



Back to School Project: A Successful Initiative at Centre Scolaire Nyakinama II Primary School

From: IRUMVA Opportun

To: Executive Director

Cc: Board of Directors, Encourager Members

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Back to School Project: A Successful Initiative at Centre Scolaire Nyakinama II Primary School

Introduction

The Back to School project, held on September 17, 2024, at Centre Scolaire Nyakinama II Primary School in Musanze, Rwanda, was a resounding success. The initiative aimed to provide educational resources to deserving students from underprivileged backgrounds.



Campaign Overview

Purpose: To provide educational resources to deserving students from underprivileged backgrounds at Centre Scolaire Nyakinama II Primary School in Musanze, Rwanda.

Target Audience: Underprivileged students at Centre Scolaire Nyakinama II Primary School.

Key Activities:

- **Student Selection:** Selection of 40 students based on academic performance and financial need.
- **Distribution of Educational Materials:** Distribution of 80 notebooks and 80 pens to the selected students.
- **Community Engagement:** Prayer session with students and school community.

Marketing and Outreach

To effectively reach our target audience and generate support for the project, we employed a multi-channel marketing strategy:

- **Social Media:** We leveraged popular social media platforms, including LinkedIn, WhatsApp, and other online channels, to create awareness, engage with potential donors, and share updates about the project.
- **Word-of-Mouth:** We encouraged our network to spread the word about the project through personal recommendations and connections, tapping into the power of grassroots marketing.
- **District Administration:** We collaborated closely with the district administration to leverage their existing networks and resources to reach a wider audience. They assisted in disseminating information about the project to schools, community organizations, and local residents.
- **Targeted Marketing:** We focused our outreach efforts on parents of students at Centre Scolaire Nyakinama II Primary School, using targeted messaging and distribution channels to directly connect with our intended beneficiaries.

Project Implementation

The project was executed by IRUMVA Opportun and Jean Paul NGIZWENIMANA. The event commenced at 10:00 AM and concluded at 2:00 PM. Upon arrival, we were warmly welcomed by the deputy director, facilitators, and students. A vibrant assembly was held, featuring a lively coconut song.

A total of 40 students were selected based on their academic performance and financial need. Each student received two notebooks and two pens, totaling 80 notebooks and 80 pens distributed. The selection process was carefully conducted by the Dean of Study and facilitated by the school's staff.

Project Success and Impact

The Back to School project was a resounding success, achieving its primary objective of providing essential educational materials to needy students. The positive impact of the project is evident in the feedback received from the school administration and staff.

A significant highlight of the project was a prayer session held with the students and school community. This shared moment of reflection and gratitude served to strengthen the bond between the project organizers and the beneficiaries.



Donations

- **Material Procurement:** We purchased high-quality notebooks and pens from reputable suppliers, ensuring that the students received durable and reliable materials.
- **Distribution:** The distribution event took place at the school premises. Each selected student received two notebooks and two pens, accompanied by words of encouragement and support.
- **Impact Assessment:** We observed the students' excitement and gratitude as they received their new supplies. This positive response reinforced our belief in the project's potential to make a significant difference in their lives.

Challenges

- **Limited Resources:** While we were able to secure funding for the initial phase of the project, additional resources would be required to expand the initiative and provide more comprehensive support to the students.
- **Operational Constraints:** Obtaining the necessary permits and licenses to operate in Rwanda can be a time-consuming process. We encountered some administrative hurdles in securing the required documentation, which temporarily delayed our project implementation.

Next Steps

- **Evaluation:** Assessment of the project's impact and effectiveness.
- **Sustainability:** Exploration of ways to sustain the project and provide ongoing support to the school.
- **Expansion:** Consideration of expanding the project to reach more students or other schools in need.

Feedback from School Officials:

- **UWAMARIYA Julienne (Facilitator):** These essential tools have not only equipped our students with the means to pursue their education but have also

instilled in them a sense of hope and possibility. Your kindness has empowered them to dream big and strive for academic excellence.

- **Deputy Director:** On behalf of the entire Nyakinama II Primary School community, I extend our deepest thanks for your compassion and generosity. Your support has made a tangible difference in the lives of our students, and it will not be forgotten.
- **School Director:** I am writing to express my heartfelt gratitude for the incredible support you have provided to the students of Nyakinama II Primary School. Your generous gift of books and pens has made a profound impact on our young learners.



Acknowledgments

We would like to express our sincere gratitude to the following individuals and organizations for their invaluable contributions to the Back to School project:

- **The Encourager Association:** Their generous financial support made this initiative possible, providing the essential resources to benefit the students of Centre Scolaire Nyakinama II Primary School.
- **District Education Office:** Their guidance and support were instrumental in ensuring the project's alignment with local needs and priorities.
- **Centre Scolaire Nyakinama II Primary School:** The school administration and staff provided invaluable assistance in identifying eligible students and facilitating the distribution of materials.
- **IGABE Teddy:** The dedicated volunteer who participated in the project played a crucial role in its success, contributing her time and energy to document the event by taking pictures and videos to make a positive impact on the lives of the students.

We are deeply grateful for the support and generosity of all those involved in this project. Their contributions have made a significant difference in the lives of the students we serve.

Recommendations

- **Long-Term Follow-Up:** To ensure the sustainability of the project and measure its impact, we recommend establishing a follow-up program to monitor the academic progress of the supported students. This will enable us to identify any challenges they may face and provide additional assistance as needed.
- **Expanded Support:** We propose expanding the project to include other essential educational materials, such as textbooks and stationery. This would provide a more comprehensive package of support for the students and enhance their learning experience.
- **Community Involvement:** Encouraging community participation and involvement can help create a sense of ownership and sustainability for the project. We recommend organizing workshops or awareness campaigns to educate the community about the importance of education and the positive impact of such initiatives.
- **Resource Mobilization:** To ensure the project's continued success, we must actively seek additional funding sources and partnerships. Building strong relationships with local businesses, NGOs, and government agencies can help secure the necessary resources to expand and sustain our efforts.

Conclusion

The Back to School project was a resounding success, providing vital educational resources to underprivileged students at Centre Scolaire Nyakinama II Primary School. The project not only met the immediate needs of the students but also uplifted their spirits and inspired them to achieve academic excellence. The positive feedback from the school community underscores the project's significant impact and the importance of continued support for educational initiatives in Rwanda.