



unicef   
AUSTRALIA  
for every child

**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 dollar you, your friends, colleagues and family members raise for UNICEF will make a huge difference to the life of a child.

Remember to join Team UNICEF on [Strava](#) and follow us on [Facebook](#).

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 [1300 884 233](tel:1300884233) or [teamunicef@unicef.org.au](mailto:teamunicef@unicef.org.au).

On behalf of us all at UNICEF and the children whose lives you change, thank you.



## 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.

### Rojina's Story

Rojina was lying in the delivery room of a remote Nepalese village when the unthinkable happened: a 7.8 magnitude earthquake struck.

She and her newborn Himal survived the quakes, but when their health post was reduced to rubble, UNICEF set up a medical tent so it's lifesaving work could continue - so Himal could get the care he needed to survive his fragile first months of life.

UNICEF is there when children need us most.



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## HOW YOU CAN HELP

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



\$68 could provide 126 sachets of life-saving "peanut butter" to help bring a child back from severe malnutrition.



\$150 could protect 750 children with life-saving polio vaccines.



\$300 could buy a 'School in a Box' kit containing learning equipment and materials for students.



\$656 could install 1 water pump and provide clean and safe water for a whole village.



\$930 could provide 25 babies with a set of winter clothes to help keep them warm in a harsh winter.





## ONLINE FUNDRAISING

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

- 1 Go to our approved fundraising website, [EverdayHero](#).
- 2 Set up your page, add a photo and choose a fundraising target (the higher it is, the more children we can help)
- 3 Lead by example and make the first donation. The first donation often sets the tone, so donate the amount you would like others to give.

- 4 Once you are happy with your page, email the link to your friends, family and colleagues, link to your Facebook page and tweet about it. It's also 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.

- 5 Tell people why you are fundraising for UNICEF Australia and how their donation can make a difference to the lives of children. A tangible outcome demonstrates the impact a donation can make.

Online fundraising saves time as you don't have to collect donations. It also reduces our costs so we can spend more money on helping children.

### Offline donations

If you are collecting donations offline, please complete and return our 'Proposal to Fundraise' form. Once received and approved, we will send your 'Authority to Fundraise.'

Email [teamunicef@unicef.org.au](mailto:teamunicef@unicef.org.au) for further information on how to pay your funds in.



## OTHER WAYS TO FUNDRAISE

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

**Bakesale** - Make everyone's life sweet by hosting a coffee morning at work/school/church or your community center. Who can say no to cake?

**Fancydressevening** - Everybody knows these are the most fun parties to attend! Invite friends and charge for entry - the 80's, 20's, Gangster or Hollywood glamour... the choice is yours!

**Trivia night** - The best bit? You get to write all the questions!

**Raffles** - Why not ask local businesses for raffle prize donations, then draw the winner at your chosen event?

**Inter-office soccer tournament** - Which department will win the golden cup? You can charge per team and run it over a few weeks.

Need more inspiration? Check out our [Fundraising Ideas](#) resource.





## SPREADING THE WORD

Fundraising to help give every child a fair chance in life is a pretty amazing thing to do...Tweet it, Facebook it and share like crazy! Be proud of what you are apart of and remember, the more you share, the more people will donate.

### 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!
- 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 [@unicefaustralia](#) in your Instagram posts and [#TeamUnicef](#) on Twitter.
- Include a link to [www.unicef.org.au](http://www.unicef.org.au).
- 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.





WELCOME TO  
TEAM UNICEF

UNICEF'S  
WORK

HOW YOU  
CAN HELP

FUNDRAISING

SPREADING  
THE WORD

FAQS

THANK YOU

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## FREQUENTLY ASKED QUESTIONS

**Q: Can I use the UNICEF logo?**

A: As a fundraiser, you can use our 'in aid of UNICEF' or 'Team UNICEF' logo to help promote your event or challenge.

**Q. When will I receive my UNICEF top?**

A: All fundraisers who raise over \$100 are eligible to receive a UNICEF t-shirt or running vest. Just let us know your size and address and we will send one out to you!

**Q. Does UNICEF have fundraising merchandise available?**

A: Unfortunately, we do not provide collateral like stickers, posters or coin collection boxes as we try to keep our operating costs down to ensure that the maximum amount of money can go towards helping children.

**Q: Are donations tax deductible?**

A: All donations over \$2 are tax deductible. EverydayHero will automatically issue each sponsor with a receipt and will send a reminder at the end of the financial year. Donations are not tax deductible if the supporter receives goods or services in return for their donation.

**Q. Can I ask my company to sponsor me?**

A: Yes definitely! 70% of companies in Australia offer 'matched funding' as part of their employee benefits. It's a great way to increase funds quickly and all you need to do is ask. Speak to your HR department and ask them for their support.

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





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# THANK YOU

Thank you for supporting our work. You play a vital part in our plan for creating a world in which every child is safe, protected and has the opportunity to learn.

If you have any further questions please [email](#) us or call us on [1300 884 233](#)

UNICEF Australia receives no funding from the United Nations. It is only through the dedication of supporters, just like you, that we can continue to make a lasting difference to the lives of children.

Australian Charity Number: 060 581 437

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