

2025 SEECHILD FUNDRAISING MARATHON EVALUATION REPORT

Introduction

Basing on the results of the previous maiden fundraising marathon that happened on *8th December 2024*, a decision was made to adopt the idea of having it an annual event with in our community hinging it on various objectives that will always be determined by the Board of Governors and Directors as the prevailing managerial conditions shall dictate.



Some trainees at BISTC



Trainees during the match to the event's venue

With guidance from the above mentioned bodies, the *2025 SEECHILD Fundraising Marathon* was scheduled on *Saturday 22nd November 2025* a season that would also allow educational institutions to fully participate and below were the set objectives for this year's campaign;

- i. To fundraise resources needed for skills training programs.
- ii. To create awareness about disability management.
- iii. To raise the organizational visibility.

In the preparatory stages, a team with profound enthusiasm about this cause was created including some SEECHILD staff and other outsourced individuals to spearhead this campaign and their tasks were; writing and reaching out to the probable sponsors, publishers/media, service providers, and drawing the road map towards the event.

SEECHILD being a growing brand, we failed to secure big sponsorships but many companies, businesses, institutions, businesses and individuals offered support towards the cause by giving in some contributions and buying the Marathon kits that were printed as the day's attire after securing some loan.

In the preparatory period, different means were used to sell out the kits, call for support and spread the information about the Marathon and disability management. We were hosted by different media platforms like radios and televisions, we used church platforms to call for support,

community radios, and door to door approach, to mention but a few which strategies helped to mobilize masses to participate and support.

The event's day

Having spent several days preparing for this event, virtually everything that transpired on the day occurred as had been planned. The total number of participant that came for the event almost hit 1,000 which was far better than the previous attendance. These included different company heads and their teams, sister organizations, students from various school, community and religious leaders, individuals and our trainees from both MISTC & BISTC.

We had a run of 5 kilometres for the able bodied and a match led by brass band for the trainees and others that couldn't run setting off from BISTC to the event's venue across the trading centre.



Board representatives giving a speech



Trainees entertaining the guests with a dance

These were followed by final joint stretch-up by the runners and trekkers, speeches from the partners and stakeholders, presentations by trainees, fundraiser activities and then closure. We therefore registered some achievements and challenges as shown below;

Achievements

1. The Marathon enabled SEECHILD to generate some income which was one of the key objectives of the event. *(presented in the appendix)*
2. Through this event, there was massive community sensitization and awareness creation about disability management that is hoped to create lasting and realistic image about people living with disabilities.
3. The event attracted several work partners like Rotary clubs who pledged to collaborate with SEECHILD in different areas of services delivery.
4. The Organization highly scored in the area of visibility/publicity, this was attained through several media mentions, air plays, interviews, and posts that were done during the preparations and on the event.
5. The number of participants on the event almost tripled the previous one which was a great achievement probably precipitated by good timing of the event.

Challenges

- i. The Marathon was organized without any aid from sponsors and so all costs solely rested on SEECHILD which is so strenuous given the organization's current financial status.
- ii. It's also worth to say that, the fundraising drive didn't hit the anticipated sum of money that was hoped to be garnered.



Some people resting after the run



Stretch-ups after the run

Conclusion

Despite the fact that, the SEECHILD Marathon 2025 had been planned earlier to happen, actualizing it was a hard nut to crack having come in a time when the organization had no funds needed in the preparatory stages. But we started and along the way, different strategies were put in place and hence the results we are celebrating now, and so it is worth to state that this was a sweet burden to carry by the management that resulted in to remarkable success. We therefore convey our sincere appreciations to all that played any part in this great journey and so request for the same spirit in the future events.

Report by,

Muddu Denis

Programs Officer

26th November 2025

Appendix

Financial Performance of the SEECHILD Fundraising Marathon 2025

No.	Item	Cost (UgX)
Income		
1.	Sponsors	3,600,000
2.	WhatsApp Platform donations	8,784,000
3.	Sell of kits	4,760,000
	Total	<u>17,144,000</u>
Expenditure		
1.	Press & Media	2,100,000
2.	Transport & Communication	1,230,000
3.	Venue	450,000
4.	Drinks & Breakfast for trainees	786,000
5.	Brass Band	400,000
6.	Photography	350,000
7.	Tents & Chairs	450,000
8.	Publicity	885,000
9.	Police & Security	350,000
10.	Soft Loan payment (used to print the kits)	3,600,000
	Total	<u>10,601,000</u>
	Net profit	<u>6,543,000</u>