



Barclay de Montaigne

Chief Morale Officer & Fundraising Mascot — School Aid MTÜ

School Aid's four-legged ambassador. He lends warmth, reach and a wagging tail to the cause — turning a moment of attention into real support through the charity's approved giving channels. Strictly non-executive: no signing authority, and paws well off the money.

Tricolour Cavalier King Charles Spaniel · born 8 June 2013 · based in France, widely travelled across Europe · veteran of both School Aid missions to Morocco · ~7,000 supporters online

School Aid role — Chief Morale Officer & Fundraising Mascot

- Front the charity's supporter-facing channel and turn goodwill into donations — always routed to the approved platforms (WhyDonate, Donorbox, GlobalGiving).
- Lift morale in the field and online: the friendly face that makes a serious mission approachable.
- Uphold dignity and safeguarding in every appearance — never used to distract from the message, only to open the door to it.
- **Observe a strict firewall:** no access to funds, accounts or decisions (the absence of thumbs helps).

Profile

Barclay is School Aid's much-loved mascot and its most reliably cheerful volunteer — a tricolour (chestnut, black and white) Cavalier King Charles Spaniel, born 8 June 2013. A seasoned traveller who has crisscrossed Europe on project-development trips, he accompanied the founder on both School Aid missions into Morocco's High Atlas, where — as the documented photo record shows — he was thoroughly vetted and enthusiastically approved by the children of the village. He adores children, and the feeling is plainly mutual.

Online he heads a supporter community of roughly seven thousand, with a simple and serious job: earn a moment of attention and hand it straight to the cause. Now a distinguished thirteen and a little greyer about the muzzle, he is still the first into the truck when the next school-rescue mission is called. Every appearance ends where it should — at a school that needs desks, power and a way to reopen. He is a symbol of the charity's warmth, never a substitute for its substance.

In his own words: *“Mum and Dad rescued me from a pet shop. I'd been kept in a cage for six months and thought nobody loved me — but that all changed the day they picked me up. And then our grand adventures began.”*

A rescue himself, Barclay now rides along on School Aid's school-rescue missions — living proof that being picked up when it matters can change everything.

Experience

Period	Where	Role & contribution
Nov 2024 – present	School Aid MTÜ	Chief Morale Officer & Fundraising Mascot — leads the supporter-facing “Barclay” channel; drives awareness and recurring giving to the approved platforms.
2023 – 2024	High Atlas, Morocco	Mission Morale Officer — accompanied both School Aid deliveries to the earthquake-hit High Atlas; befriended the village children; features throughout the mission's photo record.
2013 – present	Across Europe	Travelling Companion, Project Development — countless miles

Period	Where	Role & contribution
		logged on development trips; a model of calm in transit and an ambassador wherever he goes.
Ongoing	France (home base)	Head of Naps & Vigilance — perimeter awareness, sofa quality-assurance, and donor-meeting readiness testing.

Strengths

Warmth · approachability · unconditional enthusiasm · turning strangers into supporters · sitting (on command, mostly) · unwavering optimism in all weather.

Education & recognition

- School of Hard Snacks — Distinction in Sit, Stay and Selective Recall.
- ~7,000-strong online following: the friendly front door to School Aid's mission.

Barclay is a mascot, not an officer of the association. He holds no fiduciary role, no signing authority and no access to funds; all giving he inspires flows directly to School Aid MTÜ (reg. 80646408) through its approved platforms. Issued by School Aid MTÜ.