Hope for Children launches innovative crowdfunding for Christmas Appeal

Tuesday 1 December, 2015

Hope for Children, a UK-based international development charity, celebrating its 21st anniversary, has announced its 2015 Christmas Appeal by launching an innovative new Crowdfunding initiative, Help Fund Hope to assist with the expansion of its work via its office in Uganda.

By using a crowdfunding approach, the charity is inviting as many people as possible to give whatever they can. Donors have the opportunity to engage more fully with their chosen project as they can opt to sign-up to receive specific updates from the charity via emails and webinars, together with tools to enable them to share and encourage their friends and families to donate via social media channels.

The 2015 Christmas Appeal focuses on 3 urgently-needed projects in the Namuwongo slum district of Uganda's capital, Kampala, an area that is home to an estimated 20,000 people. Here there are many problems that affect the people of Namuwongo, including unemployment, drug abuse, sexual exploitation, HIV and a general lack of education opportunities.

The projects start at just £160 to help a mother set up a business to generate an income for her family, but also include funding a community social worker for a year and providing a small library for the children, with books and internet access to help them with their education. However, for these projects to go ahead, they will need to reach their targets by 31st December.

Murielle Maupoint, Chief Executive of Hope for Children explained, “We believe the key to the success of Help Fund Hope will be a deeper sense of engagement in these specific projects felt by the donors, so they have a better understanding of exactly how their money is being spent and the impact on the lives of the beneficiaries.

“We hope that the public will really get behind this Christmas Appeal; in Namuwongo most families earn less than 20p per day so even giving £1 will help change children's lives and give them the childhood they deserve."

To find out more about Help Fund Hope, click here.

Hope for Children's History

Hope for Children was founded by Dr Bob Parsons OBE, to help those children who fell through the gaps left by both society in general and the larger charitable organisations. From the £5,000 bequest which we were founded on, we have managed to raise over £1.85 million in the last year. This fundraising has enabled us to help over 47,000 children in the UK, Asia and Africa in the past 12 months.

About Hope for Children

Hope for Children is a UK based charity which passionately believes that every child has the right to a happy, healthy and positive childhood.

We enable vulnerable children to experience a positive childhood by improving their access to education and healthcare whilst empowering their families to support themselves.

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