

16-year-old Abdul (left) at a UNICEF Child Friendly Space in Pakistan. The Child Friendly Spaces were set up after the 2022 floods, providing children with safe, happy spaces to play, learn and recover.



ON YOUR MARKS, GET SET,

FUNDRAISE!

THANKS FOR CHOOSING TO SUPPORT UNICEF

We're so excited your school has chosen to fundraise in support of UNICEF's vital work for children.

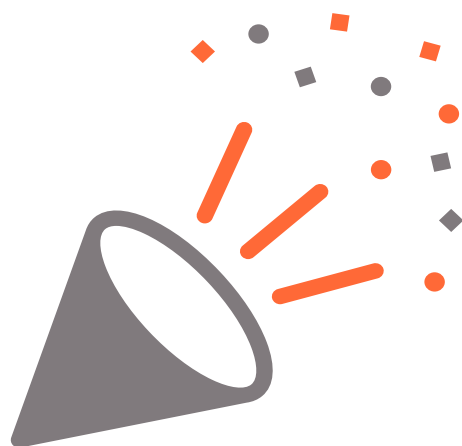
UNICEF provides more children with clean water, life-saving therapeutic food and vaccines, education, and protection from violence than any other humanitarian organisation. We work in more than 190 countries and territories and in the world's toughest places, to reach children and young people in greatest need.

Our work wouldn't be possible without the incredible support from schools like yours.

In this guide, you'll find everything you need to organise the perfect fundraising activities for your school. It doesn't matter if you're organising a small fundraising event with your class or a larger fundraiser with the whole school, every penny you raise will help transform the lives of children around the world.

If you need any more support or guidance, head to our website at unicef.org.uk/fundraise. Can't find what you're looking for? Reach out to us at any time at supportercare@unicef.org.uk

Happy fundraising and thank you!



8-year-old Ali, with a box of clothing. UNICEF supported children and families affected by the devastating earthquakes in Syria by providing essential supplies.





6-year-old Lera (right) from Ukraine is playing with Agata (left) and Maja (middle) at a UNICEF-supported kindergarten in Poland. Lera came to Poland with her family after fleeing the war in Ukraine.

OUR FUNDRAISING TOP TIPS



1 GET CREATIVE

The first step to fundraising is choosing your activity. Get your class together to vote for your favourite ideas. From dress up days to sponsored silences, there's something for everyone.

Check out [page 5](#) for lightbulb moments.



2 SET YOUR FUNDRAISING TARGET

This is a great way to keep everyone motivated. You can find a [printable totaliser on our website](#). Put this somewhere prominent in your school for all to see.



3 GET ONLINE

Create your school's fundraising page. This is the easiest way to collect donations and the money reaches us automatically. Win!

See [page 4](#) for more guidance.



4 SHARE, SHARE, SHARE

Make as much noise as you can to let everyone know what your school is doing and why.

Head to [unicef.org.uk/fundraise](https://www.unicef.org.uk/fundraise) to download materials to help you spread the word.



5 COMMIT

Whatever you choose to do, be positive and go for it! **We're sure you'll make amazing memories too.**

Please make sure you read and agree to our fundraising terms and conditions before carrying out any fundraising activity. You can find these on our website at [unicef.org.uk/fundraise/terms-and-conditions](https://www.unicef.org.uk/fundraise/terms-and-conditions)

GET STARTED

WITH YOUR ONLINE FUNDRAISING PAGE



The easiest way for your school to raise money is by setting up a JustGiving page. Just go to justgiving.com/unicef to get started.

Follow these top tips for fundraising success:

- **Customise your page** with approved photos and updates about your school's fundraising progress. Remember to include why your school is raising money for UNICEF.
- **Set your fundraising goal.** Setting a fundraising target can lead to a 17% increase in the amount you raise.
- **Share your page far and wide.** Include examples of how fundraising makes a lasting difference to children.
- **JustGiving will autogenerate a fundraising QR code** for your page. Add the QR code to our [editable posters](#), print and put up in places where people will notice your fundraiser. People can then scan the code and donate directly to your page.
- **Personalise the thank you email** and ask your supporters to spread the word about your fundraiser to their friends and family.
- **After the event, update your school page** with approved photos and the result, and remind people they can still donate.

If you need any help with your page, check out JustGiving's help section at help.justgiving.com

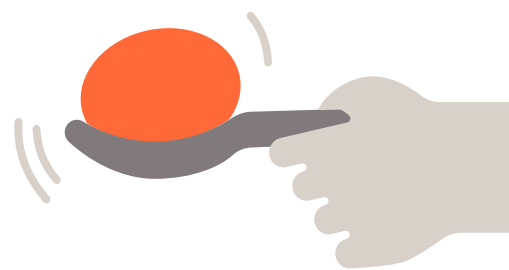


Children learning about child rights at a Rights Respecting School in London.

FUNDRAISING INSPIRATION

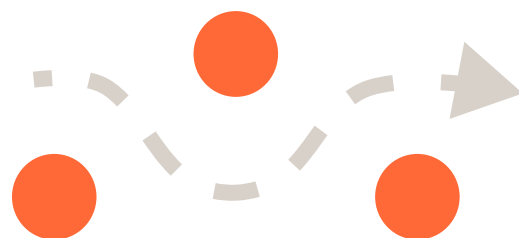
Want to fundraise but don't know where to start?
Check out our ideas to spark your creativity:

Everyone loves to dress up (or down). Charge £1 (or donation of your choice) to ditch the blazers, ties and shirts. **Why not challenge everyone to wear one blue item to match the UNICEF brand colour?**



Egg and spoon at the ready... Include a parent and child challenge in your annual sports day and ask parents to donate to enter. Or turn on-the-day refreshments into an opportunity for people to donate.

It's payback time! Place bids on the teachers. Whoever bids the most wins the option to ask them to do anything (within reason...). Think obstacle challenges, throwing water balloons or dressing up in a silly costume for the day.



Take on a sponsored silence – an idea that's sure to be popular with teachers. See if you can manage a silent morning, with a prize for the quietest class.



12-year-old Dwi (left) and her friend Rengganis (right) attending school in Indonesia. UNICEF helped Dwi return to school after losing her parents.

Get quizzical! Put pupils and parents to the test with a UNICEF-themed quiz night. Do you know how many countries we work in?



Try your luck with a guessing jar. You can fill your jar with almost anything – marbles, sweets, paper clips – then simply charge people to guess the quantity. The person with the closest answer wins a prize.

Pound the pavements with a **walk-a-thon**. Set a target distance and get the whole school involved in a sponsored walk.



Celebrate World Book Day with a sponsored read. Get your class to read for as many minutes as they can over the course of a week and ask for sponsorship per 100 words.



Organise a **5-a-side football** tournament for pupils, teachers and parents. Simply pay to play.

Looking for more ideas?
Head to [unicef.org.uk/fundraise](https://www.unicef.org.uk/fundraise)

WHY NOT ALIGN YOUR SCHOOL FUNDRAISING TO SOME OF THESE KEY GLOBAL EVENTS?



13-year-old Fatuma in Ethiopia (middle): *"I love to learn in school and play with my friends. I want to be a teacher when I grow up."*

JANUARY International Day of Education: Host a film evening with movies that champion education. Head to our YouTube channel to start with a film of how we're working to make sure all children get the right to a quality education.	FEBRUARY World Interfaith Harmony Week: Celebrate your school's faiths with an evening sharing food, music, games and dance.	MARCH World Water Day: Take turns to drink just water each day this month. Then donate the money you would have spent on other beverages.	APRIL World Creativity and Innovation Day: Unleash your school's creativity and host an arts and crafts or science fair.	MAY International Tea Day: Celebrate the importance of tea for cultures around the world by hosting a tea party. Did you know that tea is the world's most consumed drink, after water?	JUNE World Environment Day: Hold a sponsored litter collection around your local community. You'll get to spend time in the great outdoors and clean up the environment, all while raising vital funds for children.
JULY World Youth Skills Day: Your School's Got Talent! Showcase all of it with a fundraising talent show extravaganza. Charge to enter and for tickets to the show.	AUGUST International Youth Day: Celebrate the voices of young people by hosting a school debate or speech competition. Charge for entry.	SEPTEMBER International Day of Charity: What better day to fundraise than a day dedicated to raising awareness of charitable activities around the world?	OCTOBER World Food Day: 200 million children's lives are currently at risk due to malnutrition. Highlight the impact of our vital work to prevent malnutrition and raise money with your own healthy food stall.	NOVEMBER World Children's Day: UNICEF's global day of action for children, by children. It's time for pupils to lead lessons for the day! Finish up with a quiz to test the teacher's knowledge - charge for incorrect answers.	DECEMBER Human Rights Day: Get sponsored to 'give up' a human right for the day in solidarity with others who have no choice. Stay silent for the day or hand over your tech – you pick the challenge.

SPREAD THE WORD

The more you talk about your school fundraising, the more people will donate. Your school is doing something amazing for children around the world, so let everyone know what you're doing and why. **Check out our ideas below to help you spread the word:**

- School newsletters, Parent Mail, Facebook, Twitter, Instagram and WhatsApp are great places to start asking for donations.
- **Local media love to hear about local schools supporting good causes.** When you've got all the details sorted, get in touch with newspapers, radio stations and community websites in your area to share your story.
- Bring your school's fundraising to life by **using photos and videos to tell people why supporting UNICEF is important.** Check out our YouTube channel at youtube.com/@UNICEFUK to view a selection of videos which show the impact of our work.
- **Create your own posters** to promote your event. Simply head to unicef.org.uk/fundraise to download and personalise.

TOP TIP

Don't forget to tag **@UNICEF_UK** on social media. We love seeing what schools are doing to raise money.



In Afghanistan, 8-year-old Hatima is collecting water from a UNICEF-supported water point.
"My home is so far from here but I come four times a day as the water is clean."



YOUR SCHOOL IS HELPING TO TRANSFORM LIVES

STEVEN

As the world's leading children's organisation, UNICEF works to support children and young people like Steven in central Malawi.

"I used to wake up at 3am to fetch water", Steven recalls. "I was often too tired to go to school." And the water made him sick. "I sometimes missed classes for a week or two."

In 2021 UNICEF helped to install a solar-powered water system. Now running water is piped to six taps in the village, freeing Steven and his ambitions. ***"I want to be a pilot - this wasn't possible when I was missing classes."***

How your fundraising helps

£20

SOAP

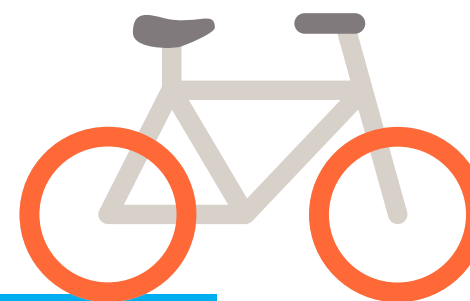
could buy 100 bars of soap to keep hands clean.

£56



could buy 20,000 water purification tablets to provide safe drinking water.

£140



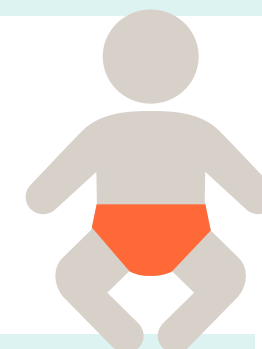
could buy a bicycle for a school child or health worker.

£216



could buy a birthing bed with mattress, making the birthing process safe for mothers and newborns.

£336



could buy a HIV test kit for 300 mums and their babies.

£514



could buy 2 water pumps for a school or community, providing essential, safe drinking water.

£1,042



could provide a tent for a temporary school or clinic to help children affected by natural disaster, war or displacement.

YOUR SCHOOL'S FUNDRAISING CHECKLIST

1. Choose your **activity**. ☐
2. Set your **target**. ☐
3. Create your **online fundraising page**. ☐
4. **Spread the word** with our downloadable promotional materials available at [unicef.org.uk/fundraise](https://www.unicef.org.uk/fundraise) ☐
5. **Have fun!** ☐
6. **Pay in** your donations. ☐
7. Make sure to **thank** those who made your fundraising a success. ☐



Children playing hopscotch at a Rights Respecting School in London.

HOW TO PAY IN THE MONEY RAISED BY YOUR SCHOOL

By post

If you'd like to pay via cheque or card, please complete our paying-in form and return to us in the post to:

Freepost
RTZU-CHYK-BHJC,
UNICEF UK,
1 Westfield Avenue,
London, E20 1HZ

Please make
cheques payable
to 'UNICEF UK.'

Bank transfer (BACs)

Bank the money into
the school account
and pay via a bank
transfer. Please
complete and return
our paying-in form via
email to [donations@
unicef.org.uk](mailto:donations@unicef.org.uk)

Bank:
HSBC

Account name:
The United Kingdom
Committee for UNICEF

Account Number:
91566814

Sort Code:
40-06-02

Your bank will give
you a receipt as
proof of payment.

Online

If you set up an online
fundraising page
for your school's
fundraising, then
you don't need to
do anything further.
The funds from your
school page will
come directly to us.

TOP TIP

If your sponsors are UK
tax payers, make sure
they tick the Gift Aid
box when they donate.
This will increase their
donation to UNICEF
by an extra 25% at no
extra cost to them!

You can pay any donations collected in cash
into the school account and make a card,
cheque, or bank transfer to cover this.

You can find our paying-in form at
unicef.org.uk/send-in-your-funds



2-year-old Anirlan with her mother
Otgonbayar in Mongolia. Anirlan
received life-saving vaccines from
a UNICEF-supported health worker.
"I want my daughter to be
vaccinated, to keep her healthy
and happy." Otgonbayar



THANK YOU

FOR YOUR SUPPORT.

For further support, please check our fundraising pages at unicef.org.uk/fundraise or get in touch at supportercare@unicef.org.uk

