

# THE TALIA AGLER GIRLS SHELTER

"WE ARE ONE, BE ONE"



## TAGS Fundraising Campaign Concept Note

<b>Theme:</b>	TAGS Educational Fund
<b>Tagline:</b>	Educate A Child Empower the World
<b>Proposed Date:</b>	30th April 2021
<b>Venue:</b>	Zoom Meeting

### Background

Talia Agler Girls' Shelter is a registered Charitable Children's Institution under the Children's Act, 2001. The shelter was established in January 2012 under the Center for Domestic Training and Development (CDTD's) protection program with funding from the Global Fund for Children. The aim of the shelter is to offer solace to victims of human trafficking, sexual abuse, child labor, domestic violence and forced migration. Talia Agler Girls Shelter takes in girls and young women from Kenya and those trafficked from across East Africa and other foreign nationals.

Simply known as TAGS, the shelter is dedicated to empowering young women and girls with the tools and services necessary for their recovery and social reintegration using the 4R(s) approach of Reach, Rescue, Rehabilitate and Reintegrate. At the shelter the residents are provided with a bed, meals, clothing, personal effects and psychosocial support, in addition to access to healthcare facilities as required during their stay.

The highlight of the services offered at the shelter is the TAGS Educational Fund, which is geared towards giving its beneficiaries access to sponsorships and skills training. Currently the TAGS Education Program supports 53 girls either at the primary, secondary or tertiary level. In addition to paying for their fees, the Education Program also provides them with personal effects and supporting facilities such as counseling and an arts program that facilitates wholesome development for the girls.

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## **TAGS Fundraising Campaign (Concept Note)**

The COVID-19 pandemic has greatly affected the financial sustainability and overall operation of the shelter, most affected has been the TAGS Education Program and now more than ever we need your help. Having graduated 15 girls from high school and 7 girls from primary school this year, we are seeking support to further their education. Hence the Educational Fund where we seek to "Educate a Child and Empower the World".

### **Objective**

The main objective is to raise resources (both human and financial) for the TAGS Educational Fund and its supporting services. The Talia Agler Girls' Shelter is committed to providing quality and wholesome education to its beneficiaries and we purpose to transcend this to as many girls as we can by increasing our reach and making an annual commitment to growing the educational fund. To do this, we need your support and resources.

Other objectives of the TAGS Educational Fundraiser are to;

- To mobilize resources (both financial & human) for the
- Strengthen existing ties with the community e.g church and schools so as to get more local community members invested and participating in shelter activities
- To cultivate long lasting relationships with new and recurring donors so as to build a community of givers and a support system for TAGS

### **Target**

It takes approximately KSH 100,000 to put one child through one year of 8-4-4 education and your generous donation will go a long way towards the TAGS Educational Fund. We plan to raise Ksh 3 Million for the year 2021 to help 55 girls in our shelter get placed in various education institutions in Kenya and make this an annual event.

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Our success stories have been great!!

With the minimal resources we have managed to raise over the years since ..... as some of our girls have passed well and have qualified to go to High School and University in the just concluded the Kenya National Examinations. With your contribution we can change the world by educating our girls.



### Target Audience

We aim to raise resources (both financial and human) through a zoom event with interested cooperate donors, duty bearers and private stakeholders. Individuals will be invited to participate in the fundraiser through our website and social media campaign that will run as part of the build-up activities toward the virtual fundraiser. We shall stream a live event on the material day so as to comply with the M.O.H guidelines on COVID-19.

For corporate donors, we are requesting your support where you choose to express your commitment in different donation levels. We shall give your organization a token and recognition in our platforms as a show of appreciation towards our girls.

The levels of donation are listed as follows;

Platinum	Ksh 500,000
Gold	Ksh 250,000
Silver	Ksh 100,000
Bronze	Ksh 50,000

**Your support is deeply appreciated. You can make your contributions to M-pesa Buy Goods 5209237**

**Asante Sana!!**

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## Dear So & So

Talia Agler Girls' Shelter is a shelter that rescues, rehabilitates, and re-integrates victims of human trafficking, sexual abuse, child labor, domestic violence, and forced migration. We provide quality shelter, meals, medical services, and education to our beneficiaries.

To cover our expenses, and to keep giving the finest services to our beneficiaries, we have organized a virtual fundraiser event on (insert date) at (insert time)

The fundraiser event aims to raise resources for the TAGS Educational Program that provides shelter, school fees, stationery, books, and personal effects to girls under our care.

Your generous donation will go a long way in helping us to provide resources to empower our girls. We need the benevolence of community members, partner organizations, and individuals to help us reach our goal of raising **3 Million** for the TAGS Education Fund. Is there any reason why you can't be part of our project by making a donation?

Your engaging support for the TAGS Educational Find is deeply appreciated. You can make your donation via **Mpesa Buy Goods 5209237**. In case you have questions, concerns, or just need more details about this important fundraising event, kindly contact us via 0795087007

**Yours sincerely,**

A handwritten signature in black ink that reads "Edith Murogo".

Director, TAGS