



# HEART FOR AFRICA CAMPUS CLUBS STARTER GUIDE

## GETTING TO KNOW US

### WHAT IS HEART FOR AFRICA?

Heart for Africa is a humanitarian organization that focuses on bringing HOPE to the Kingdom of Eswatini, Africa in the areas of Hunger, Orphans, Poverty and Education. It is a U.S. registered charity with the EIN number: 36-4509500.

Since its inception in 2006, Heart for Africa has worked to steadily address each of these four areas in sustainable ways, by launching new programs and developing resources to ensure HOPE for the future of Eswatini.

Our work to support the people of Eswatini depends entirely on voluntary contributions.

### WHAT IS THE HEART FOR AFRICA CAMPUS CLUBS PROGRAM?

The Heart for Africa Campus Clubs program is rooted in the belief that high school and college students in the U.S. have a vital role to play as the voice for children and young people everywhere. Campus Clubs work with Heart for Africa to activate their local community by educating, advocating, and fundraising for our humanitarian and development work in Eswatini, Africa.

It is Heart for Africa's goal to empower youth to be effective global citizens – thinking globally and acting locally.

### WHAT DO OUR CLUBS DO?

Each activity of a Campus Club should fall into one of the following categories:

#### FUNDRAISING

Plan and support fundraisers that generate donations for Heart for Africa. Directly contribute to our mission of HOPE by finding ways to incorporate fundraising into your club's activities like a charity run, bake sale or virtual gala.

#### AWARENESS

Use your voice for children and adults in Eswatini by staying engaged and increasing public awareness about the issues they face and the solutions to these issues. Raise awareness among your peers and in your neighbourhood. Use social media to increase awareness of Heart for Africa's mission to fighting hunger, care for orphans and vulnerable children, decrease poverty and provide education.

#### ADVOCACY

Find opportunities to promote and integrate the work of Heart for Africa into your neighbourhood. Tap into your existing relationships with community organizations, schools and faith-based institutions to highlight and extend the reach of Heart for Africa's programs and campaigns.

## STEPS TO BECOME A HEART FOR AFRICA CLUB

### 1 IDENTIFY A CORE GROUP OF INTERESTED STUDENTS

Forming and sustaining a Heart for Africa Campus Club may take a considerable amount of time and dedication. You need other students who are equally passionate about Heart for Africa's work and will help you get the ball moving. Including others in leadership roles early in the process will help you reach out to more people and provide diverse perspectives. It will also make the leadership transition easier at the end of your term. Involve students in different academic grades to ensure that all of your leaders will not be graduating in the same year.

### 2 CHOOSE AN ADVISOR (FOR HIGH SCHOOL CLUBS ONLY)

All high school clubs are required to have an advisor. This can be a teacher in your school who cares about Heart for Africa's mission and has the time to dedicate to your success. Be prepared to outline your goals for the club in the year ahead and be honest about the level of support you think you'll need to get things off the ground.

### 3 REGISTER!

To be an official Campus Club, you must register your club! Registration is accepted throughout the year. To register you need to have two leaders, an advisor (for high school clubs), and their contact information. Please contact us directly to get registered: [info@heartforafrica.org](mailto:info@heartforafrica.org).

### 4 EDUCATE YOURSELF ABOUT HEART FOR AFRICA'S WORK

Now you get to be a part of our Heart for Africa family. Learn more about who we are by exploring our website: [www.heartforafrica.org](http://www.heartforafrica.org).

### 5 RECRUIT MEMBERS

After creating your core team, it's time to recruit members for your club! Members help execute events, and raise awareness throughout your school.

### 6 PLAN YOUR YEAR

Campus Clubs hold events focused on fundraising, raising awareness and advocating on behalf Heart for Africa. Reach out to us directly for event ideas and action items to do throughout the year: [info@heartforafrica.org](mailto:info@heartforafrica.org).

### 7 TALK TO SCHOOL ADMINISTRATORS ABOUT BECOMING A CLUB

Having support from your school can bring a wealth of knowledge and resources. Some student groups can even receive funding to help operate their club. Bring the administration into the process early. Your school may also have its own guidelines for becoming a club, so it's important to be aware of them and to stay in touch with your administrators.

## THINGS TO KNOW

### UPHOLD THE MISSION AND NAME OF HEART FOR AFRICA

Protecting the name and reputation of Heart for Africa is the responsibility of every student leader and member. Please make sure you understand and abide by the guidelines and best practices outlined in the Kit provided.

### YEARLY REQUIREMENTS

- Submit an application each year to re-instate your club with Heart for Africa.
- Organize a minimum of 3 events per year that fall into at least one of the following categories: Fundraising, Awareness and Advocacy.
- Submit your funds raised for Heart for Africa at the end of each semester.
- Share your activities and successes through filling out the end of year survey.

## ORGANIZATIONAL STRUCTURE AND MEMBERSHIP

All clubs should have a core leadership team, and we suggest having 3-5 leaders. The transition of leadership typically occurs in the early spring. **New leadership should be communicated to Heart for Africa each year** and by email to [info@heartforafrica.org](mailto:info@heartforafrica.org) if leadership changes mid-year.

## FINANCIAL ACCOUNTABILITY

Covering and controlling the costs of any Heart for Africa-related activity is an important job. It is critical that events that support Heart for Africa programs are cost-effective and are viewed as appropriate to the community. To ensure maximum impact, clubs are encouraged to spend less than 20% of total earnings from events on expenses. This goal should be outlined in your budget during the beginning stages of planning.

We require all clubs to submit funds to Heart for Africa at the end of each semester through our Peer-to-Peer platform, via cheque or through online payment. As the organizer, you should have a clear understanding of realistic revenue and expenses.

## LOGO USE

As a Campus Club, you are encouraged to use our Heart for Africa Campus Club logo that we have created for your specific school, but you are also responsible for protecting and treating it with respect. Using this logo on flyers and banners is a great way to advertise your club and its activities at your school and in the community. Our brand's reputation and the trust that people have in Heart for Africa is what allows us to share HOPE in Eswatini.

## MEMBER RESPONSIBILITIES

As a Campus Club member, you agree to a set of terms and conditions outlined in Club Kit that will help Heart for Africa maintain its high standards of professionalism. You agree to uphold the positive image of Heart for Africa. Please note that membership in a Campus Club does not confer membership in the Heart for Africa corporation.

## KNOW YOUR RESOURCES

We're here to help YOU so you can make the biggest impact, sharing HOPE in Eswatini.

## OUR TEAM

To reach Heart for Africa Staff, email [Info@heartforafrica.org](mailto:Info@heartforafrica.org).

## NOW WHAT?

You just started your club, and you've read this Campus Clubs Handbook, but now what?

Time to start finding club members!