



June Sarpong launches Time to Shine appeal to help children in Ghana go to school

Award-winning broadcaster and TV personality, June Sarpong MBE has today announced the launch of the Time to Shine appeal from multi award-winning charity AfriKids, which will raise funds to support children in Ghana, her country of heritage.

The appeal run by leading organisation for child rights in northern Ghana, AfriKids, also has the backing of the UK government. From 3 December 2018 to 3 March 2019, all public donations to AfriKids' Time to Shine appeal will be doubled by the UK government.

Public donations will support AfriKids' work keeping children healthy, safe and in school and match funds provided by the UK government will specifically support their Opening Doors to Schools programme, ensuring more children in northern Ghana complete a quality basic education and get their time to shine.

TV personality, Sarpong, who was appointed a MBE for her services to broadcasting and charity and has been a passionate advocate for human rights causes including Make Poverty History, said:

"A good education is the ultimate equaliser and one of the few things that cannot be taken away from you in life, far too many children are receiving the education they deserve. It's imperative we fix this, not just for their futures but for ours too, as it may be this untapped potential that has the solutions to some of the world's most pressing problems."

According to Ghana's Ministry of Education¹, 65% of children in Ghana are forced to drop out of primary education by the pressures of poverty, and it's even higher in the rural north where AfriKids works. Common reasons include children needing to work to make ends meet at home and girls being forced to marry and have children young. AfriKids' works with families to improve financial security; with communities to change beliefs and practices that are preventing children from completing school and also with Ghana Education service and civil society to improve the quality of education being provided.

International Development Secretary, Penny Mordaunt, announced that the UK will be supporting more children in northern Ghana to complete a quality basic education, by matching public donations to AfriKids' Time to Shine appeal, up to £2 million.

International Development Secretary Penny Mordaunt said:

¹ <https://files.eric.ed.gov/fulltext/EJ1118546.pdf>

“Every time the British public reach into their pockets and donate to a UK Aid Match charity their generosity directly changes the lives of some of the world’s most vulnerable people.”

“Every child, no matter where they are born, should be able to go to school and have a happy childhood. And every parent wants what’s best for their child. But for the world’s poorest families, they often feel they have no choice but for their children to marry or go into work before they’ve even completed primary school because they cannot afford to feed them or send them to school. Access to education can change that – and can change lives.”

“UK aid’s support will double the impact of the British public’s voluntary donations and help AfriKids to reach some of the world’s poorest communities to keep more children healthy, safe and in school.”

AfriKids Chief Executive, Charlie Hay said:

“We are delighted that the British public’s generous donations to our Time to Shine appeal will be matched by the UK Government.”

“A basic education shouldn’t be a luxury, but it’s beyond the reach of the very poor families we work with in Ghana, who work incredibly hard to make ends meet and do the best for their kids. Together we can help them to transform their own lives and give their children the best possible chance of escaping poverty for good.”

Visit www.afrikids.org/shine or search “AfriKids shine” to donate.

-Ends-

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Notes to editors

AfriKids

- AfriKids is the leading organisation for child rights in northern Ghana; a partnership between a UK registered charity (1141028) and a Ghanaian registered NGO (DSW/3024)
- Work includes projects in education, healthcare and child protection (including acclaimed success eradicating child marriage and traditional harmful beliefs in “spirit children”)

- AfriKids' work is focused across the three regions of northern Ghana where more than half of all families live in poverty and 1 in 10 children die before their 5th birthday
- AfriKids is multi award-winning including International Charity of the Year 2015 (Charity Times Awards): <https://www.afrikids.org/about-us/awards/>

www.afrikids.org

UK Aid Match

UK Aid Match brings charities, the British public and the UK government together to collectively change the lives of some of the world's poorest and most vulnerable people.

It is designed to provide opportunities for the UK public to engage with international development issues and have a say in how UK aid is spent, whilst boosting the impact of the very best civil society projects to reach the poorest people in developing countries.

For every £1 donated to a UK Aid Match charity appeal, the government will also contribute £1 of UK aid, to help these projects go further in changing and saving lives. UK Aid Match is funded from the international development budget, for donations made by individuals living in the UK.

The first phase of UK Aid Match, launched between 2013 and 2016, funded 59 appeals. An estimated 3.6 million people in the UK donated to match-funded appeals. A total of £120m went to 42 charities, operating in 22 countries and running projects including health, education and water, sanitation and hygiene which are expected to benefit 19 million people.

From 12 February 2018 the Fund Manager for UK Aid Match has been Mannion Daniels, working in consortium with Oxford Policy Management (OPM), Education Development Trust (EDT), Royal Tropical Institute (KIT), and the Social Change Agency (SCA).

For more information on the fund, or to make an application, please visit the UK Aid Match website: <https://www.ukaidmatch.org/>

General media queries

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