



**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.

You will see how you can campaign to push decision makers to protect children's rights in the UK and across the world.

Your handbook will also show you how to raise funds that are vital to Unicef UK's life-changing work for children, from Manchester to Mozambique.

If you have any questions, please contact us at [supportercare@unicef.org.uk](mailto:supportercare@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.**





- 04 **WHAT IS UNICEF UK?**
- 05 **WE WORK FOR CHILDREN'S RIGHTS**
- 07 **SAVING CHILDREN'S LIVES IN EMERGENCIES**
- 08 **UNICEF IN THE UK**
- 09 **HOW YOUR ON CAMPUS SOCIETY CAN TAKE ACTION**
- 10 **FUNDRAISING FOR UNICEF'S WORK FOR CHILDREN**
- 11 **IMPORTANT THINGS YOU NEED TO KNOW**
- 12 **ON CAMPUS SOCIETY EVENT: AN EXAMPLE**
- 13 **ON CAMPUS REGIONAL COORDINATORS**
- 14 **USING THE UNICEF NAME AND LOGO**
- 15 **FRESHERS' WEEK**
- 16 **ARE YOU GRADUATING THIS YEAR?**
- 17 **FURTHER OPPORTUNITIES WITH UNICEF UK**
- 18 **LATEST UNICEF UK AND ON CAMPUS NEWS**
- 19 **FAQS**
- 21 **CONTACT US**

### **Unicef is here for every child in danger.**

We help more children than any other organisation.

We keep them safe when war or disaster strike.

We provide life saving food, clean water and vaccinations.

We protect them from violence and exploitation.

We give them a safe place to laugh and play.

We get them into school and give them the chance of a better future.

All over the world, including in the UK, we're working with our partners and supporters to make the world a safer place for every child.

# 190

**We work in 190 countries around the world so we can reach every child in danger.**





Unicef helps children fleeing war, violence and poverty find safety, and build a better life.

With your help, Unicef can continue to:

- protect children from trafficking, violence and exploitation
- provide clean water, life-saving food, medical care, education and safe places for children
- campaign to ensure governments keep refugee children safe



Unicef provides almost half the world's vaccines for children.

With your help, Unicef can continue to:

- provide life-saving food for malnourished children
- deliver clean, safe drinking water and sanitation
- supply vaccines to protect children against deadly diseases



Unicef replaces fear with hope and helps give children back their childhood.

With your help, Unicef can continue to:

- protect children from trafficking, violence and exploitation
- help children leave the streets or dangerous work and go to school
- release child soldiers from armed groups and rebuild their lives back with their families

Today, with Unicef's help, more than 90% of children get the chance to go to primary school.

With your help, Unicef can continue to:

- work with communities and authorities to strengthen education systems
- train teachers and provide quality education
- set up safe spaces for children to learn after disasters

“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 around the world, including right here in the UK, to keep all children healthy, happy and safe.**

Here in the UK we are putting our years of experience working for children into practice in the places that reach children day in, day out.

Unicef works in hospitals, community health services, children's centres and universities to help new parents give their babies the love, care and nourishment they need to get the best start in life. Our **Baby Friendly Initiative** works with health professionals to raise standards of care for babies, their mums and families and to make sure every pregnant and new mum gets expert support to nurture and feed their baby, whenever they need it.

Unicef works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive. Our **Rights Respecting Schools Award** embeds these values in daily school life and gives children the best chance to lead happy, healthy lives and to be responsible, active citizens.

Unicef works with local councils in the UK to help make communities places where all children, including the most vulnerable, feel safe, heard and nurtured. This includes children who have been neglected or discriminated against, or those trapped by poverty. Our **Child Rights Partners** programme transforms and strengthens the support that surrounds these children.

## Start planning

Freshers' week is the perfect time to get more members and stage your first 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.

See the timeline below to help you plan ahead for the academic year.



### Campaigning & Fundraising Activities

#### Freshers' Week

On Campus society member recruitment

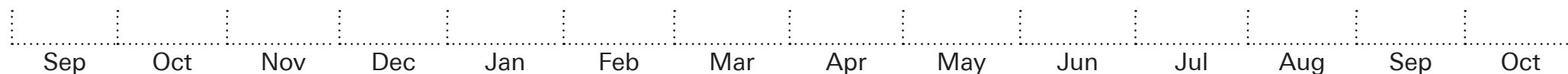
Refreshers' Member recruitment

Election Presidents & council

Deadline Send Unicef funds raised

Receive New campaigning & fundraising resources

### On Campus Society Re-Registering



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://www.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://www.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.

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



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 [supportercare@unicef.org.uk](mailto:supportercare@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://www.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](https://www.institute-of-fundraising.org.uk)

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://www.institute-of-fundraising.org.uk)

## 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.

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 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 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.



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 form so we can update our record and register your **On Campus** society for the next academic year? Visit [form.unicef.org.uk/on-campus-registration](http://form.unicef.org.uk/on-campus-registration)

### 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







### **Volunteering opportunities**

As a volunteer you can learn new skills, gain experience of working with an international charity and make a valuable difference. Keep an eye out for volunteering opportunities at [unicef.org.uk/volunteering](https://www.unicef.org.uk/volunteering)

For volunteering opportunities abroad, check out the United Nations Volunteers (UNV) programme at [unv.org](https://www.unv.org)

### **Take part in a Challenge Event**

You can take part in a sporty challenge to keep children safe all over the world. Whether it's running a marathon, swimming 100 metres, walking 10 miles or jumping 13,000 feet out of a plane, your fundraising efforts really will make a difference.

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

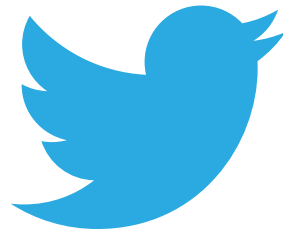
### **Campaign as a Children's Champion**

Children's Champions are our most dedicated campaigners. As a Children's Champion you will regularly contact your MP, engage with your local media and raise awareness of our campaigns in your constituency, helping to keep children safe.

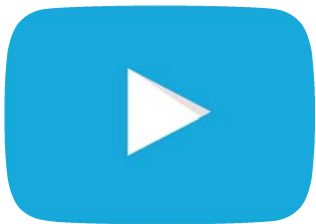
Get in touch to find out more: [campaigns@unicef.org.uk](mailto:campaigns@unicef.org.uk)



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

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

## 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](http://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.

- Provide training in the autumn to prepare you for campaigning at university.
- Equip On Campus Regional Coordinators with the right tools to guide societies' campaigning activities.

## 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'.

Be sure to join our **On Campus** Facebook group: [facebook.com/UnicefUKOnCampus](https://facebook.com/UnicefUKOnCampus)

## Remember

**£11** could protect 100 children from the devastating effects of polio

**£1000** could provide emergency water kits for 35 families, to give them clean, 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 or social media page.

Check out Warwick University's **On Campus** society for inspiration: [facebook.com/WarwickUnicef](https://facebook.com/WarwickUnicef)

### 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-ideas-toolkit](http://unicef.org.uk/Fundraise/Fundraising-ideas-toolkit)

### 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](http://institute-of-fundraising.org.uk/guidance)

### 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](http://do-it.org)

### 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

FOR EVERY  
CHILD IN  
DANGER

unicef   
UNITED KINGDOM

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

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

THANK YOU