Hope for Children launches campaign for worldwide education

Thursday 26 February, 2015

Today the international children's charity, Hope for Children (HOPE), has launched 'The Education Club', a brand new campaign focused on providing children around the world with the education they deserve. Unlike many of us here in the UK, there are children all over the world who never get the opportunity to receive an education.

The Education Club is HOPE's new child sponsorship campaign that will build a community of actively engaged members who donate a minimum of £52 per year to support all of the charity's education-based projects and therefore ensure children are getting off the streets and into education.

The premise of the campaign is based on Article 28 of the UN Convention on the Rights of the Child, which states that every child has the right to an education. Yet research shows 58 million children of primary school age and another 63 million children of lower secondary school age around the world are out of school and not receiving any form of education.

"At Hope for Children we believe that every child should have access to an education as it is a fundamental human right that has a dramatic impact on their future", said Ruth Ogier, Programmes & Partnerships Manager.

"Education is also key to long-lasting and sustainable development. Much of HOPE's work revolves around ensuring the children we help have access to education as well as making sure they are aware of their basic human rights. Whether a child is street involved, disabled or disadvantaged, they deserve the chance to receive an education."

Funds raised from The Education Club benefit an array of educational projects supported by the charity, these range from non-formal drop in sessions for street and working children in the slums of Delhi, through to specialist education for children with disabilities in Sri Lanka.

Ed Fletcher, Business Development Manager, added, "By becoming a member of The Education Club you are helping us beat poverty through education. The Education Club empowers thousands of the world's most positive yet disadvantaged children to access life changing educational opportunities that will give them the childhood they deserve.

"Our members are at the heart of this campaign; therefore we also want to educate *them* on how their generosity is making a difference through a number of different but equally vital forms of education.

"The Education Club is truly unique because it creates a pool of funds that can be used to cover the costs of all of the children involved in our educational projects. One of the drawbacks of the traditional one-child, one-sponsor model is that it can incur high administrative costs because of the need for individual reporting, whilst also becoming too reliant on the donations of individuals.

"The Education Club is not just about bringing education to children around the world, it's also about educating our supporters on how they are changing children's lives, and the multitude of ways in which we can help children through education."

Membership to The Education Club starts at just £52 per year, and this can be donated as a one off payment, split into monthly donations or through fundraising. Alongside regular updates, members will be invited to exclusive events where they will be given the opportunity to hear from members of the charity's Programmes Team to see exactly how they are transforming the lives of children.

To find out more please visit: www.theeducationclub.org

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