

# **CHOCU Shoe Donation Campaign Report**

## **Introduction**

The shoe donation campaign aimed to provide shoes to school-age children (4-15 years) who walk miles barefoot to attend school. The campaign was launched in 2022 by a group of volunteers who wanted to make a difference in the lives of these children.

## **Objectives**

The main objective of the campaign was to raise \$5000 to buy shoes and stockings for 278 children at St Kizito Butenzi Primary School, a rural school in Uganda. The campaign also hoped to raise awareness about the challenges faced by these children and the importance of education.

## **Activities**

The campaign used various platforms to reach out to potential donors, such as social media, email, and word-of-mouth. The campaign also partnered with local businesses to secure discounts and donations of shoes and stockings. The campaign ran from January to November 2023.

## **Results**

The campaign was successful in achieving its long-term goal. As of October 20, 2023, the campaign raised \$1743.36, which was enough to buy shoes and stockings for 208 children. The shoes and stockings were delivered to the school on October 23, 2023, and distributed to the children by the volunteers. The children were overjoyed and grateful for the gifts, and expressed their hopes and dreams for the future.

## **Update**

In April 2024, the remaining 70 children also received shoes, thanks to additional donations and support. This means that all 278 children at St Kizito Butenzi Primary School now have shoes and stockings to wear to school.

## **Challenges**

The campaign faced some challenges along the way, such as:

- **Limited funds:** The campaign did not reach its target of \$5000, which meant that some children did not receive shoes and stockings initially. However, additional donations and support enabled the campaign to provide shoes for all 278 children eventually.
- **Logistics:** The campaign had to deal with the challenges of transporting and delivering the shoes and stockings to the school, which was located in a remote area with poor roads and infrastructure. The campaign had to coordinate with the school administration to ensure the safety and security of the goods and the volunteers.

## **Recommendations**

The campaign recommends the following actions for the future:

- **Continue the campaign:** The campaign hopes to continue its efforts and raise more funds to provide shoes and stockings to other children in need. The campaign also plans to expand its scope and reach to other schools and communities in Uganda and beyond.
- **Monitor and evaluate the impact:** The campaign intends to monitor and evaluate the impact of the shoe donation on the children's health, education, and well-being. The campaign will use surveys, interviews, and observations to collect data and feedback from the children, their parents, and their teachers. The campaign will also use the data to improve its strategies and operations.
- **Share the stories:** The campaign wants to share the stories of the children and their families, as well as the volunteers and the donors, to inspire and motivate others to join the cause. The campaign will use various media outlets and platforms to showcase the achievements and challenges of the campaign, and to highlight the importance and value of shoe donation.

## **Conclusion**

The CHOCU shoe donation campaign was a successful and meaningful initiative that provided shoes and stockings to all 278 children who walked miles barefoot to attend school. The campaign not only improved the children's physical comfort and protection, but also their emotional and psychological well-being. The campaign also raised awareness and support for the children's education and future. The campaign thanks all the donors, partners, and volunteers who made this possible, and hopes to continue its mission and vision.

## **Items Donated:**

278 pairs of shoes

556 pairs of stockings