

R4KC Fundraising Toolkit

Resources for Team KCC Runners | 2027 Season

Prepared by Al Jawara, Trustee — Kenya Children Centres

This toolkit gives you everything you need to fundraise with confidence. Pick and adapt whichever resources work best for your network. You do not need to write anything from scratch — just personalise, copy, and go.

Where possible, add one photo of KCC's children to your fundraising page and LinkedIn post — posts with photos raise on average 3× more than text-only appeals.

I have added a couple of approved KCC images you can use...and on occasion, you may want to add a photo of yourself training, if you feel it appropriate!

Contents: Impact Stories | Fundraising Page Copy | LinkedIn Post | Short Social / WhatsApp Posts | Corporate / Sponsorship Email | Quick Fundraising Tips

Photos



1. Impact Stories

Use these in your fundraising page, emails, LinkedIn posts, or when speaking to donors. They give your ask a human face and answer the most important question donors have: "What will my money actually do?"

Story A — The Bigger Picture (for emails & LinkedIn)

 *Tip: Use this as an opening paragraph in emails to friends, family, or colleagues.*

In a slum school outside Thika, Kenya, 800 girls and boys sit in weekly group sessions run by KCC counsellors — sessions designed to help them avoid the cycle of teenage pregnancy and poverty that has trapped their mothers and grandmothers. Nearby, 65 children with special needs — who would otherwise have no access to education at all — are in class today because of a KCC grant. Since 2000, Kenya Children Centres has grown from four abandoned babies in a rented room to an organisation supporting over 2,500 children. On [race date], I am running the [race name] for KCC — and every pound you donate puts more children in school and out of danger.

Story B — Short Impact Stat (for social posts & WhatsApp)

 *Tip: Use this as a standalone caption on Instagram, Facebook, or a WhatsApp message to friends.*

£35 = one month of secondary school for a girl in Kenya who has nothing. I'm running the [race name] to raise £[your pledge] for @KenyaChildrenCentres. Every donation — big or small — changes a life. Please share my page: [INSERT YOUR Give2You LINK]

Story C — Personal Motivation (fill in your own words)

 *Tip: The most powerful fundraising messages are personal ones. Replace the [brackets] with your own words.*

I am running the [race name] on [race date] for Kenya Children Centres — a charity that has been rescuing and educating disadvantaged children in Kenya for over 25 years.

[PERSONAL LINE — e.g. "I chose this cause because..." / "Africa has always been close to my heart because..." / "A friend introduced me to KCC and when I saw the work they do, I knew I had to get involved."]

My target is £[your pledge]. Every single pound I raise goes directly to keeping girls safe, in school, and building a future. Please donate — even £10 covers a week of school meals for a child who would otherwise go hungry. Thank you.

2. Fundraising Page — "About My Challenge" Copy

If your fundraising page "About" section is blank or thin, use this copy. It gives donors confidence and context. We're using Give2You (eventmaster.ie) for fundraising pages. Personalise the [brackets].

Subject: I'm running [race name] for Kenya's Children 🇰🇪

On [race date], I will be running the [race name] in support of Kenya Children Centres (KCC) — a charity that has been protecting and educating disadvantaged children in Kenya for over 25 years.

YOUR DONATION WILL HELP KCC:

- Fund secondary school places for girls who would otherwise never complete their education
- Provide daily meals for 1,500 children in slum schools — often the only food they receive all day
- Run life skills sessions for 800 children in Kenya's most deprived communities

As little as £35 funds one month of secondary education for a girl in Kenya. Your support — whatever the amount — makes a real, measurable difference.

[PERSONAL LINE about why you are doing this]

Thank you from the bottom of my heart — and from all of us on Team KCC.

Learn more about KCC's work: www.kenyachildrencentres.com

R4KC campaign page: www.kenyachildrencentres.com/run-for-kenyas-children/

3. LinkedIn Post Template

LinkedIn is one of the best platforms for corporate and professional fundraising. This template is designed to perform well in the feed — personal, specific, and with a clear call to action. Adapt the [brackets].

 *Tip: Post on a weekday morning (Tue–Thu, 8–10am) for maximum reach. Add a photo of yourself training if you have one.*

I'm running the [race name] this [month] — and I need your help. 

I'm raising money for Kenya Children Centres (KCC) — a UK charity that has been protecting and educating disadvantaged children in Kenya for over 25 years.

Here's what your donation does:

- £10 covers a week of school meals for a child who would otherwise go hungry
- £35 funds one month of secondary school for a girl in Kenya

[OPTIONAL: Add 1–2 sentences about why you chose this cause personally.]

My target is £[your pledge]. I'm training hard and would love your support — even a share of this post gets the message to more people.

 Donate here: [INSERT YOUR Give2You LINK]

#RunForKenyasChildren #R4KC #KenyaChildrenCentres #[YourRaceHashtag] #CharityRunning
#MakeADifference

LinkedIn — Shorter Version (for a quick update or re-post)

Training update: [X] miles in [last week / this month]. Every step I take is for the 2,500+ children supported by Kenya Children Centres in Kenya.

Race day: [race name, date]. I'm raising £[your pledge] and I'm [X]% of the way there.

If you've been thinking about donating — now's a great time. Even £10 buys a week of school meals for a child who'd otherwise go without. 

[INSERT YOUR Give2You LINK]

4. Short Social Media & WhatsApp Templates

Use these for Instagram, Facebook, X/Twitter, or a WhatsApp message to friends and family groups. Keep it short, personal, and end with a link.

WhatsApp Message (to family / friends group)

Hi everyone 🙌 I'm running the [race name] this [month] for a brilliant charity called Kenya Children Centres — they protect and educate over 2,500 disadvantaged children in Kenya.

Any donation, big or small, makes a real difference — £35 funds a full month of secondary school for a girl who would otherwise never finish her education.

Would mean so much if you could support me 🙏

[INSERT YOUR Give2You LINK]

Instagram / Facebook Caption

26.2 miles. One cause. 🏃🇰🇪

I'm running the [race name] this [month] for @KenyaChildrenCentres — a charity that rescues and educates the most disadvantaged children in Kenya.

£35 = one month of secondary school for a girl with nowhere else to turn.

Link [Give2You] to donate in bio / below 🙌 Every share helps too. Thank you 🙏

#R4KC #RunForKenyasChildren #[YourRaceHashtag] #KCC

X / Twitter (short)

Running the [race name] for @KenyaChildCC 🏃🇰🇪 £35 = 1 month of school for a girl who has nothing. I'm trying to raise £[your pledge]. Please help 🙌 [LINK Give2You] #R4KC #CharityRunning

5. Corporate Outreach / Sponsorship Email Template

Use this to approach your employer, a client, or a business contact for a corporate donation or match-giving pledge. Companies often respond well to tangible impact, brand visibility, and employee engagement angles.

 *Tip: Check if your company has a match-giving or charitable donations policy — many will match employee fundraising pound for pound, instantly doubling your impact.*

Subject: Corporate Sponsorship Opportunity — Running for Kenya's Children ([race name] 2027)

Dear [Name / HR Team / CSR Team],

I hope this finds you well. I am writing to invite [Company Name] to partner with me in supporting a cause I feel passionately about.

On [race date], I will be running the [race name] as part of Team KCC — runners from the UK and around the world fundraising for Kenya Children Centres (KCC). KCC is a UK-registered charity (Charity No. 1103868) that has been protecting and educating disadvantaged children in Kenya for over 25 years. They currently support over 2,500 children — providing residential care, school meals and education grants.

I am raising £[your pledge] and I am seeking a corporate sponsorship contribution of £[AMOUNT — e.g. 250 / 500 / 1,000].

In return, I would be happy to:

- Acknowledge [Company Name] on my Give2You fundraising page
- Mention your support in my social media posts reaching my professional network
- Provide a short written impact report from KCC on how the funds have been used
- Discuss any employee engagement or CSR visibility opportunities with the KCC team

Donations can be made directly via my Give2You page (accepts all major cards and bank transfer):
[INSERT YOUR Give2You LINK]

KCC is also happy to issue a formal sponsorship acknowledgement letter if required. The charity's website is: www.kenyachildrencentres.com

I would love to discuss this further if you are interested — please do not hesitate to get in touch. Thank you so much for considering it.

With warm regards,

[YOUR NAME]

[Your title / company]

[Email / Phone]

Note for runners outside the UK (e.g. Chile, USA)

Supporters overseas can donate by card through your Give2You page. If a local company in your country wants to make a bank transfer, please contact eventsteam@kenyachildrencentres.com and we will arrange a suitable payment method.

6. Quick Fundraising Tips That Work

- 1. Ask directly, not generally.** People respond to "Would you donate £25 to sponsor my run?" far better than "Please give what you can." A specific ask doubles conversion.
- 2. Tell them what their money does.** Always include a tangible impact stat. "£35 = one month of school" is far more motivating than "every penny helps."
- 3. Share a training update with each ask.** If people see you working for it — a training photo, a mileage total — they feel more invested. Post weekly if you can.
- 4. Re-ask people who saw but did not donate.** Send a follow-up 2–3 weeks after your first ask. Many people mean to donate and forget. A nudge works.
- 5. LinkedIn private messages outperform public posts.** Send a personal note to 10–15 professional contacts individually. Personalisation dramatically increases response rates.
- 6. Check for employer match-giving.** Many UK and US companies match employee charitable donations. If yours does, this doubles every donation at no cost to the donor.
- 7. Your most generous donors are often your existing donors.** If someone has already given, thank them personally and let them know how close you are to your target. They often give again.
- 8. Be clear about where the money goes.** Donations go to KCC's work in Kenya, not to your travel or race costs, so say so. Gift Aid can only be added by UK taxpayers giving their own money.

Questions? Contact the R4KC team: eventsteam@kenyachildrentcentres.com

R4KC campaign page: www.kenyachildrentcentres.com/run-for-kenyas-children/

Kenya Children Centres: www.kenyachildrentcentres.com | UK Charity No. 1103868