



“Children don’t need to be taught how to be generous. They just need us to design the space for it.” – Esther Ogunbowale, GivingTuesday Spark Chapter Leader

The Challenge

Not every school has the same resources. Some children grow up without enough books, clothes, or school supplies, while other kids just down the road have more than they need. This gap can feel invisible when students stay inside their own classrooms and never see the bigger picture.

Young children are naturally kind and generous, but without a real outlet, that kindness can go unused. Many kids want to help but do not know how. Teachers want to teach generosity but feel there is no room in an already busy school day. The challenge is creating a simple, visible, everyday way for students to give, connect, and lead.

The Action

Esther Ogunbowale, an early years educator in Lagos, Nigeria, decided to bring generosity right into the heart of her school. She partnered with schools to set up Generosity Corners, dedicated spaces where students can drop off donated items like books, shoes, and clothes, or leave kind notes for others. Everything collected is then shared with a local school in need.

In 2024, Esther launched the #GivingSeeds campaign. She set up a Generosity Corner and invited students to take ownership of it from the very start. She organized a Creative Team to decorate the space, and an Outreach Team to encourage classmates to bring in donations. Students were not told what to do; they were trusted to lead.

When the donations were ready, Esther’s students personally delivered everything to Kiniwu Ifa Nursery and Primary School, hand-delivering books, shoes, and clothes to children they had never met before. In 2025, she went further with “GDS Generosity in

Action,” where students spent weeks thoughtfully preparing personal gifts for one another, focused not on cost, but on care.

Esther also weaves generosity into daily classroom life. Morning exercises include short conversations about why giving matters. Students are given titles and real responsibilities so they see themselves not as just students, but as change agents.

The Impact

What began as a corner of a classroom has grown into a culture of kindness that reaches far beyond the school walls. Here is what has changed:

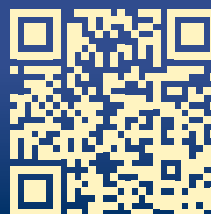
- Students at Kiniwu Ifa Nursery and Primary School received books, shoes, and clothes donated and personally delivered by their peers.
- Children took full leadership of the Generosity Corner, forming creative, outreach, and logistics teams on their own.
- A bridge of connection was built between two schools that had never met before.
- Parents reported that children began sharing their birthday treats with neighbors and helping younger siblings at home without being asked.
- A lasting culture of empathy now runs through the daily life of Esther's school, where small acts of kindness are celebrated alongside academic achievements.

Esther's work is a reminder that generosity does not need a grand plan. Sometimes all it takes is a corner of a room, a box for donations, and a teacher who trusts her students to lead.



GIVINGTUESDAY
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GivingTuesday Spark is a global community of young changemakers sparking generosity and creating real impact in their communities—proving that youth are not just the leaders of tomorrow, but the leaders of today.



Want to Join?

Learn more about GivingTuesday Spark and how to start your own act of generosity at givingtuesday.org/spark