will be able to assist. We can answer questions and provide materials. Please contact us at [luc@jacarandafoundation.org](mailto:luc@jacarandafoundation.org), tell us about your event and let us know how we can help.

## **Plan Your Event**

- Choose your event. Whether a fun run or a school carnival, decide which is best for your school.
- Organize an event committee. They will share the work of planning and executing your event.
- Create a timeline and reserve an appropriate location at your school.
- Obtain necessary and appropriate licenses, permits, and insurance, if needed.
- Enlist parent, staff or faculty volunteers for the day of the event.

## **Publicize Your Event**

- When you organize a fundraising event, you have a unique opportunity to get media attention. Please use approved wording from pg. 3 and pg. 4 of this toolkit for your event.
- The Jacaranda Foundation logo may be used on event materials with our permission.

## **Collect Donations**

- Each school will write a single check payable to the Jacaranda Foundation or donate online at [www.jacarandafoundation.org](http://www.jacarandafoundation.org).
- Send all checks via certified US Postal mail to:  
Jacaranda Foundation, 2578 Broadway, Suite 142, NY, NY 10025

## **Document Your Event**

- We'd love to showcase your successful fundraiser in our newsletter, website, Facebook page, and beyond, so please send any pictures you'd like to share, especially group pictures.
- Find a student at your school to be the official photographer for the event. Find another student to create videos interviewing participants on why this event is so important.



# Fundraising Agreement

This Agreement is entered into between the Jacaranda Foundation (“JF”) and the event organizer (“Organizer”).

Clearly Print First and Last Name

Organizer plans to conduct a fund-raising event for the purpose of generating money to support the mission and work of JF. JF gratefully acknowledges Organizer' efforts and agrees to use the donation in its charitable work.

Organizer agrees that it has read and will comply with the Jacaranda Foundation’s policies related to third-party fundraising, incorporated herein by reference. Organizer acknowledges that it is not an agent of JF and JF has played no part in the organization, promotion, or execution of its fundraising event and has no control over it. Consequently, Organizer agrees that it will fully indemnify, defend and hold harmless JF, its directors and employees from any and all claims that may arise out of or relate to such event, regardless of who might make such a claim.

Event organizer - printed name

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Event organizer’s signature

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Date

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