

YOUR SCHOOL'S GUIDE TO DAY FOR CHANGE 2017



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DAY FOR CHANGE. 24 MAY 2017.
unicef.uk/dayforchange

**FOR EVERY
CHILD IN
DANGER**

unicef 
UNITED KINGDOM

CHANGE STARTS HERE

The spare change you raise will change children's lives.

This year, Day for Change will raise money to help malnourished children grow up healthy and strong.

The money you raise could provide:

- emergency food to save a child with malnutrition
- vitamins, minerals and nutrients to help children grow up healthy and strong
- nutrition support for families and communities.

The big Day for Change will be on **Wednesday 24 May**, but you can fundraise whenever suits your school's calendar.

This year Day for Change is especially for schools, and we need everyone – pupils, staff and parents – to take part. You can help protect children in danger simply by donating your change

Here's the challenge

Collect as much loose change as you can – from around the house, down the sofa, in your pockets or anywhere else you can think of. Come up with some fun fundraising activities for your Day for Change too, and raise even more money to help provide life-saving food and care for malnourished children.

On social media, use our hashtag #dayforchange



Every £1 your school raises will be doubled by The Power of Nutrition, a charitable foundation. This vital funding will help Unicef to improve the nutrition status and health of mothers, babies and children under five in Liberia.

JACOB'S STORY

Too many children don't have the food they need.

Around the world, five children die every minute as a result of malnutrition. Millions more children live with the effects for the rest of their lives, because their bodies and brains haven't developed properly.

Unicef is working to end child malnutrition, starting in Liberia; a country with one of the highest child mortality rates in the world, where nearly one in three children don't have the nutrients they need to grow up healthy and strong.

Jacob (pictured here, with his cousin Wesley) is 17 months old, and is suffering from severe acute malnutrition. He weighs just over seven kilograms. He's very poorly and too weak to play. Without urgent medical care, he will struggle to survive.

But, thanks to Unicef, Jacob has been given life-saving food to help him get better. His family has now been trained about the importance of good nutrition, and he'll have regular check-ups to monitor his recovery.

Malnutrition is a deadly condition, but it can be treated easily and cheaply with life-saving food, nutrition supplements, breastfeeding support for mums and training for community health workers.



Unicef is working around the clock to help make sure every child gets the nutrition they need, but we can't do it without your support. By raising money for Unicef's Day for Change, your school can help children like Jacob grow up healthy and strong.



Watch Jacob's story at:
<http://bit.ly/2kp7fzG>

PLANNING

YOUR DAY FOR CHANGE



Here are five top tips for planning your Day for Change:

1. Pick your date

The official date of Day for Change is 24 May, but you can take part any time before the end of the school year.

2. Decide on some activities

Make some changes to your school day and beat your fundraising target. You could have a 'wear it blue' day (with extra donations for blue face paint), a bake sale, or even create a large coin display in the school hall. Empower pupils to get involved with the planning too.

To help you out ...

See opposite for some great ideas.

3. Plan lessons

It's not just about raising money. Day for Change helps children to think about the world they live in and learn more about Unicef's vital work.

To help you out ...

We have free, ready-to-use assemblies, lesson plans, thoughtful class activities and clear teacher guidance notes. Download and print your resources from [unicef.uk/dayforchange](https://www.unicef.uk/dayforchange)

4. Get promoting

Put up your poster. Message. Write. Shout out on social media using #dayforchange. However you do it, make sure you tell everyone about your Day for Change – students, parents, teachers, the local media. They all need to know about the amazing fundraising you're doing to help malnourished children grow up healthy and strong.

To help you out ...

You can download a template letter to parents and a press release for local media from [unicef.uk/dayforchange](https://www.unicef.uk/dayforchange)

5. Have fun. Learn. Make a difference.

Organise a special assembly to thank students for their hard work. Tell them how much they've raised and the difference it will make to children in danger around the world.

To help you out ...

In this pack you'll find a totaliser poster for you to fill in and put up in school.

"I learned that there are children all over the world that need our help. I loved taking part - I wanted to help other children."

Maximos, Year One

FANTASTIC FUNDRAISING IDEAS

BRING A POUND AND WEAR BLUE

Ditch uniforms for a day and ask pupils to bring a pound to come kitted out in blue – Unicef’s colour. Staff can join the fun too!



BAKE SALE

Ready, steady, bake! Encourage pupils and staff to dust off their aprons and get cooking. Organise a lunchtime bake sale and also set up a stall for parents at the school gates. Check out [unicef.uk/dayforchange](https://www.unicef.uk/dayforchange) for fun recipe ideas.



CLASS PICNIC

Ask pupils to invite their friends and family to a class picnic. It’s a great chance to get everyone together and share some of the things you’ve been learning about nutrition – plus, if everyone brings a dish and pays 50p to attend, you’re sure to smash your fundraising target too.



PUPILS VS. TEACHERS

Make one big change in your school day and organise a pupils vs. staff event: dance-off, colouring competition or penalty shoot-out, you decide!



STAFFROOM FUNDRAISING



The fun doesn't stop in the classroom ...

SWEEPSTAKE

Fancy your chances? We've included a sweepstake poster in this pack to get you started, but you can create a sweepstake for just about anything, from football scores to the number of books in the school library. Closest answer wins!



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QUIZ NIGHT

Find out who's really top of the class by putting on a quiz night. Gather friends, family and colleagues for a night of fun competition and collect an entry fee from every team.

Not so hot at quizzes? Host a fundraising games night instead – choose from Monopoly, Scrabble or Wii, and there'll be something for everyone.



© Nick Richards/Blue Velvet

CHALLENGE EVENT

Take on a challenge and raise money to provide life-saving food and care for malnourished children. Whether it's a sponsored run or giving up chocolate for a month, never underestimate how much money you can raise for Unicef simply by asking friends and family to sponsor your efforts – you'll inspire your pupils to go the extra mile, too.



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HOW TO SEND IN THE MONEY YOU RAISE



Using the paying-in slip:

1. Fill in the form at the bottom of your letter
2. Take it to your bank, pay in the money using the slip and ask the bank to stamp the box on the letter to confirm the money has been received
3. Send the form to Unicef UK using the freepost envelope provided
4. Wait for your thank you letter.

Sending in your money by cheque:

1. Bank the money you have raised
2. Write a cheque for the amount made payable to Unicef UK
3. Fill in the form overleaf
4. Send the form and cheque to Unicef UK using the freepost envelope provided
5. Wait for your thank you letter.



"Our pupils loved planning their school fundraiser. Each had a challenge of filling up a used bottle with coins over the weeks leading up to the big day, with help from family and friends. These were then put together in a big display in the school hall. We raised an incredible £1,500 for Unicef, from everyone taking part."

Mrs Spencer, Firs Farm Primary

HOW YOUR MONEY MAKES A DIFFERENCE

£3.50 could provide deworming tablets and vitamin A supplements for a **class of 30 children**

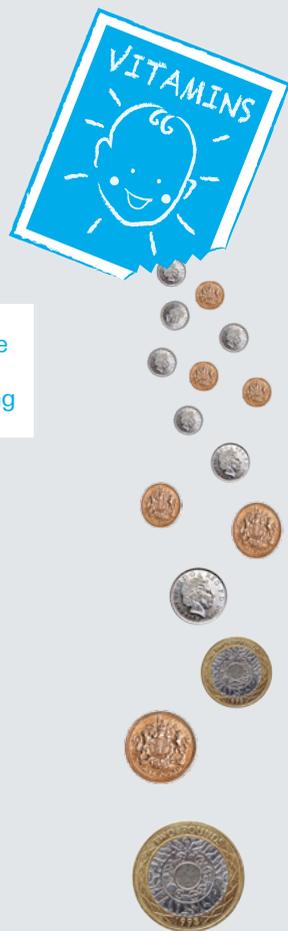
£16 could provide a **year's supply** of vital vitamins for two toddlers

£50 could train **250 parents and guardians** about the importance of good nutrition, helping to ensure that more children can grow up healthy and strong

£150 could provide six malnourished children with a month's supply of **life-saving emergency food**

£300 could train **two nurses** to help look after children with malnutrition

£400 could provide sixteen malnourished children with a month's supply of **life-saving emergency food**



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