

FIGS has a clear, long-term strategy reviewed regularly by trustees, based on four key pillars:

1. Consolidating the charity's existing position by ensuring the continued successful operation of IGBS, which currently educates up to 360 girls and employs 42 staff members.
2. Strengthening fundraising and governance to support the development of sustainable, long-term income streams for the school.
3. Sharing and spreading learning from IGBS as a proven model for girls' education in South Sudan.
4. Community outreach, including plans for a farming co-operative and vocational and life skills training to extend the school's impact beyond enrolled students.

Fundraising is central to the delivery of these aims. FIGS has a clear fundraising strategy to meet the annual running costs of the school and FIGS itself, support staff salaries, and complete the buildings on the school campus.

Public benefit

FIGS have considered the Charity Commission's guidance on public benefit when reviewing its aims and objectives and in planning future activities. The trustees are confident that the activities of the charity are furthering the charity's objects for the public benefit. Impact is regularly monitored and evaluated by the trustees. International research shows that girls' education is one of the world's best investments with wide-ranging returns, contributing to numerous development outcomes.

Activities

Raising funds

FIGS deploys a varied set of fundraising methods to reach diverse supporters and donors. Since 2011, FIGS has raised funds to support the construction and maintenance of school infrastructure, alongside the ongoing operation of IGBS and the education of up to 360 girls each year. The school opened in 2014 with its first cohort of 40 mid-primary girls and has expanded steadily in yearly increments towards its intended full size of five primary and four secondary classes.

FIGS aims to raise £500,000 every year to cover the full revenue costs of the school, undertake capital projects at IGBS, support FIGS' modest organisational overheads, and build financial resilience. This ambitious target is underpinned by a multi-pronged fundraising approach that combines regular giving, one-off donations, grant applications, partnerships, legacy fundraising, events and key annual campaigns. Trustees also play a vital role by championing the school's mission to broaden the donor base.

How we raise funds:

- **Regular giving:** Regular contributions, even modest amounts, contribute to providing a predictable, unrestricted income that allows FIGS to plan confidently and maintain long-term support for each girl's education from primary through secondary school.
- **One-off donations and major gifts:** FIGS encourages one-off donations from supporters, including high-net-worth individuals, through personalised stewardship and targeted outreach.
- **Speaking events:** FIGS actively gives talks and presentations to community groups, churches, schools, and networks to raise awareness and inspire support. These events play an important role in building relationships with new supporters, encouraging donations, and raising the charity's profile.
- **Trusts and foundations:** Grant funding supports both core operational costs and capital projects. FIGS applies strategically to secure multi-year grants from trusts and foundations that align with the school's mission.