



2026 World Forum Fundraising Kit

"Speaking your truth is the most powerful tool we all have."

—Oprah Winphrey

Gain support for your participation in the [2026 World Forum on Early Care and Education](#) with this fundraising kit. It contains four sections:

- **Fundraising Tips** — Members of the World Forum community offer inspiration and strategies for raising funds.
- **Fundraising Letter Template** — Modify this letter to fit your own story and your specific request.
- **How to Submit a Grant Proposal** — This guide can help you develop a proposal to appeal for a grant from a corporation or foundation.
- **Email Thank You Letter Template** — Adapt this sample email to send to supporters while you are in Kuala Lumpur.

"We make a living by what we get, but we make a life by what we give."

— Winston Churchill

We wish you luck! See you in Kuala Lumpur!



World Forum Fundraising Kit Fundraising Tips from the World Forum Community

Members of the World Forum community generously share their ideas for funding participation and travel.

Laura Henry, England:

"Tell your story and share your passion. Be clear about your actions and the impact on children, their families, the local community and your personal and professional development goals."

Ebenezer Lartey, Ghana:

"Know why you want to be at the World Forum on Early Care and Education. The reason must be passion driven and to the benefit of society and the improvement in the quality of child care. This in simple language is knowing the issue: identifying and analysing the issue, analysing stakeholders, analysing policy context (country-specific) and framing the issue.

"Be persuasive in communicating with potential funders – cite relevant examples of the need for quality child care and the adverse effect of the lack of an effective ECD program.

"Set up effective meetings with potential funders, knowing who to bring to the meeting. In these meetings be clear about your overall fundraising goal."

Vishakha Deshpande, India:

"Reach out to firms and companies in our own communities, those involved in production of educative materials and other products, for funding."

Patrick Makokoro, Zimbabwe and Canada:

"As you try to raise funds, your passion for childhood education should be evident and speak for itself. This in turn will help your audience realise how important travelling and participating in the World Forum means for you, your organisation and the children you serve. Always have three succinct and convincing reasons as part of your 'elevator pitch' on why attending the World Forum is beneficial for the children you serve, to you as an individual, and expected return on investment to the people you have requested support from. Nothing beats being prepared but importantly exuding passion and commitment to the cause of the young children you serve."

Analesi Tuicauma, Fiji:

"Approach a restaurant in your community or town and share your work with the World Forum Foundation with them. Ask if they can help you raise funds for your professional development. Suggest you sell tickets for full house – half goes to the hosts and you keep half. You might need to pay up a deposit based on the total number of people or tickets. Send an invite to business owners, friends, families, and colleagues. Ask if they can help you raise funds for your professional development Prepare some finger food and drinks. Share some of your work with WFF. Ask for LOVE offering and collection. If you are a teacher, share your WFF work with parents. Ask if they can help you raise funds for your professional development.

"Ask the parents to bring their children to you and other staff for a fun-filled and exciting sleep over, usually a Friday when they can plan their going out. Parents pick up their children at 7am Saturday morning- of course after their breakfast. After you have shared this with the parents, you can charge \$50 for one child.

"Approach businesspeople and share about your work with WFF. Ask one if they can sponsor your flight; another for your registration, etc..."

Kirsten Haugen, United States:

"Keep the 'fun' in fundraising - share your passion, aspirations and enthusiasm for your work, for the World Forum, and for what you hope to gain and give back by participating.

"Take a cue from online fundraising: provide 'rewards' for different donation amounts. Make your rewards personal and meaningful - a framed child's drawing or photo from Kuala Lumpur, or a dinner at your home.

"Let your supporters - your employer, colleagues, friends, family, or philanthropists - know how you'll thank them. Send every donor a personal thanks from Kuala Lumpur. Or host a reception and share photos, stories, and insights from your experience, and publicly thank donors who wish to be recognized."

Luis Hernandez, United States:

"Our Best Goes to Kuala Lumpur...!" Inspire a collective effort to send the first person in your community to the World Forum.

"Training/Learning event - Provide half a day of workshops for a 'suggested amount'...fun topics for local ECE folks. Then thank them with a FREE training based on what you learn, once you return.

"Community Sale - collect items that people no longer need...books, magazines, toys, classroom equipment, baby items, etc... and host a 'garage sale.' Have local centers donate items...or consider organizing a raffle.

"Fun Run/Walk - Hold a mini marathon or join an existing one, and ask for pledges per kilometer...end with a breakfast (for a fee)..."

"Dance with the Stars or Namibia's Got Talent - Organize a talent-based contest...participants can support individual dancers or singers by paying/contributing a fee...proceeds can be shared with performers..."

Marisa Uribe, Colombia:

"In countries like mine, there is an organization called Banco de la Mujer (Women's Bank) that gives loans to women taking into consideration the destination of the money. The profession of teaching brings together a lot of women and they can approach this Bank or another with a sound project to be financed.

Those working on the private sector, NGOs, or corporate foundations can ask for a scholarship or a loan that can be paid back with new projects inspired or enriched with the experience of the World Forum. Those who work with universities or educational centers can state the many benefits for the organization that this experience will bring. For example, learning about projects in other countries, meeting people that share their interests, making connections that are important for the university, etc. Families can be a resource, too. I have a friend whose daughter asked everyone in her family to help her with the trip of her life - in place of Christmas or birthday gifts for a time.

"I love the 'counterpart strategy' in which an organization raises a certain amount of money for something and a funding firm gives for every peso they raise another peso."



2026 World Forum Fundraising Kit Fundraising Letter Template

Copy this text onto your own stationery or letterhead, or adapt this [MS Word version](#). Modify it to make it personal and meaningful, and replace [words in brackets] with your own words and information.

Date:

[Name]

[Address]

[City, State/Province]

[Country]

Dear [NAME],

I am writing to ask for your support to help me enrich the work I do with and for young children *[or say something more specific to your work]*.

Now more than ever, we need to come together to *[help today's young children grow and develop as healthy, resilient, caring and creative members of their communities / foster positive educational outcomes and an appreciation for our diverse world among today's children]*.

Toward that end, I would like to participate in the 2026 World Forum on Early Care and Education in Kuala Lumpur, Malaysia, from April 14-17, 2026. There, I will meet with over 700 early childhood professionals and advocates from over 80 countries to exchange ideas and innovations on quality care and education for young children everywhere. As a delegate I will share my work on a global scale and gain inspiration, support, and practical solutions to enhance the work we do with children and families here in *[your organization/community/country/etc]*.

Since 1999, the World Forum Foundation, a tax-exempt nonprofit organization, has brought together over 12,000 early childhood professionals from 151 countries through 54 Forums in 35 countries. As delegates, we are asked to raise funds to cover our costs to participate in the event.). I am requesting your support *[in the amount of ___]* to help cover the cost of *[airfare, travel, registration, etc]*.

[Briefly describe how you and/or your organization will benefit from your participation in the 2026 World Forum. If you plan to present at the World Forum, tell how your presentation will

bring visibility to your work, support your work, or aid the philanthropic goals of the organization.]

I am hopeful that you will be able to *[fill in a specific request here]*. Your support will make a life changing difference for me and for everyone I serve.

Sincerely,

[Your signature and name]

[Your contact information]



World Forum Fundraising Kit How to Submit a Grant Proposal

Thanks to Lynette Haugen, who provided the expertise for this section.

The following checklist and detailed recommendations will help you organize the typical elements of a grant proposal. Please note that some organizations have very specific expectations regarding how they want grant proposals written and presented. The organization you are applying to may have their own proposal outline which they want you to follow, or they may have a simple application to fill out. Be sure you ask each organization for any specific forms or expectations they may have. It is always a good idea to speak with someone in the organization directly, if possible, before submitting your application.

Grant Proposal Elements

- Cover Letter
- Executive Summary
- Proposal Narrative
 1. Statement of Need
 2. Goals, Objectives and Timeline
 3. Impact
- Budget
- Organization Information
- Attachments

Cover Letter

Get their attention and sell your idea! *(no more than 1 page)*

- Use a standard business letter format.
- Mention any contacts you may have with the organization.
- State why you are writing and how much money you need.

- Tell the funder why your request is important, what your action plan is, and what good things will result for children and families. (See the sample fundraising letter in section two for ideas on how to word this.)
- Be sure to have your letter proofread for grammar and total presentation.
- Be concise and convincing. Keep the letter to one page. The letter should be quick and easy to read.
- Remember that funding organizations receive many inquiries and the people reviewing proposals are busy. You need to be clear and catch their attention with your letter.

Executive Summary

Provide an easy-to-read overview. *(1 page)*

- Provide an organized summary of who you are, how much money you need, and what you will achieve with the funder's financial assistance.
- Here again, and throughout the proposal, you want to persuade the funder that you will use their money to make good things happen for children and families.

Proposal Narrative

The descriptive portion of your proposal *(up to 5 pages)*

1. Statement of Need

- Identify the specific support you need in order to attend the World Forum on Early Care and Education.
- Clearly define your challenges and why you need help with funding.

2. Goals, Objectives and Timeline

- Goals: State what will be the final result of your participation in the World Forum on Early Care and Education.
Describe how your participation will help you make good things happen for children and families (and perhaps for fellow colleagues) when you return home.
- Objectives and Timeline: Show that your request has been carefully conceived. List and explain everything for which you seek funding and when the funding will be needed.

3. Impact

- Tell the funder how you will measure the impact of your participation in the Forum and how you will share results with them. One way to do this is to promise that upon your return home you will provide a report of your trip, the new ideas and contacts you gained, and how you will use this information to

help children, families and fellow colleagues. In this section the funder wants to know what you will accomplish in exchange for receiving money.

Budget

Be accurate in outlining the finances needed

- Clearly define the amount of money you are asking for and exactly how it will be used.
- Check the funder's guidelines. The funder may have a budget format they want you to use and an expense log. Almost all funders will require receipts.

Organization Information

Convince the funder that you or your organization deserves support.

- Give details about you and/or your organization that demonstrate your qualifications, connections and track record, and indicate your ability to carry out this project.
- This is your opportunity to convince the funder that you will be able to do what you are promising.

Attachments

Provide any additional information or materials that will support your proposal (optional). This may include:

- A flyer about your organization (if you have one)
- Your resume or CV, highlighting your qualifications relevant to your specific request
- A list of your organization's board members and their affiliations (if applicable)

Be sure to check each funder's guidelines and use discretion when sending additional attachments. Funders receive many proposals and don't have time to read through information that is not relevant.



2026 World Forum Fundraising Kit Email Thank You Letter Template

Dear

Thank you so much for supporting my participation in the 2026 World Forum on Early Care and Education. I am now in Kuala Lumpur and this life-changing experience has begun.
[Add 1-2 stories and/or photos about your experiences, with respect for the funder's interests.]

Because of your support, when I return, I will be ready to *[briefly describe what you will now be able to do and how you will be able to make good things happen for children because of it.]*

Again, heartfelt thanks for your generosity.

Upon return from the World Forum event, I look forward to sending you a final report on all that you helped make possible.

Sincerely,
[Your name here]