

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.

unicef 
for every child

YOUR GUIDE TO

**FUNDRAISING
SUCCESS**

THANKS FOR CHOOSING TO SUPPORT UNICEF

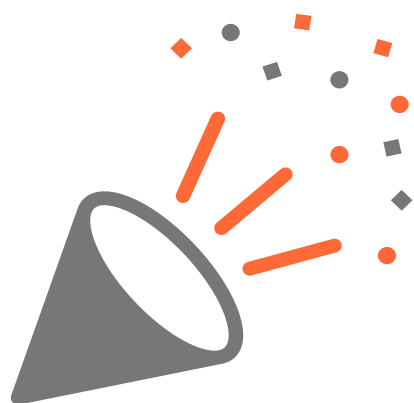
Thank you so much for choosing to fundraise in support of UNICEF's vital work for children. Every penny you raise will help to transform the lives of children around the world.

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 fundraisers like you.

Inside this guide, you'll find a host of ideas, tips and guidance on how to kick-start your fundraising. From how to set up your JustGiving page to spreading the word about your fundraising, we've got you covered. We've also included some fundraising inspiration to spark your creativity.

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



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 idea. Whether you're looking for a sporty challenge, want to put your skills or hobbies to use, or just bring everyone together for a bit of fun, there's something for everyone.

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



2 GET ONLINE

As soon as you've decided to fundraise, it's time to create your online fundraising page. The money from your page reaches us automatically so takes all the hassle out of collecting donations. Win!

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



3 SHARE, SHARE, SHARE

If your friends and family don't know about your fundraising, they can't support you – so make as much noise as you can to let everyone know what you're doing and why.

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



4 RECRUIT

You don't have to do everything on your own. Get your friends and family to help promote your fundraiser and raise money.



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 to fundraise and promote your fundraiser 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 your personal story, photos and updates. **You could raise 65% more just by writing a page summary!** Think about why you're raising money for UNICEF and why the cause is important to you.
- Choose your fundraising goal. **Setting a fundraising target can lead to a 17% increase in the amount you raise.** It gives your supporters a goal to get behind, so don't be afraid to go big!
- Kick off your fundraising and commitment to your challenge by being the first to donate to your page. **People who donate to their own page to get started raise a whopping 84% more!**
- Email your friends, family and colleagues with the link to your page, and share it on social media. **Include examples of how fundraising makes a lasting difference to children.**
- Target your most generous supporters first. **People tend to donate amounts based on what others have already given.**
- JustGiving will autogenerate **a fundraising QR code** for your page. Add the QR code to our editable posters. Then print and display them on notice boards, village halls or cafés, wherever relevant and in places where people will see your fundraiser. **People can then scan the code and donate directly to your page.**
- **Update your online fundraising page with progress** and resend to your contacts.
- **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 page with photos and the result, and **remind people they can still donate.**

TOP TIP

Share your fundraising page around pay day when people might be feeling more generous.

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



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."

FUNDRAISING INSPIRATION



Want to fundraise but don't know where to start? Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. Here are some ideas to get you started:

Fundraising on your own

1. Release your inner Mary Berry and host a classic **bake sale**. Challenge yourself by incorporating the iconic UNICEF blue into your baked goods. Cyan-berry muffins anyone?
2. Test your endurance by taking on a physical challenge. Choose your event – from **runs, walks and cycles, to swims and skydives**, there's a challenge with your name on it!
3. Why not ditch your household clutter at a local **car boot sale**? Taking place all around the country, there might be one near you soon.

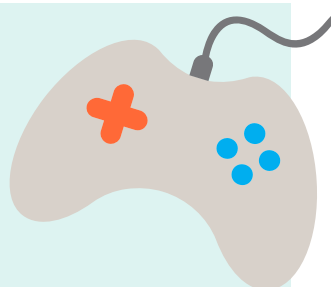
TOP TIP

Leverage birthdays and other important dates to ask for donations instead of gifts.



Fundraising as a group or in a social club

1. **Get quizzical!** Gather your friends and family to host a UNICEF-themed quiz night. Do you know how many countries UNICEF works in?
2. Test your footie skills by hosting a **charity football match**. A game of five-a-side where all the ticket proceeds go to UNICEF.
3. If you're into gaming, why not **host a games night** in real life or online using JustGiving live streaming?



TOP TIP

Many companies offer employees the chance to boost their fundraising by 'matching' the money you raise. Speak to your HR department to find out if this something your company offers.



Fundraising at work

1. In it to win it. Whether it's Wimbledon, the Grand National or Eurovision, everyone loves a **sweepstake**. Source a prize, then ask your colleagues to pay to play.
2. **Donate your last hour's pay each month** – and encourage others to follow your shining example.
3. Set up a '**workplace jargon**' jar. 'Close of play', 'shall we take this offline?' 'let's circle back'. Set your most used phases and watch the donations roll in.

TOP TIP

Why not plan your fundraiser in November to coincide with World Children's Day?

Fundraising at school

1. **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?
2. Egg and spoon at the ready...include a **parent and child challenge** in your annual sports day and ask the parents to donate to enter. Or turn on-the-day refreshments into an opportunity for people to donate.
3. It's pay back time! Bid on your teachers and whoever bids the most wins the option to **ask the teacher to do anything** (within reason...). Think completing an obstacle course, throwing water balloons or dressing up in a silly costume for the day.



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

SPREAD THE WORD

The more you talk about your fundraising, the more people will donate. Check out our ideas below to help you spread the word:

- **Make the most of your local networks** – why not give a talk about your event in your church, school or workplace? Bring your 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.
- Local media love to hear about local people getting involved with 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.
- Get your work mates onboard by including the **link to your JustGiving page on your email signature**. Why not ask your internal comms team if you can share in newsletters or on the intranet?
- **Create your own posters** to promote your event. Simply head to unicef.org.uk/fundraise to download and personalise. Ask to display them at your local library, shops, community centres, cafés etc.



In Afghanistan, 8-year-old Hatima 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."



TOP TIPS TO SHINE ON SOCIAL MEDIA



Using social media is a great way to let people know about your fundraiser. Check out our top tips on how to shine on social media:

- **Add a link to your online fundraising page** on your updates on Facebook, Twitter, Instagram and any other social networks you use.
- **Make a hashtag (#)** for your posts. For example, #Tina'sFundraising or #Kamal'sDonationStory. It's really easy to do, just remember to write it at the end of each of your posts and keep it consistent. People following your hashtag can then easily stay up-to-date on your progress.



20-year-old Edna with her 4-month-old daughter Christina at home in Malawi. Christina is eating life-saving therapeutic food provided by UNICEF.



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

- Remember to **always add pictures** to bring your fundraising to life. Whether it's cakes, costumes or quizzes, people are much more likely to engage if there's a picture!
- **Create a Facebook event** for your fundraiser and invite all your friends and family.
- **Follow local groups, businesses and high-profile people** in your community and tell them about your fundraiser. They could end up helping promote it, donating or even contributing some prizes or gifts.
- Don't forget to **update your fundraising progress**. Whether it's via a running total or a changing percentage, supporters love to see that their donations are making a difference. And the higher that percentage rises, the more people will want to donate to help you get over the line!
- Don't forget to **tag @UNICEF_UK**. We love seeing what you're doing to raise money.

SARAH'S

FUNDRAISING SUCCESS

Star fundraiser, Sarah Lynne, completed five marathons in one year, beginning with the iconic London Marathon and culminating in an epic double marathon across the Sahara. Despite having a chronic neurological condition and a metal rod holding her right leg together, Sarah crossed every finish line, raising a fantastic £7,642.

Why Sarah supports UNICEF UK

"I chose to support UNICEF because working with children has been a huge part of my life. We can all make a difference."

Why she set her fundraising target at £6,500

"With this amount, UNICEF could provide a neonatal incubator which could save hundreds of babies every year."



Sarah's advice to fundraisers

"Just go for it! It can be quite intimidating asking people for money but remember that you're not asking for yourself."

Fundraising gives me a sense of drive, dedication, determination and direction, things I've often struggled with in my life. Being part of UNICEF has given me such a wonderful feeling of purpose and belonging."

What keeps Sarah motivated

"I've always been determined that my disability should never hold me back. I'd love for my challenge to demonstrate how being disabled doesn't have to be an obstacle to achieving goals, or having an impact for others around the world."

*For me, true happiness comes from making a lasting and meaningful impact. **UNICEF will never stop making a difference in the lives of children, ever. And neither will I.**"*



CHILDREN ACE FUNDRAISING

Fundraising champions – Joshua, Lilia, Maisie, Amelia, Jacob and Daniela – show what it takes to be fabulous UNICEF fundraisers.

It all started with a certain bear... After seeing an advert for UNICEF's Paddington Postcards, Joshua asked for the monthly pack as a birthday present. Paddington's adventures helped Joshua, aged 9, learn more about children's lives around the world.

"I wanted to help the children I read about in my postcards," says Joshua. He rallied Lilia and Maisie to raise money.

The trio's first venture was a festive stall – selling home-made Christmas decorations, jewellery, hot chocolate, toys and books. Joshua even made UNICEF bunting. By the end of a cold day, they had raised £413!

"It was great knowing I was doing something good," says Joshua.

Calling in Daniela, Amelia and Jacob, they regrouped in the summer to sell home-made lemonade, raising £250 more for UNICEF!

"I really enjoyed planning the stall with my friends and coming up with ideas, the teamwork and spending time with friends," says Amelia.

And their advice to children on raising money for UNICEF?
"Do something fun with your friends and then make sure to tell everyone about it!"



YOU'RE HELPING 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

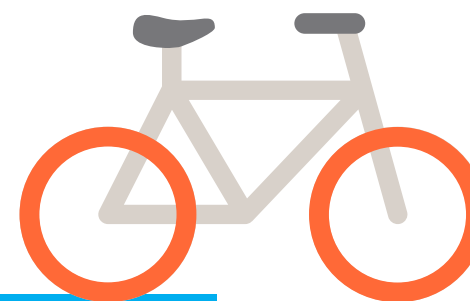
could buy 100 bars of soap to keep hands clean.

£56



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

£140



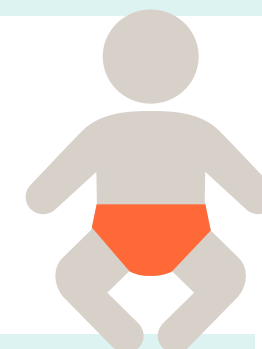
could buy a bicycle for a school child or health worker.

£216



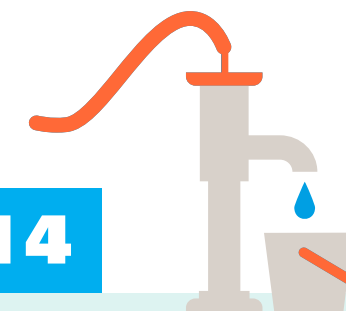
could buy a birthing bed with mattress, making the birthing process safe for mothers and newborns.

£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.

HOW TO PAY IN THE MONEY YOU RAISE

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.'

If you did a sponsored event, please enclose your sponsorship form(s) with your payment so that we can claim gift aid.

Bank transfer (BACs)

Use the account details below to complete your bank transfer, then complete and return our paying-in form via email to 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 to raise money, then you don't need to do anything further. The funds from your 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 your bank account and make a card, cheque, or BACs payment 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



READY, SET...



FUNDRAISE!



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