

UNICEF Club Red Packet Charity Sale



1. Fundraising Method

UNICEF Club members held a red packet charity sale in school during China Children's Week. Club members promoted the Red Packet Charity Sale through campus TV. Teachers, parents and students showed extensive support for this charity sale. All of the donations will be dedicated to 'Cash Transfers for Deprived Children' Project to help deprived children and take care of their mothers' health in China.



2. About 'Cash Transfers for Deprived Children' Project in rural China

The project launched by UNICEF in 15 counties in Yunnan, Gansu and Sichuan. Through the initiative, women from underprivileged families will receive cash subsidies, enabling their access to prenatal and postnatal checkups, hospital delivery and vaccinations for their babies.