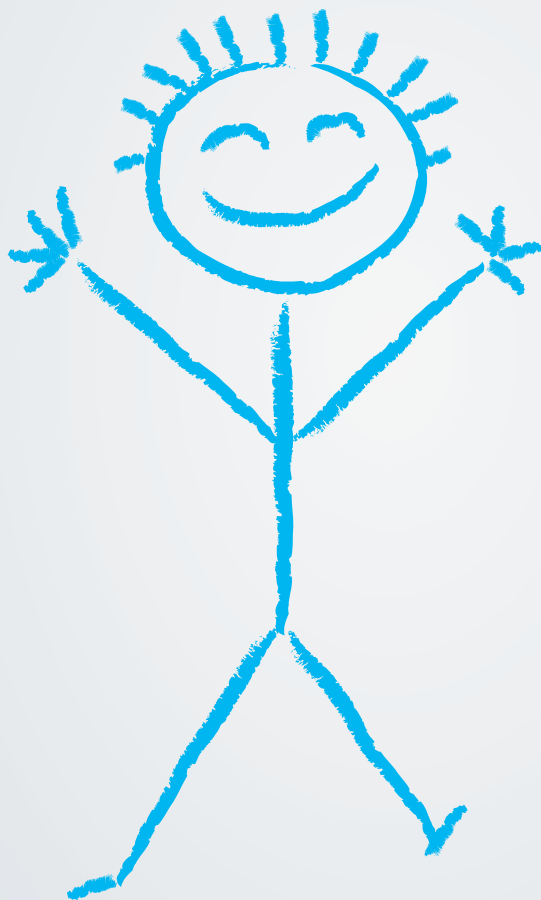


# YOUR GUIDE TO DAY FOR CHANGE 2016



**DAY FOR CHANGE. 13 MAY 2016.**

[unicef.uk/dayforchange](http://unicef.uk/dayforchange)

**FOR EVERY  
CHILD IN  
DANGER**

**unicef**   
UNITED KINGDOM

# WELCOME TO DAY FOR CHANGE 2016

Right now, millions of children are in danger. They're facing violence, disease, hunger, and the chaos of war and disaster. You have the power to help change that.

This year, Unicef's Day for Change will help fund our work for children in emergencies. The money you raise could:

- **give** a child affected by violence a safe place to play
- **help** a child affected by disaster get back to school
- **protect** a child from the cold
- **save** a child in a war-torn country from disease
- **provide** clean water to a refugee family.

**Thank you so much for taking the time to get involved – and for helping us protect children in danger.**

Find out more at [unicef.uk/dayforchange](http://unicef.uk/dayforchange)



# WHAT HAPPENS ON DAY FOR CHANGE?

You can help keep children safe around the world, simply by donating your change. Day for Change is for everyone. Schools, sports groups, work places, community groups, friends and family – we need you all to take part.

## Here's the challenge

Collect as much loose change as you can – from around the house, down the sofa, in your pockets or anywhere else you can think of. Come up with some fun fundraising activities for your Day for Change too, and collect even more money to help keep children safe.

The big change drop-off day is on **Friday 13 May**, although you can choose another date to suit you if you prefer.

All the change you collect will go directly to Unicef UK's Children's Emergency Fund to help children caught up in emergencies around the world.

Day for Change is also about raising awareness of Unicef's vital work to protect millions of children who have been affected by violence and abuse, disease, hunger, war and disaster.



# UNICEF

## KEEPING CHILDREN SAFE IN EMERGENCIES

When an emergency hits, children's worlds are turned upside down. Many lose their families, their homes, their schools, even their lives. Today, children in places like Syria and South Sudan are caught up in violent conflict, with millions forced to flee their homes. Others, in countries such as Nepal, have seen their communities destroyed by disasters.

Unicef is there for children before, during and after a disaster. In an emergency, our specialists work with governments and partners to assess the situation. With offices in more than 190 countries, a central supply centre in Copenhagen and emergency hubs in Africa, Asia and South America, we're well placed to act quickly.

We deliver:

### Clean water & hygiene

We can help rebuild a community's water system and provide basic hygiene kits to protect children and their families.

### Child protection

During emergencies, children can lose their homes, schools and families. We provide safe places to go, away from abuse and violence.

### Health care

First aid, medical help, vaccines to prevent diseases. We deliver this life-saving support after an emergency hits from our Mobile Medical Units.

### Education

We help children to continue their education during an emergency, and we give them a safe place to play. We also work with governments to get schools up and running.

By taking part in Day for Change, you can help Unicef to protect children in danger, transform their lives and build a safer world for tomorrow's children.

Thank you.



**HOW YOUR CHANGE  
CAN BRING CHANGE:**

**£32** could pay for  
a winter kit  
for a child

# SUSHMA'S STORY



Millions of children's lives were turned upside down by the devastating earthquakes in Nepal in spring 2015. Sushma Damang, 12, is one of thousands who lost everything, including her home and her school.

Sushma watched her home topple. She saw many people and animals buried under rubble. Some of her friends and family were killed. After losing her house, Sushma had to live in a tomato shed.

"There were insects flying around," says Sushma. "We heard that there were thieves. There were even tigers. That made me really scared."

Her school was gone too, leaving her isolated from her friends and falling behind with her education. But thanks to Unicef's Temporary Learning Centre, equipped with

everything they needed for lessons, Sushma was able to start learning again within six weeks and be with her friends.

Sushma was able to experience some normality, instead of moving rubble and trying to help rebuild her family's house. At school, Unicef provided therapy, where the pupils were able to express their feelings about the earthquake.

"It was somewhere where we could laugh, but also where we could cry," says Sushma. "There's nothing to be scared of now."

Unicef won't let children lose hope. In an emergency we're on the ground, all over the world, providing life-saving food, vaccines, clean water, warm blankets and helping children get their lives back to normal.



Watch Sushma's  
story at:  
[youtu.be/Zq0RH5bkSig](https://youtu.be/Zq0RH5bkSig)

## DISASTER IN NEPAL

- The 2015 earthquakes had a devastating effect on 2.8 million people, including 1.1 million children. More than 600,000 houses collapsed and nearly 300,000 were damaged.
- Unicef helped set up 1,568 Temporary Learning Centres so 141,600 children could continue their education.
- We reached 655,910 people with emergency water supplies, including water kits and containers and water treatment products.
- There are still hundreds of thousands of people that need our help. Around 400,000 people living in high altitude areas desperately need, warm clothes and blankets as well as cooking and heating sources to help them survive the winter.

# SCHOOLS

## PLANNING YOUR DAY FOR CHANGE

Join schools all over the UK to collect change and help keep children safe around the world.

Here are five top tips for planning your Day for Change:

### 1) Pick your date

The official Day for Change is Friday 13 May, but you can do it any day of the year to suit your school's schedule.

### 2) Decide on some activities

Make some changes to your school day for this year's Day for Change. You could have a non-uniform day, change the lunch menu, or organise a host of other fundraising activities. Inspire students to get involved with the planning.

#### To help you out...

See opposite for some of our tried and tested activities.

You can download the Day for Change poster from our website. For balloons and collecting tins or buckets please email

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



On Twitter, use our hashtag  
**#dayforchange**

### 3) Plan lessons

It's not just about raising money. Day for Change helps children to think about the world they live in and learn more about Unicef's vital work to protect children in danger.

#### To help you out...

We have lots of extra resources, including lesson and assembly plans. Download the presentations and print out the worksheets from

[unicef.uk/dayforchange](http://unicef.uk/dayforchange)

### 4) Get promoting

Put up your poster. Tweet. Message. Write. Shout it out. However you do it, make sure you tell everyone about your Day for Change – students, parents, teachers, the local media. They all need to know about the amazing work you're doing to help protect children in danger.

#### To help you out...

You can download a sample letter to parents and a press release for local media from

[unicef.uk/dayforchange](http://unicef.uk/dayforchange)

### 5) Have fun. Learn. Make a difference.

Organise a special assembly to thank students for their hard work. Tell them how much they've raised and the difference it will make to children in danger around the world.

#### To help you out...

We have a totaliser poster for you to fill in and put up in school. You'll find it in this pack, or download it from

[unicef.uk/dayforchange](http://unicef.uk/dayforchange)

For information on sending in your money, see page 11.

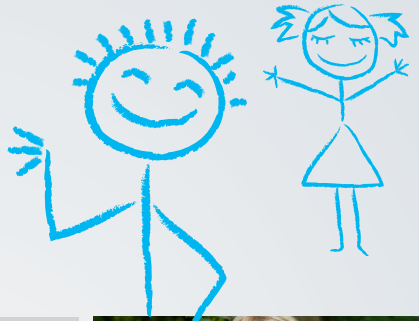
**HOW YOUR CHANGE CAN BRING CHANGE:**

**£17**

could provide  
five children with  
learning supplies



# SCHOOLS FUNDRAISING IDEAS



## BRING A POUND AND WEAR BLUE

Everyone loves ditching their uniform for a day. This time what they wear has to be blue – Unicef’s colour. Ask pupils to bring a pound when they turn up to school.



## STUDENT ART SHOW

Ask students to each create a piece of art related to their Day for Change lesson or assembly. Host an exhibition evening for parents. Ask for a donation on the door and also sell drinks and snacks.



## WORLD FOOD LUNCH

Unicef works in over 190 countries – why not choose a few and cook their national dish? You can ask students and teachers to bring in contributions and sell the different dishes at lunchtime.



## OTHER IDEAS

Get both students and teachers involved in some of these popular school fundraisers: bring and buy sale, talent show, spelling bee, cake sale or a good old-fashioned sports day.



# HOME, WORK & COMMUNITY

## PLANNING YOUR DAY FOR CHANGE

Join people all over the UK to collect change and help keep children safe around the world.

Here are five top tips for planning your Day for Change:

### 1) Decide who you'll do it with

Do it on your own, with friends and family, with colleagues, or with your local community group. It could be a church, synagogue or mosque group, a choir, a football team, a knitting circle or a book club – Day for Change is for everyone.

### 2) Pick your activities

There are so many ways you can collect change. See opposite for some top fundraising ideas.

#### To help you out...

We have balloons, collecting tins, posters and more. Email [dayforchange@unicef.org.uk](mailto:dayforchange@unicef.org.uk)

Remember **Friday 13 May** is the official Day for Change, but you can do it any day of the year to suit you.

### 3) Pick a date and get promoting

Put up posters. Tweet. Message. Write. Shout it out. However you do it, make sure you tell everyone about your Day for Change – friends, neighbours, colleagues, the local media. They all need to know about the amazing work you're doing to help protect children in danger.

#### To help you out...

You can download a sample press release for local media from [unicef.uk/dayforchange](http://unicef.uk/dayforchange)

### 4) Fine tune the details

A great Day for Change takes a bit of forward planning. You'll find everything you need to know about collecting and organising activities on our website at [unicef.uk/dayforchange](http://unicef.uk/dayforchange)

Get in touch. We're here to help. You can email us at [dayforchange@unicef.org.uk](mailto:dayforchange@unicef.org.uk) or call us on **0300 330 5580**

### 5) Enjoy your day

Send us an email or tweet [dayforchange@unicef.org.uk](mailto:dayforchange@unicef.org.uk) hashtag [#dayforchange](https://twitter.com/dayforchange)



# HOME, WORK & COMMUNITY

## FUNDRAISING IDEAS

### AT WORK

#### Walk or cycle to Work

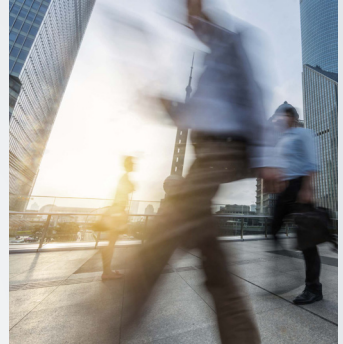
And donate your bus fare or petrol money for the week. You could also check if your employer would match your donation.

#### Meeting Tax

Fed up of sitting in pointless meetings? Challenge your colleagues to change their ways. If they set up a meeting that isn't really needed, issue them a fine.

#### Swear Jar

Every time you hear a banned word, make sure the culprit delivers their change to the office swear jar.



### AT HOME

#### Games Night

Bring out the classics like Cluedo, Monopoly, Snakes and Ladders, even Twister. Collect a fee for every round played.

#### Dinner Party with a Difference

Send round the collection box at the end of the meal and ask people to donate what they think dinner was worth.

#### Social Media Ban

Get everyone in the house to give up tweeting and checking social media every evening for a week. Every time they lapse, that's a fine for the collection tin.



### IN THE COMMUNITY

#### Cake Contest

Who makes the best brownies or the tangiest lemon drizzle? Set up collection tins next to each entry and ask people to pop a coin in the one next to their favourite cake.

#### Quiz Night

Organise your own or join in one happening at a local pub. Collect an entry fee from every player.

#### Make a Mile of Coins

Line up everyone's donated coins in a community centre or sports ground. Aim for a mile of change.



# BASSAM'S STORY



©UNICEF/Rawles

“When the bombs went off, everyone was scared. We couldn’t sleep at night; if we did we would have nightmares.”

Bassam, a 14-year-old refugee, recalls his life in Syria.

When Bassam’s mother was killed, his father realised it was too dangerous for the family to stay in Syria and decided they must leave. They went to Za’atari refugee camp in Jordan.

“The journey was horrible,” says Bassam. “The streets were full of blood, and people were injured. We were shot at in the car as we tried to escape. I saw my neighbour’s foot being blown off as we left.”

Having lost his mother, his home and experiencing terrible, disturbing things in Syria, Bassam became withdrawn and angry and began to get into trouble.

But after a while he went along to the Adolescent Friendly Space, a centre for young people in the camp, set up by Unicef to provide emotional support and activities. Bassam started wrestling classes. The wrestling coach, Mohammed, was also a refugee from Syria, where he had been well known as a wrestling champion.

“I love wrestling, and most of all I love Coach Mohammed,” says Bassam. “He knows when we have a problem and he helps us deal with it. I want to become a wrestling champion, but I want to go to school too. Coach Mohammed has taught me that.”

Bassam is just one of over 40,000 children living at Za’atari refugee camp who have experienced the trauma of war. All of them now have access to schools and safe areas for play and recreation thanks to Unicef and our partners.



Watch Bassam’s  
story at:  
[youtu.be/Cf7s0Ourvw0](https://youtu.be/Cf7s0Ourvw0)

## CONFLICT IN SYRIA

- Right now, more than **8 million** Syrian children need emergency assistance.
- Unicef is providing clean water to millions of children in Syria and the surrounding countries.
- In 2015, Unicef vaccinated **2.3 million** Syrian children against Polio.
- We have trained **5,000 teachers** to help pupils understand the risk of unexploded weapons and bombs, reaching **700,000 children** in Syria.
- Five years into the conflict, Syria remains one of the most dangerous places to be a child. Syria’s children need life-saving food, water and vaccines, as well as warm clothes to protect them through the winter months.

# HOW TO SEND IN THE MONEY YOU RAISE

## Paying money into the bank:

1. Fill in the form on the back of the letter that came with this guide and take it to your bank along with the cash you have raised
2. Ask the bank to stamp the form to confirm the money has been received
3. Send the stamped form to Unicef using the Freepost envelope
4. Wait to receive your thank you letter

## Sending money by cheque:

1. Bank the money you have raised
2. Write a cheque made payable to Unicef UK
3. Fill in the form on the back of the letter that came with this pack
4. Send the form and cheque to Unicef using the Freepost envelope
5. Wait to receive your thank you letter

## Gift Aid

Gift Aid is a simple scheme that allows charities to recover the tax paid on donations made in the last four years.

This means you can increase your donation to Unicef UK by 25 pence for every £1 you give at no extra cost to yourself. Gift Aid allows us to help even more children.

Please check out our Gift Aid advice online to see if your donation is eligible.

[unicef.org.uk/Donate/Gift-Aid](http://unicef.org.uk/Donate/Gift-Aid)



Registered charity England & Wales (1072612)  
Scotland (SC043677).

[unicef.uk/dayforchange](http://unicef.uk/dayforchange)

# HOW YOUR MONEY MAKES A DIFFERENCE

**4p**

Could provide one tetanus vaccination for a baby born into the chaos of conflict.



**£6**

Could help pay for life-saving treatment for a child with pneumonia, malaria or diarrhoea.



**£32**

Could help keep a child warm with a hat, scarf, gloves, thermal wear, fleece, jackets and boots.



**£54**

Could provide two families with an emergency hygiene kit, including soap, laundry detergent, toothpaste, toothbrushes, sanitary pads and multipurpose cloths.



**£100**

Could provide support for three children who have suffered the psychological trauma of war.



**£500**

Could provide clean water for 37 refugee families.



Thank you for helping to protect children in danger.

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