



FOR EVERY  
CHILD IN  
DANGER

unicef   
UNITED KINGDOM

**YOUR ON CAMPUS HANDBOOK**



"I love being a part of Unicef **On Campus** because of how it unites so many different people to such an important cause. As students at university, we are all so lucky to have had the benefits of education, and so I believe we should do our best to support Unicef's great work in helping all children achieve their dreams. Also, we have so much fun in the process! From organising charity concerts, to karaoke, to bake sales, it's so great to be a part of the Unicef **On Campus** family."

– Linda Nagy, Warwick **On Campus** Society



**We are delighted that your On Campus society is supporting Unicef UK's work to keep children safe.**

This handbook contains information and guidance on how to run your **On Campus** society effectively, and how you can support the world's leading organisation working to protect children in danger.

It will show you how to raise vital funds that will help Unicef provide children with life-saving food, vaccines and clean water, as well as protecting them from violence, exploitation and abuse. You will also see how you can campaign to push decision-makers to protect children's rights in the UK and across the world.

Your involvement with **On Campus** will help you develop valuable skills for life after university.

If you have any questions, please email us at [fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)

Thank you for your support, and for helping us keep children safe. We wish you all the very best in your role.

**Have fun changing the world.**







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“Unicef focuses on programmes that help to empower young persons and develop their self esteem and confidence.”

– Suleiman Braimoh, Unicef  
Trinidad and Tobago

### **Keeping children all over the world safe.**

Right now, children are in danger. They face violence, disease, hunger, and the chaos of war and disaster. This is wrong and it has to change.

Unicef ensures more of the world's children are fed, vaccinated, educated and protected than any other organisation.

We work in over 190 countries around the world and have done more to influence laws, policies and customs to help protect children than anyone else in history.

When an emergency strikes, we are on the ground doing everything we can to keep children safe.

Unicef is funded entirely by supporters like you. We receive no funding from the UN budget.







From Syria and Iraq to South Sudan and Central African Republic, war and conflict puts millions of children in terrible danger.

Torn from everything they know, they're left vulnerable to dangers, from disease and malnutrition to violence and exploitation.

Your support means that Unicef can provide:

- Life-saving food
- Clean water
- Medicines
- Protection and psychological support.



When disaster strikes, children are hardest hit. Whether it's a flood, an earthquake or a typhoon, so many lose everything – their homes, their families, even their lives.

In an emergency situation, Unicef is there to provide everything from life-saving supplies to clean water and sanitation, schooling, nutrition and psychosocial support.

Your support helps Unicef keep children safe with:

- Portable schools for children to continue their education
- Warm clothing for children facing cold winters.





Children around the world are facing unspeakable violence. In war zones, on the streets, in their own homes and schools, it has never been a more dangerous time to be a child.

Your support helps Unicef keep children safe by:

- Creating safe areas for children to play
- Providing psychological care for abused and exploited children.



Millions of children around the world are in danger from deadly diseases that are easily and cheaply preventable by immunisation.

Your support helps Unicef keep children safe by:

- Providing life-saving vaccines to 1 in 3 of the world's children
- Supplying mosquito nets to prevent malaria.



Too many children are in danger because they don't have the food they need to live and grow. A child dies every 15 seconds as a result of malnutrition. Millions more live with the lifetime effects – physical disabilities and learning difficulties.

Your support helps Unicef keep children safe by:

- Delivering 80 per cent of the world's life-saving food for malnourished children.



“While catastrophes do not discriminate, they most severely affect those least able to withstand them: the most vulnerable children, living in the poorest and most isolated places, subject to the greatest deprivations.”

– Anthony Lake, Unicef Executive Director

When an emergency hits, children’s worlds are turned upside down. Our emergency efforts to save children’s lives complement our long-term development work to transform their lives. No matter what the situation, we provide emergency food, clean water and medical care and help children to continue their education.

Unicef is ready to respond quickly, wherever and whenever disaster strikes. And following emergency relief efforts, Unicef works to promote long-term rehabilitation and improve conditions for children.

We work in schools and communities to help to reduce the impact of natural disasters before they occur – for example, with emergency response plans or by ensuring buildings and infrastructure can withstand cyclones and flooding.

During emergencies, Unicef delivers life-saving help for children on the ground in five key areas:

- Health and nutrition
- Water and sanitation
- Education
- Protection from abuse and exploitation
- Coordination and logistics.





**Unicef works in the UK to protect and promote the rights of children and young people, and advocate for lasting change.**

The **UK Baby Friendly Initiative** works to ensure mothers have the best possible support to breastfeed, and families are supported to develop loving and nurturing relationships with their babies.

The Unicef UK **Rights Respecting Schools Award** (RRSA) supports schools across the UK to embed children's rights in their ethos and culture. The award recognises achievement in putting the UN Convention on the Right of the Child (UNCRC) at the heart of a school's practice to improve well-being and help all children realise their potential.

Our **Child Rights Partners** programme works with local government to ensure all children have the same opportunity to flourish. Launched in November 2013, the partnership is grounded in the UN Convention on the Rights of the Child and puts children's human rights at the heart of public services.

You can read more at [unicef.org.uk/education](https://unicef.org.uk/education)

**"If there was anything I could change about my life, it would probably be the way people think about people in poverty."**

— David, 12,  
St Kentigern's Academy  
in West Lothian,  
Scotland



There are lots of fun and innovative ways to raise money for Unicef, from treasure hunts to swim-a-thons, from carol concerts to street collections.

No matter how big or small, the money you raise will help us keep children safe.

Need some fundraising ideas? Email [fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)



Use this checklist to help you plan your fundraising event.

## 1. The event

- ✓ What and where is the event going to be?
- ✓ How much will the event cost and how much money do you want to raise?
- ✓ Who is going to do what?
- ✓ Have you thought about health and safety?
- ✓ Do you need to order Unicef materials for your event? Remember this can take up to 10 days.
- ✓ Could you tie in a campaign activity for Unicef UK?

## 2. Spreading the word

- ✓ Who do you want to come to your event and how are you going to tell them about it?
- ✓ Have you contacted the local newspaper or radio station?
- ✓ Have you advertised the event on social media, like Facebook or Twitter?

## 3. What to do when it's all over

- ✓ Have you sent in the money raised? Have you thanked the people involved and let them know how much the event raised?
- ✓ Have you carried out an evaluation? What worked/ didn't work? What will you do next time?



## IMPORTANT THINGS YOU NEED TO KNOW

### HEALTH AND SAFETY

For your fundraising event to be successful and enjoyable, please be mindful of any risk to yourself or others.

You are not insured by Unicef UK, so please speak to your Student Union regarding insurance and best practice.

For general tips find out more at [unicef.org.uk/Fundraise](https://unicef.org.uk/Fundraise)

### COLLECTIONS

Collections are a fast and simple way to raise funds for Unicef's work for children.

You will need the relevant council and/or police authorisation to hold collections in public venues, or the permission of the landlord if the collection is in a private venue, for example a shopping centre, train station, or supermarket.

We are unable to process these authorisations for you, but we can provide a letter of authority to support your application process.

### RAFFLES

Raffles are a great way of increasing the money raised at your event.

Please note that there are legal guidelines on holding raffles and so do check the Institute of Fundraising at [institute-of-fundraising.org.uk/guidance](https://institute-of-fundraising.org.uk/guidance)

or email us at [fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)

### RULES AND REGULATIONS

Before you organise your fundraising event, please take a look at the Institute of Fundraising's official guidance at [institute-of-fundraising.org.uk](https://institute-of-fundraising.org.uk)





Every child has the right to an education, yet more than 58 million children do not have the opportunity to go to primary school.

Your **On Campus** society can help Unicef make sure that children do not miss out on their education.

## £136

Just £136 could buy a Unicef 'School in a Box' kit, containing all the materials needed to help at least 40 children continue their education during an emergency. The inside lid of the box even doubles as a blackboard.

Shifa, 16, fled from Dera'a in southern Syria with her family to escape the bombing in their village. They have been living at Za'atari refugee camp for more than a year. Other members of her family were injured in Syria, and some were forced to stay.

Shifa wants to become a pharmacist so that she can help people back in Syria, but the impact of war means that many children miss out on an education.

Unicef is setting up temporary schools to ensure that the 16,000 registered school-aged Syrian

children living in Za'atari do not miss out on an education. Shifa attends grade 9 at one of three schools set up and managed by Unicef.

### SHIFA'S STORY

"We had a good living situation in Syria but now it's bad. I miss my home. Even though there's bombing, I want to go home."





With your help, Unicef UK pushes decision-makers to keep children safe in the UK and across the world. We lobby them to do everything they can to protect children in danger.

Together, we can fight to make sure that government policies change children's lives for the better.

Sign the current Unicef UK petition and ask as many other people as possible to sign it too.

Go to [unicef.org.uk/Our-campaigns/](https://unicef.org.uk/Our-campaigns/)

Write a letter to your local MP. Encourage others to do the same. Your opinion and your vote matters to your MP. The more MPs hear about an issue from their constituents, the more likely they are to take action.

Find your local MP at [findyourmp.parliament.uk](https://findyourmp.parliament.uk)

Make an appointment to visit your MP to tell them why you care about a particular issue and what you want them to do.

Write a letter to your local newspaper. A letter to the editor can be a great way to tell more people about Unicef UK campaigns. It can win publicity and help influence your MP.

Try to keep your letter at fewer than 250 words and email it to the email address listed in the newspaper.

Use social media, like Facebook and Twitter, to share campaigns and encourage friends and followers to take action.

Raise awareness on campus by writing an article for your university paper. Or, organise a talk or set up a stall. Ask students to sign our action cards. To receive action cards, email [fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)

Elect a campaigns officer in your **On Campus** society to make sure that you are abreast of the latest Unicef UK campaigns.





Our planet produces enough food to feed everyone. The problem is that the food does not reach everybody who needs it because of droughts caused by climate change, rising food prices, war and poverty.

Children are particularly at risk. Every morning, millions of children all over the world are waking up hungry and are not getting the nutrients they need to grow. Malnutrition stunts their physical and mental development and makes them more prone to disease.

This is an example of what your **On Campus** society can do to raise money and raise awareness to help keep children safe from malnutrition.





## ORGANISE A 24-HOUR FAST

### Step 1

Fast 24 is a great way to discuss issues of poverty, inequality and hunger faced by children, while raising vital funds to protect children in danger.

#### Here's how it works

Recruit a team of **On Campus** members, friends and supporters to join together in a 24-hour sponsored fast.

Organise other fundraising, entertainment and key speakers to take part and plan an exciting programme which attracts wider support.

#### What difference does this make?

If you can recruit a team of 50 people to each raise £100, that is an amazing £5,000 raised. This amount can provide 36 "School in a Box" sets, allowing over 1400 children to continue their education.

### Step 2

#### One week before your event:

Boost your fundraising by organising activities on the days leading up to the event – bucket collections on campus can typically raise around £500 in just a few days.

Circulate the final 24-hour programme of events and encourage participants to share their fundraising links far and wide.

Decide on how you will promote the event in real time, i.e. on social media channels. You may wish to assign someone to be responsible for this aspect of the event.

Raising money as a team is really easy using JustGiving. Simply ask each participant to set up their Fast 24 fundraising page and link it to your **On Campus** team page so that you can all work together to achieve a shared goal.

### Checklist

#### An example 24 hour programme:

##### Friday evening:

**4.30pm–6pm:** Organise a 'bring and share' style meal to act as the last supper before the fast commences

**6.30pm–7.30pm:** Organise an opening speaker to talk about an interesting topic to inspire the participants

**7.30pm–10.30pm:** Organise entertainment from other societies such as a dance society, the theatre society or book a university band

##### Saturday:

**12 pm:** Film screening

**2pm:** Ice breaker activities

**3pm:** Organise performances, i.e. the circus society

**4.30pm:** Regional Coordinator speech

**5pm:** Organise a quiz – whoever gets the highest score is the first in line for the food

**6pm:** Hold your closing meal – organise a takeaway to celebrate your achievements.

### Top tips

#### One month before:

Start to plan your event programme for the 24-hour period (including pre and post event) and decide who else you need to get involved.

Invite different societies to support the event either by participating, holding a fundraising event or providing entertainment, e.g. dance, magic or comedy societies.

Invite speakers to help educate participants about the cause, i.e. a lecturer specialising in international development or a representative from Unicef UK.

Create the team online giving page on Just Giving and circulate the link to the society so they can add their pages.

Book rooms/venues to use for your event.

Every year, Unicef UK appoints volunteers to help coordinate **On Campus** societies in the following regions for one year:

- South East
- Midlands
- Scotland
- South West
- Wales
- Northern England

The Regional Coordinator's role is to offer advice and support to existing **On Campus** societies, including:

- helping to establish the **On Campus** network in your region and linking societies; giving support and guidance to society presidents; attending AGMs
- encouraging fundraising and campaigning in your region via **On Campus** and sharing ideas and best practice

Find out who your regional coordinator is at  
[unicef.org.uk/On-Campus-Regional-Coordiators/](https://unicef.org.uk/On-Campus-Regional-Coordiators/)



**Our name and reputation give us the power to make a difference for children, and so as the world's leading children's organisation, it's really important that we use the Unicef UK logo and name correctly.**

As an **On Campus** society, you have permission to use the 'in aid of Unicef' logo on materials that will help you promote your work, like websites, blogs and social media sites, posters or T-shirts. (Please do not use the main Unicef logo.)

When referring to your **On Campus** society, please use: **Unicef UK On Campus** + your society name.

Inappropriate use of the Unicef logo and brand can be very damaging for Unicef and for vulnerable children, and so we ask that you take into consideration the implications of irresponsible use and help to maintain our image.

Keep the logo equal to a corner, with clear space around it, make sure that it is never covering a child's face and that it is always fully visible. Always ensure the logo is not stretched or warped.



## Start planning

Freshers' week is the perfect time to get more members and plan your first social fundraising event.

Remember to be as creative as possible: it's all about raising awareness of Unicef and having a laugh.

But first things first – get your members together early and start planning.

Our **freshers' week leaflet** has plenty of great tips and ideas on how to fundraise.





You have had a successful year helping Unicef keep children safe, and now it's time to hand over your role to your successor.

## HANDING OVER

### What to consider

- Is your successor able to take on the responsibilities of the role with dedication?
- Do they have information about Unicef's work and what we are doing to protect children's rights worldwide?
- Have they filled out a registration pack so we can update our record and register your **On Campus** society for the next academic year?

Make sure these are posted to our address or emailed to [fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)

Unicef On Campus  
30a Great Sutton Street  
London  
EC1V 0DU

### Your CV

Now you are moving on from your studies, remember that the skills that you have gained by volunteering for Unicef UK are transferable to any employer. Here are some of the skills that you may have developed through your involvement with Unicef UK **On Campus**.

**Event management** – organising and running fundraising and campaigning events in support of Unicef's work for children

**Volunteer/people management** – showing leadership skills

**Team work** – working with your **On Campus** society

**Communication skills** – engaging with your audience

**Admin duties** – learning core skills, like ordering materials and preparing documents

**Finance** – planning budgets, collecting donations, calculating profits

**Influencing skills** – communicating complex ideas and encouraging people to support Unicef UK





### **Volunteer internships**

If you are looking to develop your career in international development or fundraising, check out our volunteer internships at

[unicef.org.uk/Jobs/Internships](https://www.unicef.org.uk/Jobs/Internships)

Unicef UK is unable to provide work opportunities abroad. Do check out the United Nations Volunteers (UNV) programme, at [unv.org](https://www.unv.org)

### **Take part in an event**

From walks and 5km runs to marathons, treks and sky dives, there are many ways you can get active to raise money for Unicef.

Visit [unicef.org.uk/Get-Involved/challenge-events/](https://www.unicef.org.uk/Get-Involved/challenge-events/)

### **Campaign to keep children safe**

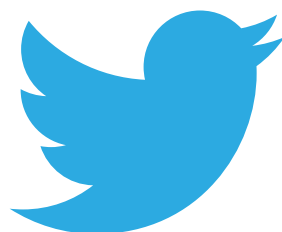
Find out how you can get more involved with our campaign actions by emailing us at

[campaigns@unicef.org.uk](mailto:campaigns@unicef.org.uk)





Join the Unicef UK **On Campus** society Facebook page at [facebook.com/UNICEFUKOnCampus](https://facebook.com/UNICEFUKOnCampus)



Follow us at [twitter.com/Unicef\\_uk](https://twitter.com/Unicef_uk)



Watch films on how Unicef UK reaches vulnerable children at [youtube.com/user/UnicefUK](https://youtube.com/user/UnicefUK)



Read about our latest news and achievements at [Unicef.org.uk/news](https://Unicef.org.uk/news)

## Training day

We organise a training day for all Unicef UK **On Campus** groups every year. This is your opportunity to learn more about our work, meet the **On Campus** team, chat to other **On Campus** societies and be inspired.

Join our Facebook group for more details.



## How can my On Campus society help?

Your **On Campus** society can help Unicef reach vulnerable children around the world in two ways:

1. Fundraise to help Unicef make sure that all children realise their rights and reach their full potential.
2. Campaign to change policies and practices that are harmful to children in the UK and across the world.

## Where does my fundraising go?

The most cost-effective way of helping Unicef reach vulnerable children around the world is to fundraise for Unicef's general programmes. We call this 'unrestricted funds'. This way the money is not restricted to one area of work and can be distributed to wherever it is needed most.

## Can I fundraise for an emergency appeal?

Yes. As an **On Campus** group you are an emergency partner of Unicef UK. When an emergency strikes you will be asked to join us to raise vital funds for these children in danger.

For our latest emergency appeal information, please visit [unicef.org.uk/emergencies](https://unicef.org.uk/emergencies)

## How will Unicef UK help me?

We aim to give you all the support you need to be successful in your fundraising and campaigning activities for Unicef and for vulnerable children across the world. We will:

- Give you information and advice on fundraising and event planning, as well as campaigning for children's rights
- Answer your questions about Unicef and the work we do for children
- Provide Unicef-branded materials for your event, like T-shirts, banners, collection boxes and posters.

## How can I find out about other On Campus societies in the UK?

It's always a great idea to connect with your peers in other Unicef UK **On Campus** societies to share ideas and best practice, or even just to say 'Hi'.

Find other **On Campus** societies at [unicef.org.uk/Fundraise/groups-schools-organisations/UNICEF-On-Campus-Society/find-a-UNICEF-On-Campus-Society/](https://unicef.org.uk/Fundraise/groups-schools-organisations/UNICEF-On-Campus-Society/find-a-UNICEF-On-Campus-Society/)

## Remember

- 12p** could protect one child from life-threatening polio
- £10** could protect a family against malaria for three years
- £331** could buy a water pump for a whole community, giving them access to safe water.



### How can I raise media awareness about my event?

Research your local radio and newspaper contact details and call them to let them know about your fundraising/campaign event and explain that you are raising money for Unicef, the world's leading organisation for children.

The radio station might invite you to give a brief statement or interview.

In this case, ask them any questions about the interview beforehand, and whether they already have questions prepared.

Contact your local newspaper with help from our sample press release at [www.unicef.org.uk/fundraise/fundraising-ideas-toolkit/Promote-your-fundraising](http://www.unicef.org.uk/fundraise/fundraising-ideas-toolkit/Promote-your-fundraising)

Don't forget that notice boards, your university newspaper, radio station and SU website might also be able to help promote your society.

### How can I use social media?

Make sure you join our **On Campus** group. Go to [facebook.com/UNICEFUKOnCampus](https://facebook.com/UNICEFUKOnCampus)

Start an **On Campus** blog:

Check out Warwick University's **On Campus** society for inspiration: [warwickUnicefoncampus.org](http://warwickUnicefoncampus.org)

### Can I get some Unicef-branded materials to help raise our profile?

We can send you Unicef-branded materials, like T-shirts, posters, balloons and information sheets, to help you with your event.

Please note that we will need at least 10 days' notice in order to get the materials to you.

Go to [www.unicef.org.uk/fundraise/fundraising-ideas-toolkit/order-unicef-materials/](http://www.unicef.org.uk/fundraise/fundraising-ideas-toolkit/order-unicef-materials/)

So that we can make sure that our resources reach as many vulnerable children as possible, please make sure that you only order materials that you will use and that will help you raise more funds. Please note that we do ask for a contribution of £5 towards the cost of a Unicef T-shirt.

### What about health and safety?

Whatever you do to raise money for Unicef, keep your fundraising legal and safe.

If your fundraising is to be successful and enjoyable then you need to be mindful of any risk to yourself or others.

You are not insured by Unicef UK. Please speak to your Student Union regarding insurance and best practise.

For help on health and safety, visit [unicef.org.uk/Fundraise/Fundraising-Toolkit-and-ideas/safe-fundraising](http://unicef.org.uk/Fundraise/Fundraising-Toolkit-and-ideas/safe-fundraising)

### Are there any fundraising rules and regulations?

Please take a look at the legal guidance given by the Institute of Fundraising at [institute-of-fundraising.org.uk/guidance/about-fundraising/](http://institute-of-fundraising.org.uk/guidance/about-fundraising/)

## Can I get a Unicef speaker at my event?

Despite being a large organisation, we have a relatively small number of staff in the UK, each covering a large area (for example, one member of staff covers all university fundraising and schools across the whole UK).

In addition, Unicef aims to be able to send as much money as possible overseas to fund projects which provide health, education and protection to children around the world, so we have to carefully weigh the opportunity cost of attending talks, and travel and staff time involved.

As you can imagine, each year we get asked to go to hundreds of talks and presentations and so unfortunately we cannot always send a staff member to attend your event.

However, we would be more than happy to think of different ways to help you raise awareness about our work. For example, organising a Skype Q&A with staff from Unicef UK.

## Can I volunteer for Unicef abroad?

Unicef UK does not send volunteers to work abroad. Our staff in our field offices are trained specialists, and work with partner organisations in the country. However, there are lots of organisations that do send volunteers abroad – you can find out more here:

[do-it.org.uk/wanttovolunteer/volunteeringoverseas](https://do-it.org.uk/wanttovolunteer/volunteeringoverseas)

## How do I send in the money I raise?

The easiest way to do this is to send in your cheque with your completed donation form to:

Unicef UK,  
Donations Dept.,  
30a Great Sutton Street  
London  
EC1V 0DU

Please write the name of your **On Campus** society on the back of the cheque.

We always send a thank you letter as receipt for your records.

If you would like to transfer your money via BACs please email us at [donations@unicef.org.uk](mailto:donations@unicef.org.uk)

## Contact us

If you have any questions, please get in touch with our Supporter Care team who look forward to answering your questions, hearing your feedback and helping you fundraise for Unicef UK.

You can contact us:

- By telephone: 0300 330 5580 (Mon-Fri, 8am-6pm)
- By email
- By text message: 07860027540\*
- By direct message via Twitter
- Via Facebook



\* UK residents only



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[unicef.org.uk](https://unicef.org.uk)  
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[fundraisinghelp@unicef.org.uk](mailto:fundraisinghelp@unicef.org.uk)

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THANK YOU