

Seeking sponsors for YOMAD! – Young, Ordinary and Making a Difference!



Fenna Martin and Sophie Coxon are Young, Ordinary and intent on Making A Difference in their communities and the wider world. Fenna and Sophie, both from Cornwall, volunteered at a Kenyan orphanage in 2013. They returned determined to inspire other Ordinary Young people to follow their passion and Make A Difference – particularly those who have lost direction, and even

hope. Both dyslexic and partly raised by lone-parents, they highlight the potential for us all to transcend obstacles and achieve our dreams.

Now volunteering for Penzance social enterprise Hope in the Heart CIC, and helping develop The Compassionate Cornwall Initiative (part of Charter for Compassion International), Fenna and Sophie have developed links with young people in Botswana and aim to work with them to inspire youth in Cornwall to feel compassion, appreciate their own relative good fortune, and engage with the needs of others, contributing, and raising their own ambition and self-esteem, through doing so.

In the summer of 2013 Fenna and Sophie volunteered at Child of Mercy Orphanage in the Likoni slums near Mombasa, Kenya. Their lives were transformed, not only by the hardship they witnessed but also the good cheer and generosity of people who have so little. They realised we in the West could learn a lot from our African peers.

Helping in a school, they saw five-year-old Barrack, dying of malaria on a mat at the edge of the classroom, his carers resigned to this common fate. They took him to hospital, and paid for the treatment that saved his life. It cost £10 of the spending money they had taken to buy souvenirs.

This experience showed them how helping another can be the most fulfilling thing in the world, and compelled them to inspire other young people in Cornwall and the UK, who might never feel such fulfilment, to move beyond their perceived limitations and Make A Difference, to help others, and ultimately to help themselves to live lives of meaning, satisfaction and contribution to a better world.

To meet our costs, we hope to attract companies and donors to sponsor this project. Fenna and Sophie are currently Crowd Funding and have raised £1356 so far. They need to raise almost £5000 by 24th November and are looking for donors to pledge up to £250 on the Crowd Funder website <http://www.crowdfunder.co.uk/yo-mad/>. This will cover the cost of their flights and living expenses in Botswana. Further sponsorship will be sought for other project expenses beyond the Crowd Funder target.

In return for donations of £250, Fenna and Sophie will provide a photograph for use in marketing or annual reports. They can take light-weight products, mascots and T-shirts with company logos to Botswana and bring back photographs of themselves using and sharing these with local people. A donor wall on our website will feature companies/names. The project is already attracting media interest (see accompanying article from The West Briton) and a high profile worldwide in the international Compassion Movement.

Do you know of any generous companies or individuals who might like to sponsor this wonderful project? We would be delighted to have an informal chat with anyone who might like to support us. Fenna and Sophie are available to give presentations about their work and vision in Africa, Cornwall and beyond and will mention major donors in these.

Tam Martin Fowles, Founding Director, Hope in the Heart CIC