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Press Information

NEEMA Needs Help to Get More Done

Fundraising agency Raisemore have just began work with a small charity that is making a huge difference to a Kenyan community.

The NEEMA School (Kenya) Trust was created by founders Margaret and Geoff Trimby, following a holiday in Kikambala. The couple fell in love with Kenya and it's people and decided there and then that they had to do something, to help the small community they visited in Neema on that holiday.

“The Kenyans are the most friendly and happy nation of people who have absolutely nothing. Many live in villages, in huts with no water, no sanitation, no electricity and very little in the way of food or clothing.

“We visited a small school housed in a shed, with 35 children sitting on the earth floor, as the teacher wrote on an old blackboard with bits of second hand chalk. The room was hot, airless and dirty. The children's clothing was dirty and in holes and they did not have books or pencils.

“After our visit we went to Mombasa and bought exercise books, pencils and chalk and took them back to the school teacher.”

Margaret and Geoff's charity was born from this and when they got home to England the challenge to fund raise and to build a new school for this community commenced.

Since then - major work has taken place. In 2007, NEEMA became a fully registered charity and in 2012 the first classroom of the new building funded and built by NEEMA School (Kenya) Trust was opened. There are now 60 children studying in a purpose built school, with running water, flushing toilet, desks, uniforms and daily meals thanks to the hard work that has already been done.

Raisemore were appointed in January 2014 by the NEEMA trustees, tasked with supporting the continued fundraising efforts to continue the building work of the new school, furnish it adequately and also help to build up fund reserves to help with the on-going costs associated with this project, which include staff wages, maintenance, education resources, daily meals and school uniforms for all students.

Raisemore will be developing an integrated fundraising strategy to support NEEMA over the coming 12 months and beyond, utilising direct mail, text donations, legacy giving, corporate fundraising and a trust fund activity plan. Alongside this Raisemore will also be helping the organisation to develop their online presence and build a social media following and engagement plan to help generate long-tail conversations with dedicated supporters.



Andy Green is Head of Strategic Partnerships at Raisemore and together with Fundraising Executive, Jenny Wakeling is responsible for the work with the NEEMA School (Kenya) Trust:

“This charity is just phenomenally inspiring and is the perfect partnership for Raisemore to be working on. Margaret and Geoff have created this initiative from scratch and built a strong, but small team of close supporters for such a fantastic cause.

“The challenge they face now is maintaining and growing the support for the project in the longer term and ensuring that the NEEMA School has a lasting legacy to enable it to keep educating these children in Kenya for many years to come.

“We hope to gather support from throughout the UK from people who believe in what Margaret and Geoff’s team have set out to achieve and who want to share in the next chapter of their story and there is so many ways that people and organisations can get involved.”

For further information people should visit The NEEMA School (Kenya) Trust website: <http://neemaschoolkenyatrust.cfsites.org/index.php>

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Photo caption:

Issued by Clarke Associates on behalf of Raisemore.

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More about Raisemore:

Raisemore are the complete fundraising solution for growing charities in the UK, offering support and management of all fundraising activities to maximise the potential of any charity.

Raisemore brings together all aspects of fundraising in one place, so small charities without the big budgets of larger organisations can make dealing with their donors and supporters easier and more efficient.



The company's mission is to give growing charities the same fundraising power as major organisations.

Raisemore is part of the Inspire Fundraising Company and through carefully selected partners they have the ability to maximise all recognised forms of fundraising, for the greatest impact to any charitable organisation.

Raisemore enables any charity to create social media campaigns, use SMS giving and utilise more traditional methods of fundraising including legacy giving, in-memory and trust donations; as well as direct marketing campaigns too.

Visit the Raisemore website:

www.raisemore.co.uk

More about The NEEMA School (Kenya) Trust:

<http://neemaschoolkenyatrust.cfsites.org/index.php>

Achievements of the Trust so far:---

1/ Sunk a well and built a tower for the water tank. Fitted an electric pump in the well. Paid for electricity to be brought to the plot.

Carried out all works necessary to pipe the water over to the toilet block

2/ Built a store area and staff room complete with staff toilet, electric lighting and power sockets..

3/ Built a toilet and shower block for boys and girls toilets plus a large store area.

4/ Built 2 classrooms and supplied desks for the children, blackboards and teachers desks.

5/ Supplied uniforms free of charge for the 80 children now in free education.

6/ Supplied all stationery, teaching aids and toys for the children and teachers.

7/ All examinations taken in school are free.

8/ Started to provide some food for the children.

9/ Completely landscaped and cleared the land to make a garden, a play area for the children and a football pitch for the villagers. The football pitch has since been sold.

10/ Provided work for a lot of local villagers, Builders, electricians, plumbers, labourers and teachers/ teaching assistants. We also employ full time a gardener/ caretaker, a night askari, a Project Manager and 2 teachers.

11/ Fenced the whole plot and had made and fitted gates for security.

12/ Made one of the classrooms available for a local church to hold meetings on Friday evenings and Sunday worship.

13/ A third classroom is now being built to provide education to another 40 children This is now open but needs to be completed and desks purchased.. A kitchen has been constructed to prepare and cook food for the children when sufficient funds are available

A further 2 classrooms are to be built, the foundations and footings are completed, so another 80 children can be educated as well as employment for 3 more teachers and 3 assistants.

This work will employ the builders etc for a few years as the funding becomes available and additional facilities are required as the school numbers increase.