

UNICEF Club School Fundraising Guide



1. Introduction

The UNICEF HK UNICEF Club appreciates your support and the effort that goes into fundraising activities and events. We hope the experience is rewarding for you and your fellow schoolmates. Your UNICEF Club is highly encouraged to organize fundraising activities at school for different UNICEF programmes and/or emergency issues (such as famines and natural disasters, etc.). The document below outlines everything you should be aware of when organizing fundraising event, as well as some ideas for fundraising. If you have any queries about this guide, please email to club@unicef.org.hk.

2. Event Checklist

1. Getting Started

- Write an overview of your event
 - What are you raising money for?
 - How will you raise the money? – use our extensive list below for ideas!
 - Do you have a theme?
 - What is your budget plan?

2. Getting Approval

- Seek approval from school and comply with school's fundraising rules (if any)
- The purpose and operation of fundraising activity must align with the vision of UNICEF Club and UNICEF HK. Budget plans and Activity Proposal must be submitted ONE month before the event date, for UNICEF HK to review and approve before launching or promoting the event.

3. Organizing the Event

- Once the UNICEF HK has approved the event, you may get started on organizing it:
- Manpower: Who can help you with the event? How many volunteers do you need?
- Promoting your event:
 - Spread messages to all your friends (and their parents) and teachers, etc.
 - See if you can promote via school newsletters, campus TV, campus radio, etc.
 - Use social media to reach more people about the news

4. Finance

- Record carefully all your expenses, keep all receipts, and list them out clearly in activity report
- The expenses must not exceed 25% of the total income of the fundraising activity (For example, if your expected income is \$1000, the expenses must not exceed \$250)

5. After the Event

- Send thank you letters to guests and teachers
- Complete the Activity Report
- Submit Activity Report & supporting documents (e.g. original receipts) to UNICEF HK via email

3. Fundraising Guidelines

- A fundraising event should be
 - Well-organized
 - Safe
 - Clear & easy to understand on objectives and messages

- **Overview for Cost of Living Supplies**

During emergencies and disasters, UNICEF will spend 100% of donations with no administrative expense deducted in the field, to make sure every single cent is used

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to save and change children's lives in emergency relief. You can explain to your donors the impact of raised money has on emergencies with the following examples:



Photo	Price (HKD)	Details	Photo	Price (HKD)	Details
	\$3.1	Buy a therapeutic spread, which is a peanut-based paste that comes in a ready-to-use sachet.		\$250	Buy a first aid kit, containing items so that anyone can treat or dress a range of minor ailments.
	\$4	Provide with a pencil and exercise book for basic education.		\$350	Buy a family hygiene and dignity kit, ensuring families can maintain their personal hygiene in emergency situations for one month, keeping them away from diseases and restoring their dignity.
	\$6.2	Buy 1 pack of high-energy biscuit for providing children nutrients.		\$380	Buy 10,000 water purification tablets, each treating 4-5 liters of water, enabling children to drink and wash safely.
	\$53	Buy 1 blanket to keep children warm.		\$1,650	Provide a school-in-a-box with individual school supplies for 80 students and one teacher; the basic supplies for an education.

* Important note: The above costs are for **reference only**. The most updated costs of supply could be found [here](#). The resource allocation will be decided by UNICEF according to the actual circumstances and needs.

● Donation Methods

Items	Details
Borrow donation box	- Complete the 'Donation Box Application Form' to apply for donation boxes of UNICEF HK. Boxes to be picked up and returned to UNICEF HK office on designated dates. - To allow for sufficient arrangement time, students are advised to submit their applications to the Association at least THREE WORKING Days before collection. You will receive a notification once the confirmation is complete.
Online donation	Donate on http://www.unicef.org.hk/donate using credit cards
Direct bank-in	- You may bank in the donation directly to our bank accounts listed below - Account Holder: Hong Kong Committee for UNICEF ● HSBC : 567-354014-004 ● Bank of China : 012-875-0-021868-3 ● Wing Lung Bank : 020-601-003-7634-8
By Cheque	- Payable to "Hong Kong Committee for UNICEF" (A crossed cheque with remark of your school name at the back, and send to UNICEF HK with the completed Donation form) - Address: 7th Floor, SUP Tower, 75-83 King's Road, Hong Kong (Attn. Mr. Hay Kwok)

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*UNICEF HK does not accept in-kind donation.



- **Ways to Process the Donations**

- All fund raised through the Club should go directly to UNICEF HK via donation box or donation cheque without deduction of any costs or expenses.
- Keep the bank-in slip (if any) and submit the copy to UNICEF HK by email or post with school full name & contact person details.
- The costs and expenses of the fundraising activity should be reimbursed from the subsidy provided by UNICEF HK. Please see "Club Activity Financial Accountability" for further details.
- UNICEF HK will process all donations and acknowledgments **within 30 days** upon receipt of donation.
- All donations will be used to support different emergency and development programmes for children.

- **Frequently Asked Questions**

Question : How will be the donation used?

Answer : We would like to reassure you that all the UNICEF field offices, are regularly subject to both internal and external audits, and these audit reports are publicly available. UNICEF has a stringent financial management tracking system that monitors all income and expenditures at the country level, and delivery of all procured supplies all the way to their delivery points.

Question : How can we monitor the donation use?

Answer : To keep UNICEF's donors and public informed with the use of donations and the latest situation of affected children and their families, we will publish regular reports and upload the reports to website. For instance, for the Wenchuan earthquake in 2008, we published 3-month, 6-month, 1-year, 2-year and 3-year reports.

Question : Why should I trust UNICEF?

Answer :
1) We are global: over the past 70 years, UNICEF has been working tirelessly to improve the welfare of children, in more than 190 countries and territories, ensuring that we are at the front to reach those in real needs.
2) Network and mechanisms for humanitarian action: we have accumulated years of work experience, and has well established a global network and operation system for efficient humanitarian work. We commit to deliver aid within 72 hours to the affected area from our Supply Division in Copenhagen.
3) Professional and we know children well: Our frontline staff and professional teams are able to immediately deliver emergency aids in health, nutrition, education, water and sanitation; particular concerns are given to children living in the disaster areas of the toughest physical and emotional needs. Children are always the most vulnerable in time of an emergency, we hope to establish as early as possible *Child Friendly Spaces* (See note) to help affected children in a protected environment.

Note: Child Friendly Spaces serve as community-based child protection service centers that provide affected children and their families with access to psychosocial support, basic health information, early childhood development, social work, and non-formal education services.



4. Fundraising Activity Reference

1. Battle of the Bands

A classic school fundraiser, a battle of the bands event is a surefire way to excite your school's musicians, music fans, and everyone in between.

Date and Time :	Lunch Period / School event or open day / After school
Issue/Incident :	Any issue
Materials :	Please search and select UNICEF photos from: https://weshare.unicef.org/C.aspx?VP3=CMS3&VF=Home
Target :	Teachers and students
Details :	Your school likely already has most of the sound equipment you'll need, and your contestants will already have their own instruments. Charge a registration fee and a small ticket fee (or a donation), but be sure to offer fun add-ons. Unique voting systems, concessions sales, and/or creative snacks are great additions to musical battle events.

2. A Photo Story Exhibition

Start off a photo exhibition which provides some stories about the unprecedented food shortage in South Sudan.

Date and Time :	Flexible
Issue/Incident :	Any issue
Materials :	Please search and select UNICEF photos here
Target :	Teachers and students
Details :	Download photos from UNICEF Photography and create a display board, tell teachers and students about the photo stories.

3. "Skip a Lunch" Fundraising Activity

Ask student to donate their lunch and experience the way that starving children live their lives.

Date and Time :	Lunch Period
Issue/Incident :	Any issue
Materials :	Prepare a box with lock for fund-collection or borrow donation box from UNICEF HK.
Target :	Teachers and students
Details :	Raise donation from teachers and students. They can experience the way that starving children live their lives. Explain how the fund can help children in need.