

Fundraise for UNICEF Australia

Join Team UNICEF and
support children in need



WELCOME!

When you fundraise with Team UNICEF, you are joining a community of people who are building a better future for children. Together we can drive real, positive change for vulnerable children around the world.

The following pages will give you tips and advice on how to make the most of your fundraising. From giving up presents to running a marathon or hosting a bake sale, there are many ways to raise money and make a difference. Every dollar raised can provide life-saving help to children in just 48 hours!

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

If you need any further information or support, please do not hesitate to contact us on 1300 884 233 or teamunicef@unicef.org.au.



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On behalf of us all at UNICEF, thank you. It means the world to the children we support!

FOR EVERY CHILD, NO MATTER WHAT



UNICEF works in some of the world's toughest places, to reach the world's 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 children, no matter what.

Meet Mehrab

At only a year old, little Mehrab was suffering from severe acute malnutrition and could barely smile. She was admitted to the UNICEF supported stabilisation centre where she has received treatment, fed on highly nutritious therapeutic milk and can now smile as she cuddles on her mother's lap.

About 3 million children under five years suffer from acute malnutrition in Sudan, of which 650,000 suffer from severe acute malnutrition. UNICEF and partners are working together to prevent, detect and treat malnutrition early.*

UNICEF is there when children need us most.



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HOW YOUR SUPPORT MAKES A DIFFERENCE

UNICEF is a charity funded entirely by voluntary donations, and our fundraisers play a vital role in helping us deliver life-saving support to children around the world.

Here's how your support could help children everywhere:

- **\$71** can help provide 126 sachets of life-saving “peanut butter” to help bring a child back from severe malnutrition.
- **\$113** can buy a ‘Girl Empowerment Pack’ containing 30 reusable dignity pads, 6 packets of paracetamol, 45 exercise books and 6 schools bags.
- **\$271** can buy a ‘School in a Box’ kit containing portable educational resources for a teacher and up to 40 students in crisis.
- **\$367** can buy a ‘Mum-to-be Bundle’ containing medical supplies to keep both mum and bub healthy and safe.

FUNDRAISE ONLINE

To start your fundraising journey, you can create an online fundraising page in just seconds!

HERE ARE OUR TOP 5 TIPS TO FUNDRAISING SUCCESS!

1. **Sign up:** You can create a personalised fundraising page via our [Community Fundraising Hub](#) and use it to keep your supporters up to date.
2. **Set up your page,** add a photo, your motivation and choose a fundraising target (the higher the target, the more children we can help, so don't be afraid to aim high!)
3. **Back yourself:** Lead by example and make the first donation. The first donation gets the ball rolling and shows your commitment to the work.
4. **Get sharing:** One of the main reasons people donate is because they've been asked. Share your fundraising page on social media, email or posters, and be shy to message people directly!
5. **Dollar match:** Ask your workplace if they're able to support you by matching every dollar you raise.

You can also [create your own fundraising page on Facebook](#) to support UNICEF. Easily share your fundraiser with your network, encouraging them to help you raise money.

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. You will be provided with a tax-deductible receipt immediately after donating online.

FUNDRAISE OFFLINE:

If you are collecting donations offline, [complete this form on our website](#). Once approved, we will send your 'Authority to Fundraise' certificate and then you'll be ready to go.

To deposit raised funds, please get in touch teamunicef@unicef.org.au for further information.

OTHER WAYS TO FUNDRAISE

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:

- **Bake sale:** Make everyone's life sweet by hosting a coffee morning at work/school/church or your community center. Who can say no to cake?
- **Fancy dress evening:** Everybody knows these are the most fun parties to attend! Invite friends and charge for entry - the 80's, 20's, 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.

A great idea is just the beginning. There are many fantastic ways you can reach your fundraising target!



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 a part of and remember, the more you share, the more people will donate.

TIPS ON USING 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 your fundraising page
- Tag other people.

SPREAD THE NEWS:

- 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 and videos!
- Make sure the news desk has received your press release.

Remember that we're with you every step of the way. If you ever need a cheerleader, or fundraising guru, we're just a call or an email away!



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Meet Jenny and Bianca from your Community Fundraising team at UNICEF Australia.

FREQUENTLY ASKED QUESTIONS

Q: Can I use the UNICEF logo?

A: As a fundraiser, you can use our 'In Support of UNICEF' to help promote your event or challenge.

Q. When will I receive my UNICEF top?

A: All fundraisers who raise over \$50 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 our work supporting children.

Q: Are donations tax deductible?

A: All donations over \$2 are tax deductible in Australia. Each sponsor will be automatically issued automatically a receipt and we 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! Many 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 visit our website or contact teamunicef@unicef.org.au

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 reach their full potential.

If you have any further questions, please email us at teamunicef@unicef.org.au or call us on 1300 884 223.

