

## Our fundraising

At Cecily's Fund we see ourselves as a bridge between the Zambian children who so desperately need support to go to school and the growing number of people and organisations wanting to help.

We began this financial year with some trepidation. Would the economic situation affect our donors' ability to continue supporting us? Would we be able to keep our promise to the children on our books to continue supporting them right through to the end of their school careers? Happily, however, our supporters once again helped to raise enough to keep our children in school for another year. (For more detailed figures, see page 24).

This year our fundraising theme was **Make Music Give Hope**. From the plaintive song on our DVD (written and sung by one of the orphans we support), to Diva Opera's stunning annual performances, there has always been a strong musical thread through our activities. We asked supporters to raise funds for our work through church choirs, musical ensembles, school concerts or other music related activities. They responded with a wonderful variety of concerts and parties in Britain, Switzerland, the USA and other countries. The campaign has raised £27,000 so far, and more will come from Christmas carol



*Rob Eastwood Dewing beside Lake Geneva, at the end of his Paris-Geneva bike ride.*

and other concerts, plus a full scale West End musical comedy in October.

The bedrock of all our work is the donations that generous **individuals** make to us throughout the year. Some people have been supporting us since we began in 1998. The vast majority of our supporters have continued to give regularly despite the recession. Some have even increased their donations this year. A record number of people have asked for donations to Cecily's Fund in lieu of birthday or wedding/civil partnership gifts.

Our supporters have helped us to make and develop our links with **organisations** including Rotary Clubs, Soroptimist International, the Women's Institute, schools, universities, churches and companies. This is helping to widen Cecily's Fund's extended family and to create new fundraising opportunities.

More people than ever before took part in sponsored **events** this year. We had a record 44 runners in the London 10k Run; who raised over £10,000 between them. Other supporters participated in marathons, triathlons, adventure challenges and skydives to raise sponsorship for us. One of these was Reverend Rob Eastwood Dewing, Cecily's brother-in-law, who cycled from Paris to Geneva, raising almost £10,000.



*The Levites Choir, Zambian gospel singers from East London, help launch the Make Music Give Hope campaign with rousing gospel songs in Oxford city centre.*

The generosity of **churches** is, as always, very important to Cecily's Fund. Income from church related donations and collections - for Lent, Christmas, Harvest, weddings and memorials - was considerably higher than last year.

Kennington Overseas Aid (KOA), a remarkable collective effort by an Oxfordshire village, is aiming to raise over £21,000 towards our peer health education programme this year.

Despite the recession, we have had continued enthusiastic support from a number of **companies**, for which we are very grateful. Running teams from Venner Shipley, Kaim Todner and ABF Ingredients took part in the Asics British London 10K run this year, all raising money or making generous donations.

ABF Ingredients and its associated companies in Germany and America organised a river boat cruise and silent auction in New Orleans. Other companies, like British Airways and First Great Western, gave donations in kind. The free travel that these two companies provided saved us enough money to send over 100 children to primary school for a year.



*Diva Opera perform Cosi Fan Tutte at Wotton House in June this year. We are fortunate to have generous sponsorship for this high-profile annual event.*

Oak Tree Fine Press visited Kitwe and is now supporting our primary education programme.

We also received significant grants from a number of **trusts and foundations**. Mattel Children's Foundation awarded us a grant to send 500 primary school children to school for one year.

We were delighted that a trustee from The Enid Blyton Trust for Children, which has supported us since 2004, joined us on a visit to Zambia in July 2008. Two particularly generous trusts that wish to remain anonymous help pay for a substantial percentage of our UK running and programme costs.

**Schools** have been especially generous this year. Their innovative fundraising ideas have helped to increase significantly the money raised for our work. Activities included harvest festival markets, non-uniform days, rock concerts and



*Artist Korky Paul (assisted by his creation, Winnie the Witch) giving out prizes at the Grand Fete organised by Kennington Overseas Aid.*

sponsored runs. Amongst the British schools that have contributed to this rise are long term supporters Windlesham House, Bedales (both of which Cecily attended), Cokethorpe and Magdalen College School.

We were also pleased to welcome a number of new school supporters this year, including Sir William Ramsay School, Stonesfield Primary School and Petersfield Infant School and we look forward to further developing our relationship with all of them in the future.

**Universities** have given valuable support once again through RAG and StopAIDS Societies. At Cambridge University, where Cecily had been due to study after her gap year in Zambia, Cecily's Fund has been generously supported through SAFE (Southern African Fund for Education) and through the RAG organisation.

We are building more links with Oxford University and have also had generous donations from Exeter, Reading and Cardiff Universities.

### **American Friends of Cecily's Fund**

made a grant of £20,482 (\$34,000) to support our work. The money was raised through individual donations, community events and online fundraising, particularly through The GreaterGood websites. Companies such as Lord and Taylor, Protient and McKinsey also contributed generously to this grant.



*Student members of Cardiff University's StopAids society doing a Christmas collection for Cecily's Fund.*



*A character from Schule Unterseen's alternative pantomime, which was put on to raise money for Cecily's Fund. Just one of the many fundraising events organised by our supporters in Switzerland.*

### **Swiss Friends of Cecily's Fund**

awarded us £27,626 (CHF50,000) this year to support our work – the money was raised through schools (including International School of Lausanne, Schule Unterseen and Neuchâtel Junior College), and donations were generously given in lieu of birthday presents, for the sale of artworks, and more.

**For a list of all the organisations that supported us this year, see page 29.**

### **Staying Connected**

We have started making the most of the latest networking technology this year by setting up profiles on Facebook, Twitter, YouTube and Flickr (see back cover for addresses). This will help us to keep a wider range of people informed about all our work. Our supporters can also use these new channels to tell friends about Cecily's Fund and encourage them to add their support.

*To ensure we can keep our promise to support our children next year, we undertake to:*

- encourage our supporters to tell their school, university, church and or employer about Cecily's Fund and the children we support;
- offer more places on runs, marathons and challenge events such as skydiving;
- give supporters the opportunity to sponsor particular aspects of our programmes and to see those programmes for themselves by visiting Zambia in July 2010;
- continue to report to the many organisations that support us on the difference we are making to children's lives; and
- establish links with other organisations that may be able to support us.

*Diners at 'Cabaret and Cardamoms, an evening of music, wine and delicious international food organised by Kennington Overseas Aid. The event raised almost £1,000.*

## Feed their Minds, Fund their Futures

Education feeds the minds of orphans and vulnerable children, and this in turn helps them put food on the table for their families in the future.

So this year our fundraising theme is food and drink. We anticipate a plethora of cake sales, teddy bears' picnics, dinner parties and more. Schools could try sponsored skip-a-snack days or eating a Zambian orphan's typical diet for a day and donating lunch money.

**All fundraising ideas are equally welcome, whether food-related or not.** For more information about how you, your school, university, church, community group or company can get involved, please email [admin@cecilyfund.org](mailto:admin@cecilyfund.org), phone 01993 869005 or check our website, [www.cecilyfund.org](http://www.cecilyfund.org).

