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# Bright Futures Campaign:

## Your Role in This Success Story

With the support of our dedicated volunteers, partners, and you, our donors, the Canada-Mathare Education Trust can provide more educational opportunities for the youth of the Mathare Valley slum in Nairobi, Kenya, and build a sustainable financial foundation for the future.

Our scholarships, which include capacity-building programs and computer skills training, and the work of our alumni network, have not only impacted our students and their families, but have also created positive ripple effects within the community and beyond.

## Our Vision:

### A Critical Mass of Educated Youth Transform their Community

With almost one million people, mostly under the age of 30, the demand for education in Mathare is incredible. In 2016, we could support less than 5% of the scholars who applied to our secondary school program.

Our goal is to sustainably scale up to supporting 200 scholars every year in our secondary and post-secondary programs

## Your Role:

### Help Us Write the Next Chapter

Your support has an impact far beyond covering tuition fees. You help us create a critical mass of educated youth who can foster transformative change in their community and beyond.

There are many ways in which you can contribute to this vision. We encourage you to donate to our campaign, share our vision with your staff and partners, offer to match employee contributions, or host/sponsor an event to raise funds and awareness for the work of CMETrust.

Please see the reverse for a listing of suggested sponsorship levels and recognition criteria.



Help us create more scholarship opportunities for Mathare's youth, now and for the future



# Sponsorship Opportunities

## Creating a Vibrant Future Together

In addition to having your logo on the CMETrust website and being recognized on social media, sponsors will receive the following:

### **Kiongozi – Leader (\$100,000)**

- Your logo on the side of the CMETrust office in Mathare, Kenya
- Recognition as a major supporter on CMETrust materials for three years
- Complimentary attendance for two people at all major campaign events
- Signage at all major campaign events
- Formal verbal recognition at all campaign events
- Invitation to a reception with the CMETrust Board
- Two scholarships created in your name

### **Mwalimu - Teacher (\$50,000)**

- Your logo on the side of the CMETrust office in Mathare, Kenya
- Complimentary attendance for two people at all major campaign events
- Signage at all major campaign events
- Formal verbal recognition at all campaign events
- Invitation to a reception with the CMETrust Board
- A scholarship created in your name
- Your logo on all campaign materials

### **Msaidizi - Helper (\$25,000)**

- Complimentary attendance for two at one major campaign event
- Formal verbal recognition at all campaign events
- Invitation to a reception with the CMETrust Board
- A scholarship created in your name
- Your logo on all campaign materials

### **Rafiki - Friend (\$10,000)**

- Complimentary attendance at one major campaign event
- Formal verbal recognition at all campaign events
- Invitation to a reception with the CMETrust Board
- Your logo on all campaign materials

### **Majirani - Neighbour (\$5000)**

- Complimentary attendance at one major campaign event
- Verbal recognition at one major campaign event

**I want to build a brighter future for the scholars of Mathare!**

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Please contact our Sponsorship Coordinator, Victoria

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