

IDPE Schools' Fundraising Campaign of the Year

(Development within the school has been established for 5 years or less)



Dubai College – The Jafar Centre – capital fundraising project

The first capital campaign at Dubai College had to be undertaken solely through major-gift face-to-face solicitations from amongst our own community as public fundraising is illegal in the UAE. This campaign was for a state-of-the-art building incorporating a new library, the computer science, art and mathematics departments, as well as a video suite and a cafeteria. It reflects the school's commitment to multi-disciplinarity, oracy and metacognition. The building has already had a positive and far-reaching impact on the pupils and teaching staff.

We were tasked with raising AED 19m (GBP 4.22m) representing 50% of the build cost.

- A small development board was established
- A brochure was produced
- Lead gifts were secured to name the building and the library within it. These totalled 68% of the required funds
- The remainder was raised from private and corporate donations for individual rooms
- The campaign took 10 months from February to December 2022
- The building was completed in ten months from August 2022-June 2023, on time and on budget

As a result, there is a real acceptance within the school that development is both an achievable and beneficial process. The first annual fund has raised over AED 500,000 and donors are actively asking about the next project.

Supporting materials

[Jafar Centre Brochure](#)

[MEED Award](#)