

# CLIPPER 2015-16 RACE FUNDRAISING PACK

IN AID OF  
unicef   
UNITED KINGDOM



CLIPPER  
ROUND THE  
WORLD 

CLIPPER

ROUND THE  
WORLD 

15-16



# 1. CLIPPER RACE AND UNICEF

Unicef and the Clipper Race are working together to make a safer world for children.

Clipper Race crews are taking on one of the greatest challenges on Earth, testing their wits, skills and courage in an endurance race across the toughest oceans.

At the same time, children around the world are experiencing the most dangerous challenges. They are facing violence, disease, hunger and the chaos of war and disaster.

This is wrong and the Clipper Race is helping Unicef to change it.

The following pages will help you make the most of your fundraising, with information on Unicef's work and the [Clipper 2015–16 Race JustGiving fundraising page](#).

For further information and support, please contact us on our dedicated address [challenge@unicef.org.uk](mailto:challenge@unicef.org.uk).



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[unicef.org.uk/fundraise](http://unicef.org.uk/fundraise)

## 2. ABOUT UNICEF

**Unicef is the world's leading children's organisation, ensuring more children are fed, vaccinated, educated and protected than any other organisation.**

Working in over 190 countries, Unicef has done more to influence laws, policies and customs to help keep children safe than anyone else in history.

Unicef focuses keeping children safe from the main dangers they face by providing clean water, life-saving food, medicine, health care and protecting vulnerable children from abuse.

With your help, Unicef can keep children everywhere safe.



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# 3. HOW YOUR FUNDRAISING HELPS

Every pound you raise will make a difference for vulnerable children around the world, so please set your target high.



**£55** could help 5 families collect and store clean water with an emergency water kit



**£105** could provide blankets for 25 babies



**£220** could protect 2,000 children from polio by providing life-saving vaccinations



**£540** could help 160 children continue their education with Unicef's school in a box



**£990** could supply a tent for a temporary school or health centre



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# 4. PROTECTION FROM DISASTER

One month since the first devastating earthquake shook Nepal, 3 million children are still in danger and one in six children in the country are still in urgent need of humanitarian assistance.

## Ramita's story

Ramita Giri, 11, was eating her lunch when the earthquake struck and she rushed inside the house in search of her mother.

"I was calling 'Mommy! Mommy!' at the top of my voice. Then suddenly the house fell upon us. It was after four hours that my brother pulled me out of the rubble."

Ramita was unconscious for most of the time she lay in the ruins. Five other members of her family, including her mother, were also injured.

Unicef is on the ground right now in Nepal, making sure children like Ramita have access to safe water and sanitation, life-saving food and medical supplies, as well as psychological care and support.



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# 5. PROTECTION FROM VIOLENCE

El Salvador has the highest murder rate of children and adolescents in the world. Gang and drug-related violence is rife and children live in fear of murder and exploitation.

## Bryan's story

Bryan is 11 and lives with his mother in Santa Tecla, El Salvador.

Six months ago, his brother, who had joined a gang and started acting violently towards their mother, died from a drug overdose.

"When I think about my brother, I think about him coming home, think that he'll come back and we'll fight, and after then I feel sad about all of this, I try and distract myself by riding my bike."

Today, Bryan goes to a school where Unicef runs a programme called *No te Indigna?* (Doesn't it outrage you) which teaches children how to resolve arguments without violence, that violence is wrong and they don't have to suffer in silence.



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# 6. PROTECTION FROM DISEASE

Millions of children around the world are in danger of contracting polio – a crippling disease that can be prevented with a simple vaccination.

## Mai Sakeena's story

Mai Sakeena has four sons and six grandchildren. She lives in the village of Jacobabad, south Pakistan. She has spent most of her life without the basic resources essential for a healthy life.

"If a new-born died, we would accept it as fate, not knowing that we could have saved their life through vaccination. Now we know the importance of vaccines, both for women and children."

Thanks to Unicef's work in Pakistan, Mai now teaches others mums about the importance of vaccines and is a role model for women in her community.



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# 7. STARTING YOUR FUNDRAISING ONLINE

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page.

Before you do this, make sure you have completed the [Join Team Unicef form](#), so we can set up a record for you on our database.

## Here's how to do it:

- 1 Find the link for your team below and follow the instructions to set up your JustGiving page. By following that link, your fundraising is added to your team total.
- 2 Make your page stand out and upload an image of your team. If you do not have one of you in action, we recommend [this one](#) as it shows the huge challenge you are taking on.
- 3 Add a message for your supporters; tell them why you would like them to sponsor you and why raising money for Unicef is so important. There is information in this pack to help you with this.

## Clipper 2015–16 Race teams:

Team Darren  
Team Ash  
Derry~Londonderry~Doire  
Mission Performance  
Team Max  
Team Wendo  
Team Jim  
Team Huw  
Team Olivier  
Qingdao  
GREAT Britain  
ClipperTelemed+

## Offline donations

Please send in any offline donations with a copy of [this form](#). Cheques should be made payable to Unicef UK. Please bank any cash donations and send in a personal cheque to cover the amount. Or, add the donation yourself to your online fundraising page. You can update your page to include any offline donations in your total.



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## 8. OTHER WAYS TO FUNDRAISE

There are lots of other fun ways to reach your fundraising goal. Here are a few ideas to get you started:

Host a quiz night with a raffle. Charge £5 to enter. Recruit seven teams of six people and have a raffle on the night to boost the amount raised. You could raise **£200 - £250**.

Put on a social event with food, such as a tribute band evening or barn dance. Charge for tickets and hold a raffle. You could raise around **£1,000**.

If you have connections with your local golf/cricket/football club it is always worth asking if they would put on a charity day/match to support Unicef.

There are lots more ideas on our [website](#) and some sailing themed ideas [here](#).

Make sure you check out our [legal guidelines](#) when making your plans.



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# 9. SPREADING THE WORD

The more you talk about your fundraising, the more people will donate, so make sure you publicise what you're doing.

## 1 Contact your local newspaper/ radio

- Write a press release including information such as: When, Who, Where, What and Why ([here](#) is a press template for you to try).
- Include any photographs.
- Contact your local newspaper or radio station and tell them you are raising money for Unicef. Don't forget to mention your hard work and how much money you want to raise.
- Make sure the news desk have received your press release.



## 2 Use social media

- Use photographs and videos to tell people how you're raising money for Unicef and why.
- Type [@Unicef UK](#) in your Facebook posts and [#TeamUnicef](#) and [#ClipperRace](#) on Twitter.
- Add links to [Unicef website](#).
- Tag other people.

The Clipper Race communications team has race materials for you to use to illustrate your adventure. For more information contact Amy Martindale [amartindale@clipper-ventures.com](mailto:amartindale@clipper-ventures.com).

Don't forget that you are fundraising for the world's leading organisation for children, so make sure that what you are saying is relevant and appropriate.

You can find more information on promoting your fundraising [here](#).

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# 10. FREQUENTLY ASKED QUESTIONS

**Q: Can I use the Unicef UK logo?**

A: As a fundraiser, you can use our 'in aid of Unicef' logo to help promote your event or challenge. [Contact us](#) to find out more.

**Q: How can I get materials such as collecting tins, balloons and posters to help me with my fundraising?**

A: You can order your Unicef materials by downloading [this form](#).

**Q: How do I send in the money that I raise?**

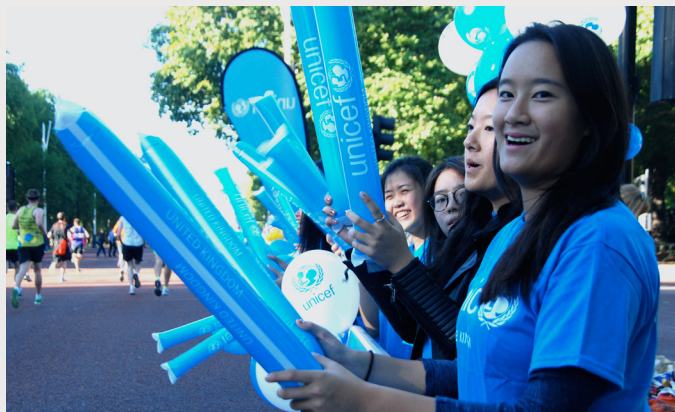
A: Please send in any offline donations using [this form](#).

**Q: How much of my fundraising goes to support your work?**

A: For every £1 given to Unicef UK, 75p is spent on programmes for children, 23p is spent on fundraising and 2p on administration costs.

**Q: Why should I support an overseas charity when the money does not get to the people who need it due to corruption?**

A: Unicef has a zero tolerance approach to fraud and corruption, and has strict measures in place to monitor transfers of money and supplies – including to governments. Money that is raised is transferred directly to the field, and doesn't pass through the hands of governments or other bodies.



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# THANK YOU

**Thank you for supporting our work and helping to keep more children safe from danger.**

Unicef UK is funded by voluntary contributions and receives no funding from the UN budget.



**If you have any further questions please [email us](#) or call us on 0300 330 5580.**

Unicef UK is a Registered Charity No. 1072612 (England and Wales) SC043677 (Scotland)



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