



Chair of Trustees: Amy Joynes

Trustees: Danielle Begg, Harriet Fuller, Lily Aldridge-Gold, Chris Snell, Louise Thompson

Ambassador: Jordan Wylie MBE

A registered UK Charity. Number 1213266

May 2026

Dear School Leader

Gifting Goals is charity focused on harnessing the power of sport to build stronger communities in areas of the world hit by poverty and climate change. In 2026 we aim to undertake our biggest project yet for communities in the Afar desert.

In our first year as a charity, we have:

- Furnished and resourced the first community space in the Djibouti Afar desert for Mums to access support and resources for them to play with their babies and young children
- Provided and delivered learning resources for four desert schools
- Provided sports equipment, training and playing opportunities to three communities
- Run the first ever girls training and matches in Djibouti
- Taken 16 volunteers to the Afar desert to undertake community impact projects for which they helped to raise funds

Through our work we have seen young girls thrive with the opportunity to participate, show case and lead, we have seen small children develop their coordination, learn to communicate and be team players and we have seen communities come together to celebrate, to learn and to solve problems. With your help we can do so much more.

As the 2026 World Cup approaches and football fever starts to build, your young people could be part of something truly special – enjoying the World Cup and the togetherness it brings but also fundraising to enable others to enjoy the game and benefit from all that sport can be.

On June 11th – the first day of the 2026 World Cup we are asking that members of your school community wear a football shirt or football themed item to school in exchange for a small financial donation – an amount of your choosing.

We attach a poster for you to display, complete with QR code where you can donate funds received or set up your own fundraising page if you wish.

Our online campaign page is housed here <https://givestar.io/gs/gifting-goals>

Together we can make dreams a reality – one goal at a time



www.giftinggoals.co.uk



info@giftinggoals.co.uk



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If you would like to go further with your support to Gifting Goals projects for children in the Afar desert you can find more information about our work on our website (address below) or drop us an email. You can also find out more about our 2026 Dust to Dreams campaign within this video [Dust to Dreams Campaign Video](#). We are happy for you to use this video to explain your fundraising event to your community.

We are looking for schools to work closely with us over the year and to potentially even send a member of staff out to Africa as part of our volunteer team to carry out work that your school community has supported. If you would like to continue to be involved please get in touch – we are happy to come and deliver assemblies or provide materials and ideas to support your fundraising in school.

Thank you very much for your support and for turning hope and dreams into opportunity.

Kind Regards

The Gifting Goals Team



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