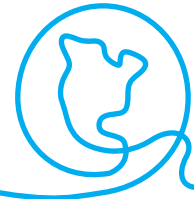




Together for Every Child: UNICEF Australia's School Fundraising & Advocacy Toolkit

ABOUT UNICEF AUSTRALIA: WHAT WE DO AND WHY



UNICEF works in some of the world's toughest places, to reach the most disadvantaged children. From sending emergency supplies to children during conflict, natural disasters or humanitarian crises, to long-term survival and development programs, UNICEF works to protect every child, no matter what.

Case study: Afghanistan

In many parts of the world, there has been incredible progress in girls' rights and gender equality, where they feel empowered to reach their full potential. Yet, the opposite is true for girls in Afghanistan, where their rights are being stripped away.

1 in 3 children in Afghanistan are out of school. Sixty per cent are girls. Girls are facing significant challenges in their daily lives, with restrictions on their education, movement, employment, and access to public services and places. Even their voices are being silenced. These limitations are not only deepening existing gender inequalities but also heightening protection concerns – creating a cycle of growing needs that will affect women and girls for generations to come.

As Catherine Russell, Executive Director of UNICEF, says, “Education doesn't just

provide opportunities. It protects girls from early marriage, malnutrition and other health problems, and bolsters their resilience to disasters like the floods, drought, and earthquakes that frequently plague Afghanistan.”

Across Afghanistan, half of schools lack sanitation facilities, two-thirds are without handwashing facilities, and most do not have separate bathrooms for girls or facilities for menstrual hygiene care. These combined barriers prevent many girls from attending school, limiting their already scarce educational opportunities.

UNICEF is working to change that by providing schools with better access to safe water and sanitation facilities, helping children like 10-year-old Bibi attend school so that she can one day live her dream of becoming a doctor.



“Before installing water taps in our school, we didn't have clean water. When we got thirsty, there was no water, so we had to wait and drink water at home. Now we are very happy. We have clean water, we can drink water whenever we get thirsty, and also we can use the latrine, and we don't have any problems now.”

– Bibi
Afghanistan

[Watch this video to learn more.](#)

HOW YOUR FUNDRAISING HELPS

UNICEF is working to create a better world for every child. From emergency relief to long-term development solutions and advocacy, UNICEF provides children and young people with the foundation they need to thrive. It's because of our incredible supporters that our teams in more than 190 countries helped save more lives than any other humanitarian organisation in the world.

Here's how your fundraising can help:



\$30 could buy **5000 water purification tablets**. Each water treatment tablet is able to turn 4-5 litres of dirty water into drinking water.



\$68 could help provide **126 sachets of lifesaving 'peanut butter'** to help bring a child back from severe malnutrition.



\$126 could buy a '**Girl Empowerment Pack**' containing 30 reusable dignity pads, 6 packets of paracetamol, 45 exercise books and 6 school bags.



\$247 could buy a '**School in a Box**' containing portable educational resources for a teacher and up to 40 students in crisis.



\$500 could buy **143 school bags**, which may be a small gift to some, but it can mean the world to a child without access to basic school essentials.



\$1068 could help provide **12 Disaster Relief Kits** to provide comfort to children in emergency situations with essential hygiene items and warm blankets.



WAYS TO FUNDRAISE: FUNDRAISING IDEAS

The sky's the limit when it comes to types of fundraising activities! Have a look at our website for some inspiration and choose the best fit for your fundraiser. Here are a few ideas:



UNICEF-themed mufti day

Students and staff pay a gold coin donation and come to school in head-to-toe blue.



Talent show

Dance, sing and show your talents. \$15 per entry and sell tickets for the show to your loved ones.



Trivia

Get everyone to submit one fun question for the event!



Fitness challenge

Set up an exercise challenge with students and teachers and encourage friends and family to sponsor.



BBQ

Everyone loves a sausage sizzle! Put on a BBQ at school and charge for food and drinks.



Auction

Ask local businesses to donate items and auction them off at an event or school assembly.



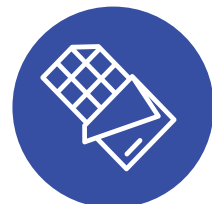
Gold coin donation day

You could do this for any event or occasion — for example, Harmony Day or World Children's Day.



Art show

All students and teachers can create an artwork to sell at an art show.



Sell chocolate boxes

Raise money by selling a fundraising box of popular chocolates.

Check out more ideas [here](#)

WAYS TO FUNDRAISE: ONLINE OR IN PERSON

Whether your school wants to rally the community with a fun event or fundraise digitally with a fundraising page, there's a way that works for you! Here's how to choose the best fit and some great ideas to get started.



Create a fundraising page online

Why use an online fundraising page?

Online fundraising is quick to set up, easy to share, and helps track your progress in real time.

Benefits:

- Easily share your page via email or social media.
- Supporters can donate anytime, from anywhere.
- Track your donations.

For more ideas on fundraising ideas or information on fundraising online or donating the funds after the fundraise you can view the following [UNICEF School Fundraising Webpage](#).

Tips for success:

- Set a goal – the higher you aim, the more support you will get!
- Ask the school community to donate early to build momentum.
- Thank your donors and keep them updated.

Helpful hint:

Online fundraising helps reduce handling of physical money and makes donations safer and easier to manage.



Collecting donations in person

If you're collecting donations in person, you need to complete the [form on our website](#) to register your activity before starting to fundraise. Once approved, we'll send you an 'Authority to Fundraise' certificate so you're ready to go.

Funds can be deposited via bank transfer or via our [website](#).

Below are the details to donate directly into UNICEF's bank account:

- **Account name:** Australian Committee for UNICEF Ltd
- **BSB:** 012010
- **Account number:** 837541992
- **Reference:** Your first and last name and where you'd like the donation to go. Please email teamunicef@unicef.org.au with donation amount, date of deposit, name of appeal you wish to support, your name, phone number and address.

Helpful hint:

Offline events must follow your school's policies on cash handling, permission slips, and safety procedures.

WAYS TO FUNDRAISE: COOK FOR KIDS



Cook for Kids is a fun and meaningful way for schools to bring students, families, and staff together, while raising funds to support UNICEF's lifesaving work for children in emergencies. By hosting a lunch, bake sale, cooking demonstration, or morning tea, your school community can help provide essential items like emergency food rations and Plumpy'Nut® – a ready-to-use therapeutic food that helps treat severe malnutrition.

This initiative also offers a valuable opportunity to:

- Celebrate cultural diversity by sharing meals and stories from different backgrounds.
- Encourage students to explore their heritage and share a favourite recipe or dish.
- Gives students the opportunity to showcase a dish and share the story behind its cultural significance." or something similar that frames it as an opp for schools.
- Spark meaningful classroom conversations around global challenges and the importance of helping others.
- If you'd like to direct your fundraising to a specific emergency, please reach out to our friendly fundraising team at teamunicef@unicef.org.au.

Why it matters:

By joining CookForKids and fundraising for children in emergencies, you'll be helping UNICEF continue to deliver lifesaving support to children and their families around the world.

Together, we can ensure that every child receives the care, support, and opportunities they deserve.

Ideas for your school event:

- Classroom cook-off – each class prepares a dish to sell, with proceeds going toward your school's fundraising total.
- Recipe-sharing wall – create a colourful display of favourite recipes and the stories behind them.
- Bake sale for a cause – sell homemade treats and donate the proceeds to your school's Cook for Kids fundraising page.
- Cooking demonstration – invite a parent, teacher, or student to show how to prepare a cultural dish.
- Nutrition education – use the event to teach students about the importance of a balanced diet, essential nutrients, and how good nutrition supports physical and mental well-being.

How to get started:

- Sign up at cookforkids.unicef.org.au and create your school's fundraising page.
- Plan your event – choose your activity and decide on a date.
- Get your school involved – invite students, families, and staff to participate and promote your event.
- Raise funds – encourage donations to support vulnerable children around the world.




**LET'S COOK,
SHARE, AND MAKE
A DIFFERENCE
TOGETHER.**

HELPFUL RESOURCES

- [Create a Fundraising Page](#)
- [Offline Fundraising Application Form](#)
- [About UNICEF Australia flyer](#)
- Email us at teamunicef@unicef.org.au with questions or to get support

CERTIFICATES

Students

Contact UNICEF Australia and we can share template certificates for students

School Certificates



BRONZE

If a school raises
over \$300



SILVER

If a school raises
over \$1000



GOLD

If a school raises
over \$5000



ADVOCACY & MORE WAYS TO BE INVOLVED



Your school community can get involved through our advocacy and educational resources as well!

World Children's Day

Every year on 20 November, we celebrate World Children's Day. This special day marks the anniversary of the UN Convention on the Rights of the Child. At UNICEF Australia, it's an important moment to amplify children's voices and celebrate their rights. Schools across Australia are invited! To get involved and access free lesson plans and celebration ideas, visit unicef.org.au/world-childrens-day



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Operation Earth Action

Operation Earth Action is UNICEF Australia's award-winning climate education program for Stage 3 students. Through hands-on workshops and real-world problem solving, it empowers young people to protect children's rights in the face of natural disasters. With ready-to-use lesson plans and a national pitch event, it puts students at the heart of climate action.

Find out more or register your interest at unicef.org.au/operation-earth-action



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U-Report

U-Report is UNICEF's digital community for young people where you can raise your voice and share opinions on topics that matter to you. U-Report is a free, confidential digital polling platform open to anyone aged 14–24. You can answer polls on issues that matter to you and have your voice heard in a safe digital space for young people. [Learn more and sign up here.](#)



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Young Ambassador Program

The Young Ambassador program gives young people aged 16–24 the opportunity to speak up for children's rights and what matters to Australia's young people. Recruited from across the country, participants will be extensively trained in leadership, advocacy, and media and communications, empowering them to engage effectively with other young people, leaders and decision makers. Visit www.unicef.org.au/our-people/young-ambassadors



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ADVOCACY & MORE WAYS TO BE INVOLVED

Youth Hub

The UNICEF Australia Youth page is a space where children and young people can explore their rights, learn about issues like online safety and climate action, and discover how to get involved in creating change. It features youth-friendly explainers, expert advice and real stories to inspire action.

Visit www.unicef.org.au/unicef-youth



Parents & Teachers Hub

Explore UNICEF Australia's Parent & Teacher Resources – a dedicated hub with educational resources and parenting tips to giving children and young people the best start in life. Whether it's preparing lessons or sitting down at the dinner table, talking about big issues with children and young people can be challenging, especially around topics such as mental health, emergencies, online safety and the climate crisis. Visit unicef.org.au/parent-teacher-resources.



THANK YOU!

Thank you for supporting our work. Your school plays a vital part in helping create a world in which every child is safe, protected and has the opportunity to reach their full potential.

If you have any questions, or need support with your event please contact our Community Fundraising team at teamunicef@unicef.org.au or call [1300 884 233](tel:1300884233).



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unicef.org.au

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UNICEF Australia acknowledges the Traditional Custodians of Country of the land and communities in which we and our partners work throughout Australia, and their connection to their lands, waters, and communities. We pay respect to Aboriginal and Torres Strait Islander peoples and cultures, and to Elders past, present and emerging.