



MAMIE MARTIN

SINCE 1993

EDUCATING GIRLS. EMPOWERING MALAWI.

Summer Newsletter 2014

View from the Bridge

As you will gather when you read on, we have been working hard this year to boost our capacity as a small charity and have made several changes to the way the Mamie Martin Fund operates. This has included securing a capacity building grant from the Scottish Government, creating a new brand for the Mamie Martin Fund, and finally becoming a Scottish Charitable Incorporated Organisation.

Our aim with this, as ever, has been to make it easier in this increasingly electronic age for people's empathy and generosity to be translated into actual support for girls in Malawi, which has been and will continue to be our primary purpose. We are extremely thankful for your continued and generous support, and hope you are as excited as we are for the next phase.

Willie Sinclair, Convenor

New Logo & Website



Have you seen our new logo and new look website? We have been working with web designer Distinct Signal over the past few months, and will be launching our full website in the Autumn. We tried to keep the new logo a secret until then too, but have just been too excited about it, so have decided to unleash it to the world now.

We think it represents who we are and what we do really well, and are looking forward to hearing what you all think. In order to complete the website, and to make some other improvements to our marketing, we will be doing a bit of extra fundraising in September. Watch out for more information about that in the coming weeks and share with your friends to spread the word about the Mamie Martin Fund.

Mamie Martin Fund. Working with the CCAP to SUPPORT EDUCATION FOR GIRLS IN MALAWI.

Registered with the Office of the Scottish Charity Regulator as a Scottish Charitable Organisation on the 25th February 2014.

Scottish Charity Number SC021483

Registered Address – 43 Ravenscroft, Irvine, Ayrshire, KA12 9DE

Admin Office – 6 Dewar Street, Dollar, Clackmannanshire, FK14 7EP

Tel – 01259 742827 / 07852 317825

Capacity Building Underway

In November 2013 we applied to the Scottish Government International Development Programme for a capacity building grant and were successful – so in April 2014 we received a year-long grant of £10,000, which allows us to carry out the following to research how our financial support has actually affected girls at CCAP schools since 1993:

- Enlist the help of a professional fundraiser to review and improve our fundraising strategy in Scotland;
- Employ a temporary Research and Information Assistant (RIA) in Malawi to establish the impact we have had over the past 21 years;
- Renew and strengthen our partnership with the CCAP (Church of Central Africa Presbyterian) Synod of Livingstonia.

Trustees have been working with fundraising consultant Pam Judson since May, some of the outcomes of which will inform the content of our new website and improved fundraising and marketing strategies, helping us to increase our donor numbers. Work on our impact research is also underway, with RIA Martha Chirwa having made her first visits to Synod schools in July. She is conducting interviews with current and former students who have been supported by the Mamie Martin Fund, in order to establish the impact of secondary education on their individual lives, their families and also their communities. We have wanted to conduct this research for a long time so it is great to have the opportunity to gather information and assemble it in a report which will support our future fundraising endeavours: actual results are much more convincing than hopeful predictions.



We are also working with NIDOS to review our organisational effectiveness, and one of our Trustees will visit Malawi later this year to train our partners in the use of NIDOS' Effectiveness Toolkit. We hope that this review process will allow us to strengthen our partnership and plan for the future.

Having been doing what we do for almost 21 years, we hope you agree that the grant is money well spent, and that the outcomes will enable us to continue supporting girls' education in Malawi for many more years to come.

Photo: Mrs Unious Jenda (our Administrator in Malawi) with Martha

Change of Status

No, not our Facebook status! After many years of discussion, we finally applied for and were granted status as a Scottish Charitable Incorporated Organisation, or SCIO, by the Office of the Scottish Charity Regulator on 25th February this year. According to Third Force News, only 5% of Scottish charities have SCIO status. This is significant not just for the financial protection it offers our donors (now known as members) and management committee (now known as trustees), but also for the security it offers to organisations from whom we may seek funding. What this means in plain terms is that the structure of our organisation now conforms to a pattern that Government and bigger donors understand is secure.

The first immediate benefit was our successful application to the Scottish Government for our capacity building grant, as outlined above.

New Banking Arrangements

Inevitably with all these changes occurring, we have also come up against some complications. Due to our change in status (see previous article), we have also had to change our bank account. Unfortunately, since we are a small charity, the majority of donations that we receive are currently done so through Standing Orders, which our bank is unable to transfer to our new account.

As a result, we will be contacting all of our regular donors within the coming weeks in order to make sure that future donations are paid to our new account. In order to safeguard us against similar scenarios in the future, and so that we do not feel restricted to always remain with the same bank, we have decided to begin using GoCardless to process regular donations.

The logo for GoCardless, featuring the word "GOCARDLESS" in a blue, sans-serif font, enclosed within a thin black rectangular border.

GoCardless is a leading direct debit provider that provides simple, secure and regular online payments, and is subject to the Direct Debit guarantee. No credit/debit card or online banking is required to use the service, and the transaction costs involved are relatively low.

Our administrator Hazel will be in touch with you very shortly to assist you in this process, and we thank you in advance for your time in doing so. We really cannot thank you enough for your regular support, which allows us the security to continue supporting around 80 girls each year in Malawi.

News of Former Students

Elvas Singini continues to do well – she has now been working at the 500 Miles Orthotics Centre in Mzuzu for a year.

Dates for Diaries...

Scotland Malawi Partnership AGM / Saturday September 27th 2014 / Couper Institute, Clarkston Road, Glasgow (time to be confirmed)

Mamie Martin Fund AGM / Saturday November 8th 2014 from 1.00 pm until 16.30 / Ladywell Church Hall, Bannockburn

IF YOU WOULD LIKE TO HELP US SAVE SOME MONEY, PLEASE CONSIDER RECEIVING FUTURE MAMIE MARTIN NEWSLETTERS BY EMAIL RATHER THAN THROUGH THE POST.

CONTACT US AT ADMIN@MAMIEMARTIN.ORG TO LET US KNOW YOUR EMAIL ADDRESS.

www.mamiemartin.org