



HAI CENTRE

# HAI AFRICA & GLOBALGIVING ACCELERATOR

MARCH | 2019

# Index

- Who we are
- GlobalGiving & the *Accelerator* Campaign
- The Ambassadors
- Funding Report

## Who we are

Located in the Kabiria region of Nairobi, Kenya, Hai Africa was founded in May 2015 by the Brazilian Mariana Fischer, after volunteered herself in the region. From this experience, she envisioned and created the space where today Hai Africa works, with the main purpose of using education as a transformational tool.

Currently, Hai Africa assists 39 children (aged between 4 and 6 years old) in a rented house within the community and offers them a humanized education, vegetarian food and basic health care.

Hai Africa is also financially responsible for the education of other 19 children who have already moved forward to an elementary school in the region.

---

Since  
**2015**

**58**  
Children  
assisted  
annually

More than  
**100**  
Children  
assisted  
so far



Foto da fachada do Hai Centre em Kabiria





**GlobalGiving &**

**The Accelerator Campaign**

## GlobalGiving

One of the largest international community fundraising platform. Connects nonprofits and their projects with donors and businesses around the world simply and safely. Since 2002, GlobalGiving has helped organizations raise more than \$ 383 million dollars from nearly 900,000 unique donors to 22,668 different projects in 170 countries.

---

**170**  
Countries

**US\$ 383M**  
Funds raised

**900,000+**  
Unique donors

---



## The Accelerator campaign

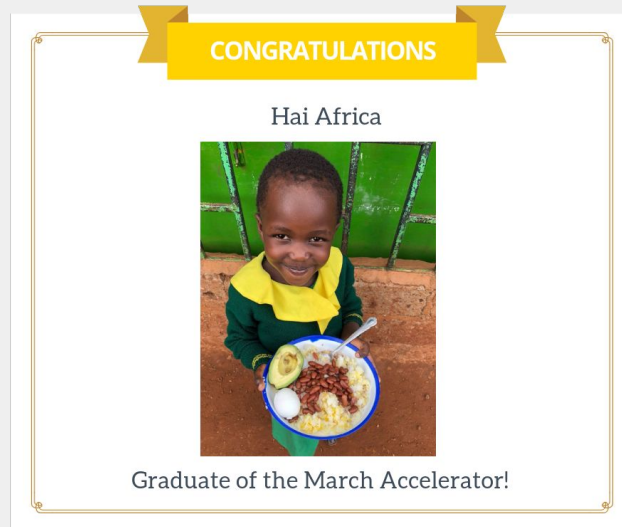
*Accelerator* is the campaign promoted by GlobalGiving (GG) to organize the projects that will be approved as part of the platform and, most importantly, part of a partnership for global scale visibility and access to some benefits such as: training, personalized attention, marketing and additional funds.

As part of the first selection phase, GG assesses the veracity and seriousness of the applicant organizations and their projects. The selected projects are then required to raise \$ 5,000 through 40 unique donors over a period of 18 days. Only organizations that successfully complete this process become members of GlobalGiving's platform.



## Hai Africa and GlobalGiving

After the GlobalGiving evaluation criteria, Hai Africa was selected to participate in the "GlobalGiving Accelerator campaign", in March / 2019.



## Our achievements

**US\$ 8,505.35**

Total funds raised

**173**

Unique donors



## GlobalGiving Rewards System

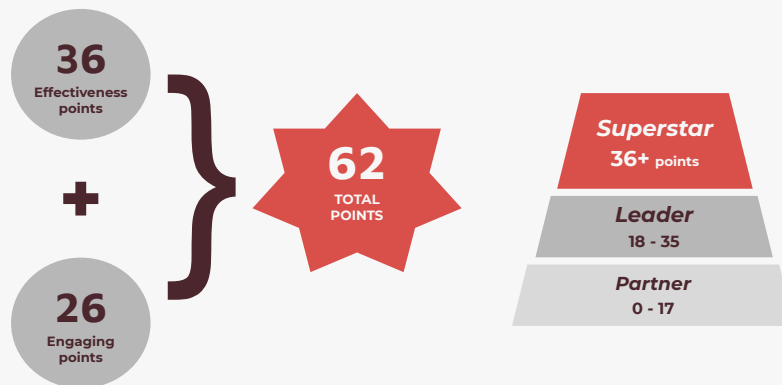
Throughout the campaign, GlobalGiving not only analyzed the total amount of funds raised by Hai Africa, but also the organization's engagement with donors and project objectives.

Donors	<b>0</b> \$0 - \$119	<b>1</b> \$120 - \$1,999	<b>4</b> \$1,200 - \$4,999	<b>8</b> \$ 5,000+
Number of donors	<b>0</b> 0 - 11	<b>1</b> 12 - 35	<b>4</b> 36 - 59	<b>8</b> 60+ donors
Number of new monthly donors	<b>0</b> 0	<b>2</b> 1 - 2	<b>4</b> 3 - 9	<b>10</b> 10+ monthly
'Thank-you emails' sent using the platform	<b>0</b> 0 - 24%	<b>2</b> 25% - 49%	<b>3</b> 50% - 74%	<b>4</b> 75% - 100%

POINTS FOR EFFECTIVENESS

POINTS FOR ENGAGEMENT

### Our numbers\*



\*Data from Accelerator campaign, March 2019, subject to change after this date.

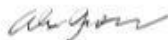
Certificate  
OF ACHIEVEMENT

GlobalGiving is proud to recognize

Hai Africa

for successfully completing the March 2019 GlobalGiving Accelerator.

This organization has competed in the GlobalGiving Accelerator, learning valuable new skills to make them more effective and earning permanent membership in the GlobalGiving community. GlobalGiving helps nonprofits around the world access the funding, tools, training, and support they need to become more effective.



Alex Guenther  
Chief Executive Officer



Michael Gale  
Director of Programs

 GlobalGiving



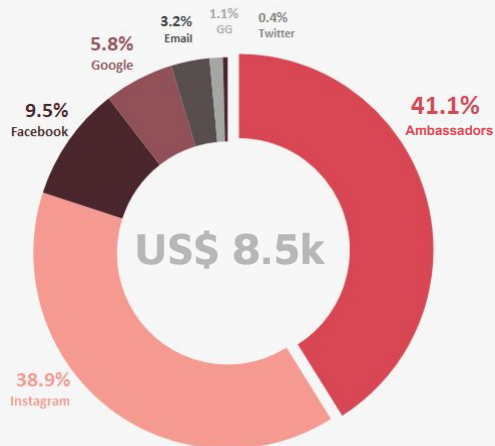


# The Ambassadors



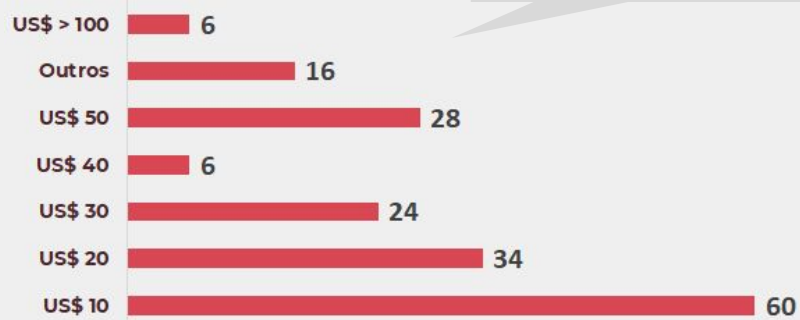
## The Ambassadors

To raise \$ 5,000 during the *Accelerator* campaign, Hai Africa connected with more than 40 ambassadors, who were responsible for sharing the challenge and also helped with communication and fundraising strategies.



Sources of media

## Average donation



**1/3 of all donations**

matched the minimum amount established by the platform (\$ 10)

An Brazilian alternative fundraising platform named “Benfeitoria” was also available, to ensure everyone in Brazil who would like to donate could actually do it (even if they did not have an international credit card). In that platform, 30 unique donors helped Hai Africa raised R\$ 2,852 (approx. \$ 592).

**US\$ 592.50**

Raised through the Brazilian fundraising website 'Benfeitoria'



# Funding Report



## Funding Report



**COMPLETE**  
training of 3  
teachers



**1 year of**  
**RENT**



**BOOKS for our**  
**library**

## But after all, what is the Waldorf methodology?

Founded by the Austrian philosopher Rudolf Steiner, Waldorf education seeks to integrate the students' physical, spiritual, intellectual and artistic development. The goal is to develop free, integrated, socially competent and morally responsible individuals. This methodology focuses especially on the fact that the development of each human being is different. For this reason, this method of teaching takes into account the distinct characteristics of each person and has, as main objective, to strengthen the personality in a balanced and integrated way.

## Meet our three teachers:



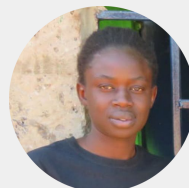
**Jane** | 1st teacher at Hai Africa

She was there when Hai Africa was born. Currently Jane is attending the 10 modules at Waldorf College and she recognizes the positive impact that Hai has in her life, since she began working there with the children.



**Leah** | Assistant teacher

In the job interview to work for Hai África, she made very clear that being part of the project was a bigger priority than having a high salary. Leah is studying to be a teacher and also dreams about finishing her Waldorf training.



**Anite** | Teacher under training

A very creative teacher is constantly designing new games and fun activities for the children, as well helping other teachers in class. Teacher Anite is not currently studying, but with the funds raised from the *Accelerator* campaign, she will also have the financial support to start the Waldorf College.

# Thank you!

**Contact us**



**Kabiria Road, Hai Centre**

Kabiria Community | Nairobi | Quênia

+ 55 11 9 7344-0205 (Mari)

+ 1 703 298 9371 (Carol)

rachel@haiafrica.com.br

<https://www.instagram.com/haiafrica>