



**FOR EVERY  
CHILD IN  
DANGER**

**unicef**   
UNITED KINGDOM

**JOIN TEAM UNICEF  
AND HELP KEEP  
CHILDREN SAFE**

**TEAM UNICEF FUNDRAISING PACK**



## WELCOME TO TEAM UNICEF

Thank you for joining Team Unicef and supporting us with your fundraising. Together we can make a lasting difference for vulnerable children around the world.

The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise for Unicef will make a huge difference to the life of a child.

Why not join our community of Team Unicef fundraisers on [Facebook](#) and follow us on [Twitter](#)?

We hope you enjoy your experience of fundraising for Unicef. If you need any further information or support please do not hesitate to contact us on [0300 330 5580](tel:03003305580) or at [challenge@unicef.org.uk](mailto:challenge@unicef.org.uk).

[unicef.org.uk/fundraise](https://unicef.org.uk/fundraise)



## KEEPING CHILDREN SAFE

Unicef is the world's leading organisation for children. We work in over 190 countries. We supply life-saving food, medicine and clean water. We provide children with safe places to learn and play.

### Jean's Story

More than two million children have been forced to flee their homes due to violence in Democratic Republic of Congo (DRC). Children are often forced into armed groups.

Jean\* was 15 when he joined the militia. He had to go out and fight every day. He was often beaten and left to sleep outside. He was made to drink alcohol with body parts in it and eat ground-up animal bones and skin.

Jean served for seven months. Once he was released, he joined a Unicef-supported rehabilitation programme, and he now hopes to be able to study again.

We are doing everything we can to deliver life-saving support for children and their families in DRC. Together, we can build a better future for children like Jean.

\*Name has been changed to protect identity





## HOW YOU CAN HELP

Every pound you raise really will make a difference to vulnerable children around the world, so please set your target high.



**£95** could provide mosquito nets for 45 families. Malaria kills one African child every 45 seconds.



**£149** could provide a toilet to help prevent the spread of deadly diseases.



**£216** could buy a 'Maths in a Box' kit containing learning equipment and materials for teachers.



**£634** could buy a water pump to provide essential clean, safe drinking water for a village or school.



**£1,575** could help the safe delivery of 50 new babies by providing a midwifery kit for a maternity ward.



## ONLINE FUNDRAISING

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page.

### Here's how to do it:

- 1 Go to our approved fundraising website, [Justgiving](#). Select Unicef UK as your charity.
- 2 Follow the instructions to set up your page.
- 3 Choose your fundraising target (the higher it is, the more children we can help), page title and team members if you have them.
- 4 Tell people why you are fundraising for Unicef and how their donation can make a difference to the lives of children.
- 5 Once your page is set up, email the link to your friends, family and colleagues, link to your Facebook page and tweet about it. It's a good idea to ask those likely to sponsor you with a larger amount first to encourage other sponsors to be just as generous with their gifts.

Online sponsorship saves time as you don't have to collect donations. It also reduces our costs so we can spend more money on helping children. A PDF of our sponsorship form can be downloaded [here](#).

### Offline donations

Please send in any offline donations with a copy of [this form](#). Cheques should be made payable to Unicef UK. Please bank any cash donations and send in a personal cheque to cover the amount. Or, if you have an online fundraising page it may be easier to donate to your own page to pay in any offline sponsorship.



## OTHER WAYS TO FUNDRAISE

There are lots of fantastic ways to hit your fundraising total. Here are a few ideas:

Raise **£50** by organizing a coffee morning.

Raise **£200** by selling unwanted items on eBay or by having a car boot sale.

Raise **£250–500** by organising a pub quiz. Charge each person £5 to enter. Recruit eight teams of six people and have a competition or raffle on the night to boost the amount raised.

Raise **£1000** by organising a mini festival. Have a DJ, glitter station and food. Charge people for entrance and promote the event in local media.

You can get collecting buckets and tins by completing the [materials order form](#).

There are lots more ideas on our [website](#).

Make sure you check out our [legal guidelines](#).



## SPREADING THE WORD

The more you talk about your fundraising, the more people will donate, so make sure you publicise what you're doing.

### Contact your local newspaper/radio

- Write a press release and send to the news desk of your local paper or radio.
- Include key information such as detail about your planned fundraising activity and target.
- Include fun and engaging photos!
- [Here](#) is a press template for you to try.
- Make sure the news desk have received your press release.

### Use social media

- Share photographs and videos capturing your journey and explain why you're supporting Unicef.
- Include [@Unicef UK](#) in your Facebook posts and [#TeamUnicef](#) on Twitter.
- Include a link to [www.unicef.org.uk](http://www.unicef.org.uk).
- Tag other people.

Don't forget that you are fundraising for the world's leading organisation for children, so make sure that what you are saying is accurate and up to date. Find more information on how to promote your fundraising [here](#).



WELCOME TO  
TEAM UNICEF

UNICEF'S  
WORK

HOW YOU  
CAN HELP

FUNDRAISING

SPREADING  
THE WORD

FAQS

THANK YOU



## FREQUENTLY ASKED QUESTIONS

### Q: Can I use the Unicef UK logo?

A: As a fundraiser, you can use our 'in aid of Unicef' logo to help promote your event or challenge. [Contact us](#) to find out more.

### Q: How can I get materials such as collecting tins, balloons and posters to help me with my fundraising?

A: You can order your Unicef materials using [this form](#).

### Q: How do I send in the money that I raise?

A: To collect cash donations, please use this [sponsorship form](#). Send in any offline donations using [this form](#) or read the information on [page 5](#).

### Q: When will I receive my Unicef top?

A: If you have requested a Unicef fundraising top, this will be sent to you one month before the event – providing you have reached the minimum sponsorship requirement (if you have a charity place) or raised £20 (if you have your own place).

### Q: How can I claim Gift Aid on the money I raise?

A: If your sponsor is a UK taxpayer, the government will give Unicef UK 25p for every £1 donated. The sponsor will need to follow a few simple steps when they make a donation to your [sponsorship form](#), or complete their details on [this form](#) if they are making a cash donation.

**If you have any questions that are not covered here, please see our [website](#) or contact [challenge@unicef.org.uk](mailto:challenge@unicef.org.uk).**





# THANK YOU

Thank you for supporting our work and helping to keep children in danger around the world safe.

If you have any further questions please [email](#) us or call us on **0300 330 5580**.

Unicef UK is funded entirely by voluntary contributions. We receive no funding from the UN budget.

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