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## **Terms of reference for an Online Fundraiser**

### **Mathare Foundation Background**

#### **Organizational Profile**

##### **Mathare Foundation**

Mathare Foundation is a community based organization that provides educational programs and mentorship for disadvantaged young people (children and youth) in the Mathare slums of Nairobi, Kenya. Through hands-on training and technical workshops in photography, film production, performing arts (music and dance), sports, and stay in school programs. We also organize photo exhibitions, football competitions and performing arts festivals in Mathare slums and beyond. Currently our membership stands at about 1,000 young people. Mathare is a settlement of roughly 400,000 people where the vast majority of the population lives under the poverty index, in houses of mud and corrugated iron sheet. Mathare is one of oldest slum and largest in Eastern Africa and lacks basic services like sanitation, clean water, electricity, and passable roads. As in many impoverished areas, children and teens from Mathare are at incredible risk for unplanned pregnancies, involvement in drugs and alcohol, crime, prostitution and crime

##### **MISSION STATEMENT**

To train and create opportunities for children and youths in media, performing arts, sports, and leadership skills so that they become better citizens in their respective communities.

### **Objectives of the Online Fundraising**

1. The objective of Online Fundraising campaign is to mobilize resources to support programme activities and operations of Mathare Foundation. We are therefore looking for a person who has either done fundraising before or he/she is passionate in fundraising
2. In this campaign we intend to fundraise \$ 15,000 within 6 months. . The person will work with us on a pro-bono basis. However, If the candidate fundraises more than 60% of the total amount at the end of the campaign. We will negotiate with them on a one off payment for the work done.

## Characteristic of an ideal Candidate

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### 1. Great Interpersonal Skills

The person should have interpersonal skills so that he can build rapport with potential donor. This will create and maintain relationship with donors. He/she ideally will be persuasive and assertive but not overly pushy in their approach. He/she should be able to understand donor needs and why do donors give to a cause..

### 2. Commitment to the Cause

Share timely report and response to donors. This will inspire donors and they will be ready to make more contribution. The fundraiser will shine in their work if he/she is truly passionate about the cause he/she is generating funds for. Donors and the fundraising team will be inspired by such a person.

### 3. Determination/Resilience

The fundraiser must be able to come up with new and innovative ideas so as to capture the attention of potential donors. He/she should have the ability to turn around the campaign even in difficult situation such as when the economic times are tough globally.

### 4. Perseverance

The candidate should be able to have some mental strength of facing rejections with a positive mind set so as to concentrate on other donors who will approve his/her work by donating. He/she should be able to set goals for the fundraiser.

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### 5. Integrity/Honesty

The candidate must be a person of high standard of integrity, understand fundraising ethics and adhere to codes of conduct of fundraising. He/she should be able to put the interest of the donors first. Honesty motivates donors and keeps them close to the cause.

### 6. Being Adaptable

The Candidate should be able to be versatile and innovative and respond to the changing needs of fundraising. Dealing with an extraordinary situations is one quality that can turn around the campaign. Donors don't always want the fundraiser to behave in a certain programmed way. This may make them to feel there are is something fishy.

## **7. Ability to Tell Compelling Stories**

The fundraiser must have the ability to tell compelling stories to donors-most of the times compelling stories makes donors emotional and they are then able to give.

## **8. Ability to Research Donors in Depth**

It is very important for the candidate to be able to do some in-depth research on donors who contribute to crowdfunding. He/she can have statistics on for instance which countries, gender, continents and maybe professions give the most in crowdfunding campaigns.

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## **9. Ability to Motivate Others**

The candidate should be able to motivate the people who he/she works with since donor rejection can be demoralizing. Being able to also motivate donors is a major plus point-particularly for inspiring them to take action and to continue supporting your organization in the long-term.

## **10. Creative Thinking**

The candidate must be able to think creatively and at times even critically. Some fun elements, gifts, rewards and humour can keep donor engaged and be ready to give more. This also makes the donors to be loyal to the campaign and follow through. Switching things up and doing them different also adds value to the campaign.