

Guidelines to support your School Fundraising

When working with children in schools in Ireland, UNICEF believes that young people should be empowered to actively participate in society to create a better world where every child is seen, heard, and valued. Fundraising for UNICEF is one of the ways where students can learn about global issues and have the opportunity to amplify their voice and build their personal skills and help contribute to society.

If your school or college is thinking of raising money to help UNICEF's work with vulnerable children, we hope these guidelines will help make it fun, interesting, and educational for your students. We hope the guidelines and fundraising resources we provide will help you make the most of your fundraising efforts and keep students safe while fundraising for UNICEF so that you can:

- Fully involve your students.
- Make sure everyone understands why they are raising funds for UNICEF's work and how funds raised will be used.
- Ensure that your students make the most of the fundraising opportunities and develop their skill, knowledge and understanding.
- Provide guidance and safe practices to help your students organise a successful fundraising event.

What your students can learn by holding a fundraiser for UNICEF

- It can help them learn about the global issues that affect children and the communities they live in.
- It can develop their confidence and other skills which will transfer to other areas of their lives.
- It will build empathy for others and develop skills that can contribute towards changing the world.
- It will give them an understanding of how NGOs like UNICEF work to improve the lives of other children across the world.
- It can be a springboard towards supporting young people to become active global citizens.

Let's get started in 3 easy steps

Step 1 Start the discussion with your students.

Here are some suggestions to begin a discussion with your students:

- Find out about UNICEF, what it stands for. Learn about its [history](#) and its [aims](#).

- Why does UNICEF need the public to donate to support its work?
- What are children's rights and how can children learn about their rights?
- Explore the work of UNICEF throughout the world with vulnerable and at-risk children and learn about how its' work is grounded on research provided by its dedicated research centre [Innocenti](#) and how UNICEF ensures that children are at the centre of decision making globally.

Step 2 Select the type of fundraiser your students would like to take part in.

Let their creative juices flow and consider tying in the global issues you want students to learn about. Consider aligning with other countries globally and raise awareness and funds with by hosting an event. Here are some ideas to help you get started.

- **Food & Nutrition** - Hold a bake sale or Food Hall with tastie treats from around the world, embracing different cultures.
- **Sporting Challenges** - Jersey or Jumper Day – during the Rugby, GAA or Christmas season or host a sponsored walk or sports blitz.
- **Education** - Hold a table quiz or gaming tournament and include questions on UNICEF's work and children's rights.
- **'Day for Change'** - UNICEF's annual fundraising event which is held on the 6th of February each year. This can align with your school's programme to recycle and contribute to the circular economy. Students can hold a 'bring and buy' and gain an understanding of fast fashion.
- **World Children's Day – is November 20th** - Turn your school **BLUE** and mark the anniversary of the Declaration of the Rights of the Child and the Convention on the Rights of the Child. Everyone can get involved including students and staff by wearing blue and also covering school walls with wonderful artwork. Your school will be joining our global community in recognising children as rights holders and raising awareness and demanding action to protect and fulfil the rights of every child no matter where they live. See the highlights from our [World Children's Day 2023](#)

Step 3 Your school fundraising Check List

Organising a successful event can feel daunting at the outset, but our simple check list below will help you plan your event.

Planning your event.

- ✓ **Have fun...** make sure your event includes everyone and make it fun!
- ✓ **Brainstorm all ideas** and decide on the type of event most suitable for your school.
- ✓ **Decide on a time and date.** Don't forget to check out if there are other national or local events happening which could impact your community taking part..
- ✓ **Set a fundraising target** and look at the easy ways of setting it up by using an online platform like [JustGiving](#) and [iDonate](#). Using an online platform will allow your school to safely manage and transfer donations raised and making it so easy to share on social and makes it transparent about your progress with everyone taking part.

Having selected your chosen online platform, you select UNICEF as the chosen charity and our details are pre-populated. You then just add the details of your fundraiser, and you will be able to track everything in one place!

- ✓ **List out the costs** – ideally, they should be no more than 10% of the fundraise target.
- ✓ **Contact UNICEF and let us know** about your school fundraiser and complete the online [Register your Fundraiser](#) form. We also have some helpful School Fundraising Resources which you can download, including editable posters and our School Fundraising Guide. Or why not have students get creative in an art class and make your own posters and badges or paint their own event tshirts?
- ✓ **Start early and allow plenty of time.** By planning backwards from the date you plan to hold your fundraiser, it will help keep everything on schedule.
- ✓ **Make a list of the jobs needed** and divide up the roles and responsibilities and arrange to meet up regularly to review your progress.
- ✓ **Location of your event** – ensure that there is adequate insurance cover and public liability.

In the run up to your school fundraising event.

- ✓ **Make an event plan** and create a running order.
- ✓ **Check the health and safety** requirements with your school manager.
- ✓ **Raffles and bucket collections** outside your school- check with your local garda station for guidance and if legal permits are required.
- ✓ **Seek permissions** and understand any guidelines in relation to the use of images taken or content which happens at the event.
- ✓ **Selling tickets** – sell as many in advance so that you have a better idea of numbers.
- ✓ **Setting up your room** – do it a day ahead and allow time for last minute hiccups.

Promoting your Event – get the word out.

- ✓ **Social Media, Parent & Student WhatsApp Groups** are a great way of letting your school community know about your event.
- ✓ **Radio & local press** – reach out to your local radio stations and ask them to share and perhaps they will even do an interview with some of the students!
- ✓ **Notice boards** – choose from our School Fundraising Materials which include posters and sponsorship cards to help promote and raise funds.

Fundraising Resources can be downloaded from our website to help you get started include:

- School Fundraising Guide
- Sponsorship Card
- Fundraising UNICEF Poster
- Emergency Appeal UNICEF Poster



After your fundraising event and how to get your funds safely to UNICEF.

- ✓ **Clean up** after your event and have students and volunteers ready to help.
- ✓ **Be transparent** about the expenses and costs of holding the event.
- ✓ **Arrange for the safe counting** of all cash by having at least two people present and responsible and have them sign off on the amount received.
- ✓ **Transfer** your funds raised using any of the following ways:

If your school has set up an online fundraiser on [iDonate](#), [JustGiving](#) or any of the social media fundraising platforms, the funds transfer directly to us, and you don't need to do anything. However, if you have chosen to collect funds within the school, any of the following ways will ensure your funds reach us.

By cheque: Send a cheque made payable to - **UNICEF Ireland**, 33 Lower Ormond Quay, Freepost F407, Dublin 1.

By Bank Transfer: To the UNICEF bank account:

Account Name: UNICEF Ireland

IBAN Number: IE37 AIBK 9333 8424 0700 37

Bank: AIB Bank, 40/41 Westmoreland Street, Dublin 2.

Online: unicef.ie/donate

By phone - 01 878 3000

Important: When making a bank transfer, please include your school's name and Eircode or School Roll Number in the 'reference field' to help us identify your donation. Once you have transferred or sent the funds, please send a follow up email to info@unicef.ie with the details of your fundraiser and we will be delighted to send you a customised receipt and acknowledgment.

Important! Thank all those who helped and donated to your school fundraising event.

We have an editable poster where you can include the amount raised and print it off and share through social, digital or place on your school noticeboard.



Other frequently asked questions about fundraising for UNICEF

How do I know that my money and donations have reached you?

Once your school has sent in the funds raised, it could take a 7- 10 working days for us to process it. When it has been processed, we will send you a thank you letter. This letter acts as a receipt of your donation.

If you need help, please get in touch with info@unicef.ie

How will the money we have raised be used?

UNICEF receives no money from the UN budget and relies entirely on the generosity of public donations and our partners to fund our vital work to protect children, transform their lives and build a better world for all children, everywhere.

UNICEF is the leading organisation working for children. With the generosity of our supporters, we reach more of the world's children than any other organisation and have done more to influence laws and policies to help protect children than anyone else. From a life-saving vaccine to schoolbooks in a rural village classroom, the money you raise could protect a child from dangers like disease and abuse and help them grow up safe and healthy. With your help, we are working to ensure that every child has the opportunity to reach their potential and that no child is left behind.

Can I donate the money I raise to a particular country or project?

We aim to reach the children who need the most help and who are the hardest to reach, like children who live in remote areas or ethnic communities and also to support crises who do not make it onto our screens. We encourage donations to be 'unrestricted' so that it is used to support children where the need is greatest, helping us to respond quickly, wherever and whenever disaster strikes.

If your school or college are fundraising for a specific emergency appeal, please let us know at the time of registering and also when you are transferring your funds so that we can ensure that it is restricted for that appeal.

Can I use the UNICEF logo?

The UNICEF name and logo is not able to be reproduced or copied and we're unable to grant permission for the logo to be used. However, we can provide you with 'Fundraising in support of UNICEF' logo graphic which you can add to your online fundraising page or have at your event.

Download 'In Support of UNICEF' logo [HERE](#)

Can someone come to speak at my event?

Our staff aim to spend as much time as possible working at supporting our fundraisers and raising as much funds as possible for vulnerable children and unfortunately are unable to attend your fundraising event. However, we can help you by provide you with a Thank You- Power Point Presentation which you can show explaining about UNICEF's work and how donations are used. Download [HERE \(coming soon\)](#)

How can I get an ambassador to come to my event?

UNICEF ambassadors are high-profile people who support our work through visiting our programmes on the ground and leveraging their voice to advocate for UNICEF. They give of their time voluntarily and we unfortunately are unable to have our ambassadors attend fundraising events due to their extensive commitments and [demands on their time](#).

Can I show UNICEF films at my event or to the students?

Yes. You can see some of our latest videos on our which will be helpful to show UNICEF's work and allow you to highlight what your fundraising will be supporting.

Here are some suggested videos:

- **Education:** School in a Box- [video](#)
- **Nutrition:** RUTF and how it saved lives- [video](#)
- **Climate Change:** New cyclone resilient schools in Mozambique- [Video](#)
- **Vaccination:** Saving millions of children's lives every year- [Video](#)
- **Action for Clean Water & Sanitation** – A matter of life and death- [Video](#)
- **UNICEF's Supply Chain** - How UNICEF can deliver within 72 hours humanitarian aid to almost anywhere in the world- [-Video](#)

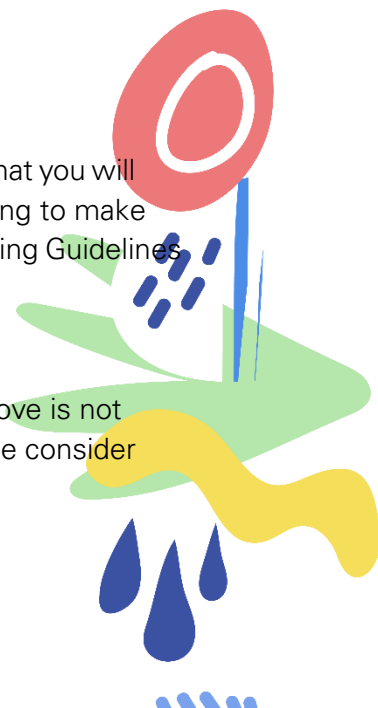
Important considerations to take into account to protect those participating:

Under 18s – legal guidelines

If you are under 18 and holding a fundraising event, there are certain things that you will need help with. You should always ask an adult to help you with your fundraising to make sure you are safe. Ask your teacher or parent/guardian to review our Fundraising Guidelines and assume responsibility and compliance with them.

Our liability

UNICEF Ireland accepts no liability for third-party events. The advice given above is not exhaustive, it is simply for guidance to help you organise your event, so please consider other potential risks and seek further advice where required.



Other Resources:

Children's Rights: Learn about the Convention on the [Rights of the Child](#) and let students learn more about their rights and issues which affect them.

Secondary Schools: You can access our [Activism Toolkit](#) for post-primary schools and invite your students to consider becoming a Child Rights Champion.

Primary Schools: If your school would like to become a rights respecting school, UNICEF can provide you with the resources and support to undertake the 3-year programme for accreditation. You will find information about our **Rights Respecting Schools** programme [here](#)

