



# Your Fundraising Guide

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# Welcome to War Child

## Why War Child?

### Children don't start wars.

But their homes, schools, families and communities are torn apart by war.

War Child exists to support the innocent victims of conflict because we believe it's unacceptable that a child's life is destroyed by war.

For 25 years we have been providing protection, education and hope, working tirelessly to give children their childhood back and to give parents the tools to build a better future for their families.

Our teams are on the ground working with some of the most vulnerable children in Afghanistan, Iraq, Yemen, in Jordan with Syrian refugees, Occupied Palestine Territories, Burundi, Central African Republic, Democratic Republic of Congo and Uganda.



**Find out more** about our work and how your support can make a difference.

## How can you make a difference?

**Every pound you raise, every time you hold a non-uniform day or a bake sale, and every sports day or party you host, you will help children like Zariya from Iraq to recover from the trauma of war, go back to school and start to think about their future.**



Zariya, Iraq



Zariya with Bashar, a War Child education facilitator, Iraq

The bombing in Mosul completely destroyed Zariya's house. She was buried under rubble and injured. Her family fled the city and are now living in a displacement camp in northern Iraq.

War Child set up a temporary learning space in the camp so children could have a safe place to play and learn. At first, Zariya was too scared. Then Bashar, one of our education facilitators, noticed Zariya.

**"Bashar came and talked to me and then from that day we became friends. She takes care of me, and she worries about me. She makes sure I'm not alone and she always walks me to class."**

Now, Zariya loves attending and gets the chance to learn and be a child again. Her mother, Maryam, can already see the difference.

**"Zariya is so happy now she's attending the centre. I'm happy that I've seen a change in her behaviour."**

Zariya's story is just one example of the challenging but amazing work being done every day by our teams on the ground so that children are not forgotten.

# Why fundraise?

Whether you are a pupil, parent or teacher, fundraising at your school is a great way to get everyone involved and make a difference to children affected by conflict together.

Multiply your impact by adopting us as your Charity of the Year. Fundraising for War Child throughout the Academic Year will help us reach even more children and raise awareness of the vital work we do.

Alternatively, you can dedicate a month, week or one special day for War Child and raise funds for children affected by conflict in that period. We will be here to support you in every way we can.

## **RAISING FUNDS FOR WAR CHILD WAS TRULY A REWARDING EXPERIENCE, ESPECIALLY FOR THE PUPILS.**

"From nursery children to 11-year olds, War Child representatives enlarged their world in age-appropriate ways. I could see that War Child had sparked empathy, compassion and a desire to help others whose experiences are so different from their own. The pupils were particularly enthused when the amounts raised were translated into tangible benefits and to know that each in their own way had helped improve the lives of those who need it most."

Martha Willoughby/Highgate Pre-Prep and Junior School Parents' Association

**However big or small, your fundraising will go towards helping us reach more children who are affected by conflict but may not hit the headlines and where UK grants don't reach.**

- **£20** could provide a Back-to-School kit for a former street working child to support them back into education.
- **£100** could send a child to school for a year so they can continue their education when conflict breaks out.
- **£1,000** could save a child's life by reuniting them with their family or placing them with a safe foster family.
- **£10,000** could support 180 children to attend our child friendly safe spaces for nine months to offer a sanctuary away from the violence, where they can learn and play.
- **£30,000** could offer psychosocial support to 102 children who've escaped the conflict in Mosul in Iraq, to help them cope with the trauma they've faced and rebuild a future filled with **happiness, peace and hope**
- **£50,000** could fund two psychologists in Iraq for ten months giving specialised trauma counselling and therapy to 400 children who have been forced to leave their homes due to conflict.

# What support will you receive?

We'll be here to provide you with all the materials and encouragement you could need to get your ideas off the ground, and we'll be there at the end to celebrate your success and help you understand the impact your fundraising will have.

We also have collection tins, posters, badges, wristbands, balloons and everything you could possibly need to make your events a success.

We have listed a few of our favourite fundraising activities in this pack to give you some inspiration. However, if you already have some ideas or there is something your school does as a tradition, please don't hesitate to go for it! We can't wait to hear what it is and see some pictures.



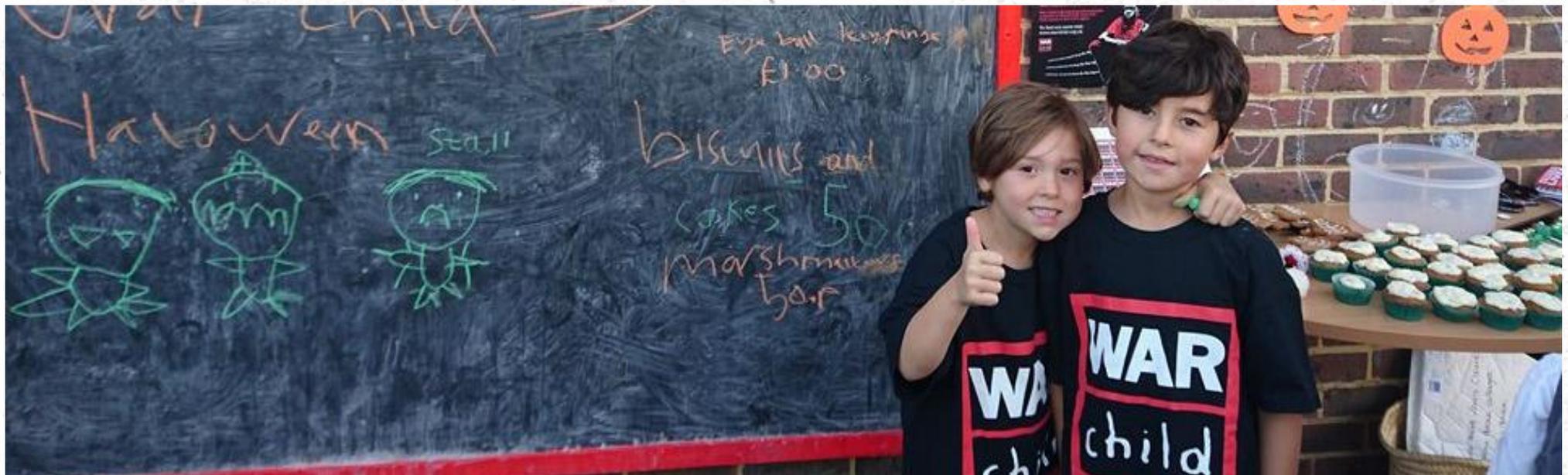
## Contact us!

If you would like to chat with us about your ideas, have any concerns or would like to brainstorm, do give us a ring, we are here to help and would love to have a chat with you. You can find our contact details at the end of this pack.

[fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk)

+44 (0) 20 7112 2556

[www.warchild.org.uk](http://www.warchild.org.uk)



# 5 steps to fundraise



## 1. Set a goal

How much do you want to raise? Whether it's £1,000 or £10,000, we can help you create a calendar of fundraising activities to reach your target.



## 2. Create your fundraising plan

Here are a few questions to consider when creating your calendar and fundraising plan:

- WHAT**
- What kind of activities or events would students and parents be interested in?
  - What has worked well in the past?
- WHEN**
- What times of year is best to ensure your fundraising is successful?
  - Do you have an event in the calendar which you could pair with some War Child fundraising, like a Sports day?
  - Do you want to pick a few activities throughout the year or select one week or month to focus your fundraising efforts?
- WHO**
- Do you have a group of students or committed parents who could help coordinate the fundraising activities?



## 3. Spread the word

How and where can you promote news of your fundraising activities and the difference this will make? We will send you information and materials about War Child to help motivate pupils and share across your internal and external channels.



## 4. Collect and donate

There are a number of ways to collect and donate the money you have raised, from collection tins to online fundraising. If you are unsure which one would be best we'd love to have a chat with you to help you decide.



## 5. Say thank you!

Remember to celebrate, congratulate and thank all those who have been involved. We will send you some inspiring stories to say thank you and show the impact you have had.



## Contact us!

If you have any questions or would like a chat about your fundraising plans, then please get in touch

[fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk)

+44 (0) 20 7112 2556

[www.warchild.org.uk](http://www.warchild.org.uk)

## Every girl and boy has a right to quality education

Your support can help fund our nurseries in Afghanistan for children aged 4-6, providing a safe space for them to learn, play, and interact with other children. Education is key to breaking the cycle of poverty. Marva has a 6-year-old daughter, Shalina, who attends a War Child nursery.

**“I’m glad my daughter will not grow up illiterate like I did, in poverty and being married at a young age. The nurse is a ray of hope for mothers like me. My fate will never be hers.”**

War Child nursery in Afghanistan  
©Will Carter/War Child UK



# More ways to fundraise

**Get the whole school involved**



## Art Attack

Run an arty competition for pupils to create artwork based around a fun theme

## Battle of the Bands

Hold an event and charge an entry fee. Pupils attending can request a song for a donation.



## Coin Trail

Ask every pupil to bring in spare change, pay the coins out in a trail and see how far around the school you can get.

## Dreadful Hair Day

Best prize for worst hair! Collect a donation from everyone who takes part.

## Easter Egg Decorating

Ask pupils to paint and decorate eggs for parents to purchase



## Football Tournament

Schedule fixtures and charge teams to enter. Ask local businesses for prizes.

## Games Day

Let pupils bring in toys and games to play with on the last day of term and ask for a donation in return



## Halloween Party

Another excuse to dress up and party. Charge entrance fees and raise money trick or treating.

## International Children's Day

Organise a fundraising event on the 20<sup>th</sup> of November 2018. Just choose your favourite idea from our A-Z.

## Jokes

Ask each pupil to bring in their favourite joke and a £1 or £2 donation and hold a class or assembly dedicated to joke telling

### Non-uniform day

Tried, tested, and loved by pupils everywhere! Ask pupils to pay a set donation (£1 or £2 each) to wear their own clothes to school

### Pantomime

Whether this is a new thing for your school or you're pantomime experts, hold it in support of War Child and donate ticket sales or programme profits.



### Quiet Time

Hold a sponsored silence.



### Sponge throw

Ask pupils to donate in return for getting to launch soapy sponges at teachers. Best done on a sunny day.

### Talent contest

Do you have a pupil who thinks she's the next Beyonce, or thinks he should be in Britain's Got Talent? Hold a talent contest for them to showcase their skills.



### Uniform day for teachers

A fun twist on non-uniform day

## Make a difference with your school

### Vegetarian dinner party

Children could seek sponsorship for each type of vegetable they eat. Vegetables could even be grown at school

### World cultures day

Get pupils to dress up for the day, give each class a different country to base their theme on.

### Xmas Hampers

Get pupils to make and sell Xmas hampers. Include food, drink, toys and gifts

### Zumba Class

Hold an upbeat Zumba class and ask for donations.

## **We protect vulnerable children who are at risk of violence and abuse**

Your support can help fund our child helpline in the Democratic Republic of Congo where War Child staff and social workers provide guidance and counselling directly to children and members of the community who are concerned about vulnerable children. The service has been able to reunite families who have been separated after fleeing violent fighting. The helpline is toll free and takes over 1,500 calls a month.

**“I found two children lost in the streets of Goma, they had been travelling from the conflict-affected northern region. I wanted to help them but did not know how, so I contacted the War Child helpline and the social workers helped us find the families and reunite them.”**



Democratic Republic of Congo

© War Child UK

# Spread the word

It is important to share news on you're the charity you support and fundraising activities to build engagement, boost your totals and show the difference you are making. We can share information, stories and images to help bring War Child's work to life so you can spread the word across your internal and external channels.



## Share news in your school

- Share news on War Child and your fundraising efforts in your newsletter and parents' evening.
- Mention your fundraising activities at the next assembly.
- Share information about War Child's work with pupils and their parents, we are here to provide these for you
- Ask us for an introductory video and share it with the pupils and their parents



## Share the news far and wide

- Spread the word on social media by following and tagging @WarChildUK on:    
- Talk to our press teams, we would love to help you spread the news in your local paper
- Feature War Child on your website or add information to your email signature to show everyone the difference you are making.



## How to use War Child's name and logo

We can send you our 'in support of' logo and guidance on using it so you can proudly display your support. Where possible please state your fundraising event is 'in aid of' War Child and check with us before using our logo.

When using our logo or promoting your fundraising it is important to reference that 'War Child is a registered charity in the UK: 1071659' and include our web address [www.warchild.org.uk](http://www.warchild.org.uk).

**Please get in touch if you would like any of the following materials to support your fundraising:**

- Logos
- T-shirts
- Collection tins and buckets
- Leaflets
- Posters
- Badges and wristbands
- Digital resources (images to share on social media, websites or email signatures)

**Remember to take pictures of your activities and share them with us!**

# Collect and donate

## To collect your money we suggest you either

- Set up an online fundraising page Request a War Child collection tin or bucket from us so you can collect cash donations
- Request a War Child collection tin or bucket from us so you can collect cash donations



## Setting up your online fundraising page

Fundraising online is easy, secure and your donations come straight to War Child so you don't have to process cash or miss out on Gift Aid. Our supporters use [JustGiving](#) but you can also use [Virgin Money Giving](#).

- Remember to personalise your page by uploading photos and telling everyone why you're fundraising.
- Don't forget to post updates of how your events are going, these will trigger notifications to your previous donors
- You will then have a web link which you can share with parents, across your channels and directly with your friends, family, colleagues... Everyone!



## Gift Aid

Gift Aid allows us to claim back the tax from HMRC.

This means for every £1 you raise, we can claim at least an extra 25p from eligible donations with no extra cost to you. If you set up an online fundraising page, the **Gift Aid** will be automatically donated to War Child. If you're collecting cash please ask us for a sponsorship form so we can record the details needed to claim.



## Donating the funds you raised

There are three easy ways to donate your money to War Child:

### 1. THROUGH YOUR ONLINE FUNDRAISING PAGE

Once this is set up money will be automatically transferred to War Child.

### 2. SEND US A CHEQUE

Ensure this is payable to

'War Child' and is addressed to the Individual Giving Team at Studio 320, 53-79 Highgate Studios, Highgate Road, NW5 1TL

### 3. MAKE A PAYMENT OR TRANSFER

To transfer the money to our Bank account or make a card payment please email [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) and a member of our team will send you the details.

**87%**  
**£4,365.00**  
raised of £5,000 target  
by 39 supporters

Donate

Share on Facebook

**Hilden Grange Sponsored Obstacle Course page**

Hilden Grange School

A sponsored obstacle course around the field for War Child because this is our chosen charity for the year.

Event: Sponsored Obstacle Course, 27 Jun 2017

**WAR child** War Child  
We protect and support children in conflict to give them a safe and happier future.  
Charity Registration No. 1071659

# The legal stuff

## How to use War Child's name and logo

The War Child logo is trademarked. Instead we can send you our official 'In Support Of' logo that is free for you to use. If you are putting this logo on any items please let us see a copy/ design before you print it or send it. Make sure you state your event is 'in aid of' War Child.

## Are you planning a raffle or a lottery?

Regulations regarding lotteries can be complicated but don't worry. The best thing to do is check with your local authority or the Institute of Fundraising. [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

- Small and private lotteries, at a fete or dinner for example, don't need a licence.
- Society lotteries, such as stand alone raffles do require a license and there are legal requirements on the level of prizes, the amount that can be charged and how the activity is organised.
- If you organise a competition or quiz where skill is involved in determining the outcome, no licence is required and there is no limit on what prizes can be offered.

## Photography

We'd love to see photos from your fundraising but please make sure you have the permission of a child's parents, guardians and the child themselves before taking any photos.

If you wish to use images of children in conflict, we have some useful pre-selected images on our website. These all follow our child protection guidelines.

## SAFEGUARDING CHILDREN

Any fundraisers under 18 should have the permission of their parents to take part. All adults have a responsibility to protect children. Please take extra time to plan fundraising activities when children are involved. Make sure they are properly supervised and you've made provision for any lost children.



# More legal stuff

## WHATEVER YOU DO, PLEASE DO IT SAFELY!

Please be aware that War Child cannot accept any liability for any loss, damage or injury as a result of fundraising for us.

### Health and Safety

For a smooth running event:

- Make sure all venues have been checked for health and safety hazards.
- Ensure there is adequate access for disabled persons.
- Confirm that first aid provision, fire equipment and evacuation procedures are in place.
- Check what public liability the venue owner has and that it covers owner's liability risks.
- If you contract out activities, check their safety competence before using them.

If you are unsure of your obligations, then please visit the Health and Safety Executive website- [www.hse.gov.uk](http://www.hse.gov.uk).

### Food and Drink

The Food Safety Act and Regulations requires anyone who handles and processes food to do so safely and hygienically. Always ensure any food you're providing has been stored at an appropriate temperature, hygienically prepared and thoroughly cooked. Visit [www.food.gov.uk](http://www.food.gov.uk) for more guidance

### Entertainment

If your event involves singing or dancing and the venue doesn't already hold a Public Entertainment Licence, you will need to check with your local authority if you need one.



# Thank you!

Remember to celebrate and congratulate all those who have been involved in reaching your fundraising target. We look forward to sending you inspiring stories and images so you can thank and show the impact your school's support has had.

We would love to see photos of your events, please share these with us if you can.

Don't forget to let us know how your fundraising went, we would love to hear about it and send a certificate along with a letter to share with everyone who was involved.



Children from Iraq say 'Thank you' for your support



## Contact us

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