



**WAR**  
child



Welcome to your  
**FUNDRAISING**  
**JOURNEY**





# TEAM **WAR** CHILD

Welcome to Team War Child! You are joining a community of big-hearted people who are working to change the lives of children affected by conflict.

Children living in war torn countries face unimaginable futures. Many are torn from home and stranded at borders, without help, food, water, or knowing when they'll next reach a safe place to call home. Our teams are working around the clock in places like Ukraine, Yemen, and Afghanistan to get children the life-saving aid and psychological care they need, fast. But we can't do it without you. Your fundraising is a lifeline for children living through conflict around the world.



Children play with War Child staff in Syria. Photographer: War Child Partners, Copyright: War Child

**1 in every 6 children in the world are affected by armed conflict**



**We'll be there to support you along the way!**

Whether you want to take on the full 26.2 miles of a globally iconic marathon, or you fancy taking a stroll along the British coastline - we've got the perfect challenge for you! Take a look at the different national and international challenges you can take on.

Or if you'd rather put your creativity to the test at an arts fair, or host a games night with your friends, we've got a huge range of ideas, tips and tricks to help you on your fundraising journey.

All whilst helping War Child to protect, educate and stand up for the rights of children in conflict.





# OUR CHALLENGE EVENTS

How about signing up to one of our challenge events, raising vital funds for children in conflict zones?

## Ride London

The RideLondon-Essex 100 is a unique opportunity to ride 100 miles through the heart of London and neighbouring Essex. Starting and finishing in the centre of the capital, with 60 miles of rolling roads through some of Essex's most beautiful countryside and villages in between, RideLondon is the perfect challenge to take on with a group of friends or going solo!

Registration fee: £35  
Minimum fundraising target: £495

## Royal Parks Half Marathon

Join War Child for London's most scenic half marathon and be part of an incredible team. Royal Parks Half Marathon takes place each October, starting and finishing in Hyde Park.

Registration fee: £25  
Minimum fundraising target: £325

Caroline running her 14th Marathon for War Child!



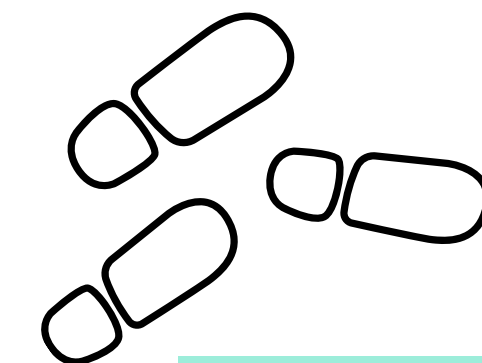
## Heroic Hikes

Lace up your walking boots and explore the beauty of the British countryside! From Durdle Door to Lake Windermere, take in breathtaking views with our stunning choice of hiking adventures. Your support will be a lifeline for children living through conflict around the world.

Check out [our website](#) to see our full range of incredible hikes!

## Fancy a different challenge?

From Cycling the [London to Paris](#) to taking part in an [international adventure](#), covering iconic locations from Mount Everest to Machu Picchu - we've got a huge range of fundraising adventures to choose from on our [website](#)!



## Sign up!

Your can sign up via our [website](#) or by contacting us at [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) or by phone on 0207 1122 556.



# GET INSPIRED

Think outside the box! We're always so inspired by the creative and adventurous ways our supporters fundraise and we're excited to hear about all your big ideas! Whatever you do, it will be helping children in war zones across the world.



## Arts & Crafts Sale

Cece and her friends organised a Craft fair and fun day. "Our Easter craft fair/fun day was a big success and in total from the stalls, games and raffle we raised £1207.94... My friends and I were so happy to have raised so much. I hope we can fundraise again for you soon."



Mark and Max rode 1,500 miles from the Valley of Death, down to the Pacific Ocean raising money for War Child. They raised an amazing £10,704!

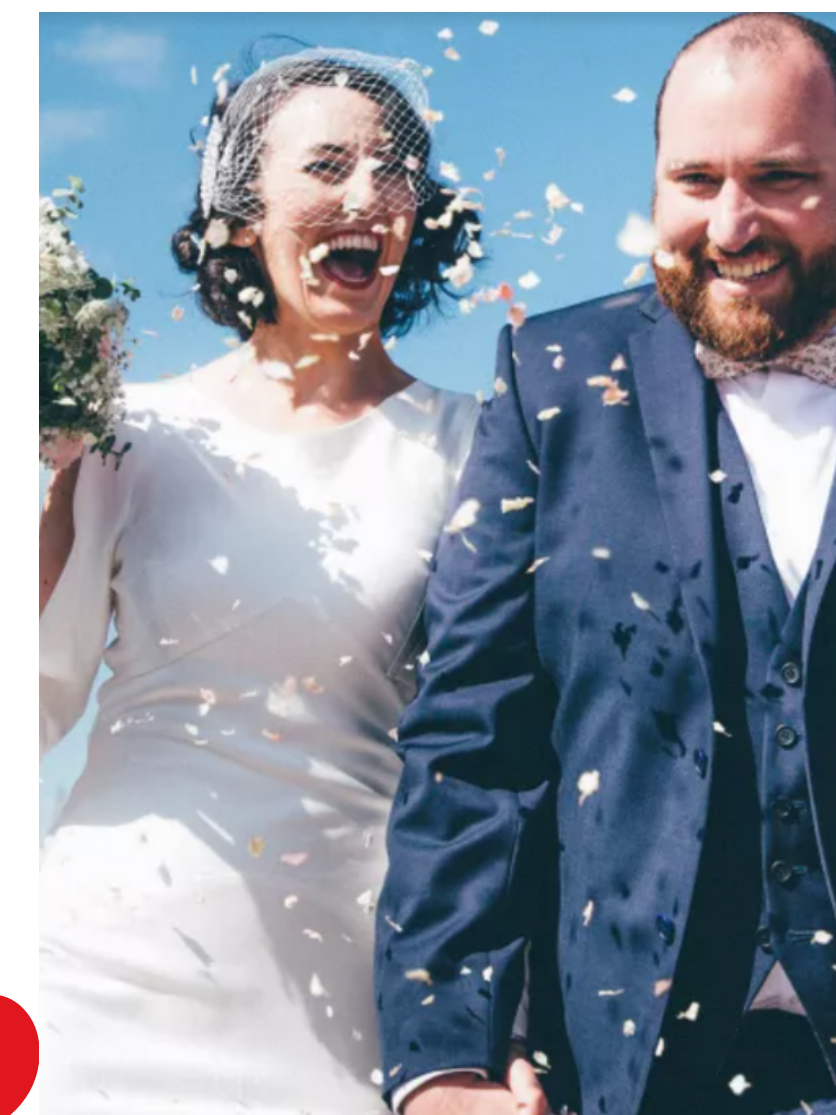
## Donating a Celebration

Birthdays are magical, right? Cards, cakes, balloons and, of course... presents! But what if you could make your birthday magical for someone else? You could do just that by asking for donations instead of gifts this year. Or any other kind of celebration...

“

**I really believe that small organisations with big ambitions are often the ones who make more long-term, innovative and authentic change, and Jon and I both immediately thought of War Child as the charity we wanted to support. Knowing that the celebrations were making a difference to others brought a really special atmosphere to the day and to everyone involve.**

”



Inés who, along with her husband Jon, asked for wedding guests to donate to War Child instead of buying wedding gifts.

## Any questions?

If you have a question or would just like to know more about being a part of Team War Child, please get in touch.

**Contact us by email at [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) or by phone on 0207 1122 556.**



# A-Z FUNDRAISING IDEAS

Whether you want to challenge yourself or have fun with your mates, plan something for your school or at the office, there's something for everyone!

We've put together some of our favourite fundraising ideas that you can get stuck into. Already have your own idea that isn't listed below? Get in touch with our friendly team – we'd love to hear about it!



Raising funds for War Child was truly a rewarding experience, especially for the pupils. I could see that War Child had sparked empathy, compassion and a desire to help others whose experiences are so different from their own.



Martha, Primary School Teacher, organised a dress up day for her pupils to fundraise for War Child.

**a** Afternoon Tea/ Arts and Crafts Sale/ Auction

**b** Bake sale/ Birthday/ BBQ/ Bingo/ Book sale

**c** Coffee Morning/ Concert/ Crochet/ Car Wash

**d** Dress Up Day/ Dance Show/ Disco

**e** Endurance Challenge/ Exhibition

**f** Fashion show/ Football Tournament/ Film Nights

**g** Games Night/ Gardening/ Give something up

**h** Hair Styling/ Half Marathon/ Hoola Hoop Contest

**i** International Food Day/ Iron Man Challenge

**j** Jazz Evening/ Jewellery Making

**k** Karaoke Night/ Knitting/ Karate Competition

**l** Lucky Dip/ Life Drawing Class

**m** Musical sing along/ Marathon/ Magic Show

**n** Non-Uniform day/ Nail Art

**o** Office Olympics/ Open Mic Night

**p** Pub Quiz/ Private View Exhibition/ Party

**q** Quiz Night/ Quest Board Game Challenge

**r** Royal Parks Half/ Ride London/ Raffle

**s** Sports Day/ Second Hand Clothes Sale

**t** Treasure Hunt/ Talent Show/Tiktok challenge

**u** University Challenge Quiz/ Unusual clothes day

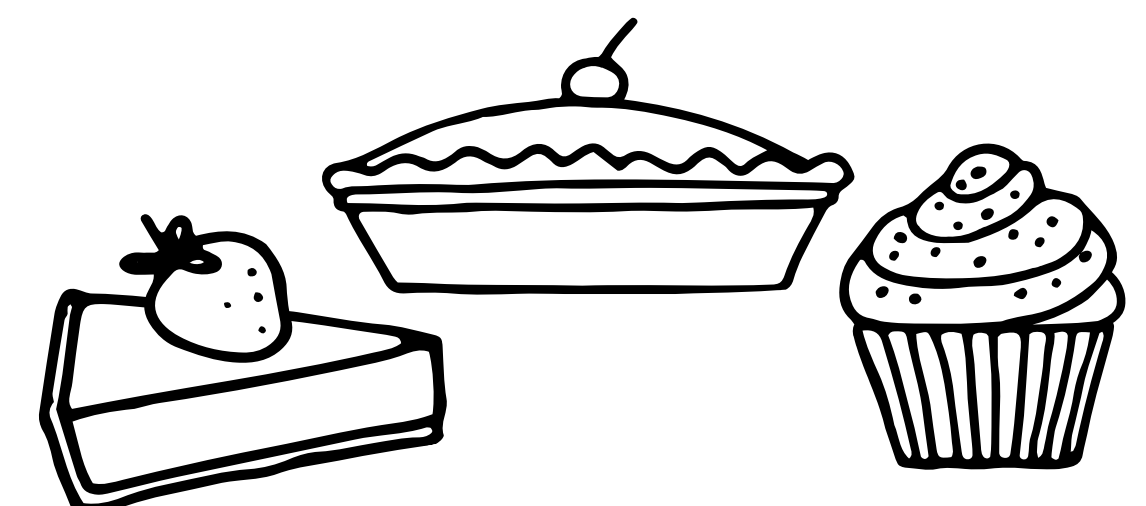
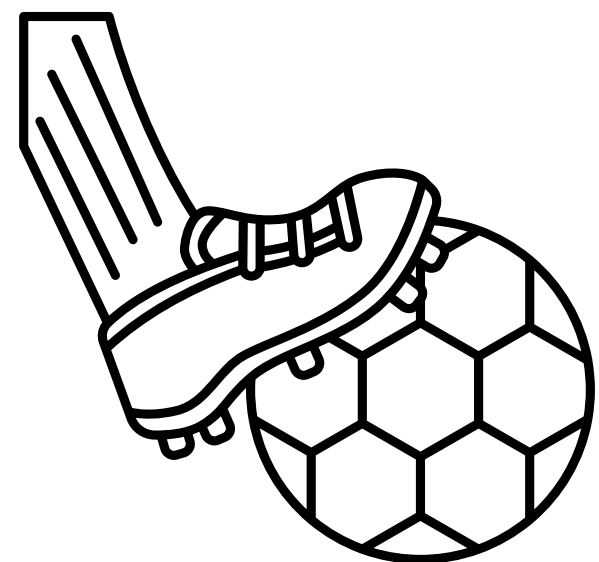
**v** Variety Show/ Village Fayre / Video Games

**w** Wine & Cheese Night/ Walk/ Work Out Session

**x** X-Factor Night/ Xbox Competition /Xmas Fair

**y** Yoga Class/ Young Enterprise Competition

**z** Zumba Class/ Zodiac Signs Readings





# OUR TOP TIPS

If you're taking on a challenge event or race, here are some of our favourite tips and tricks to maximise your fundraising...

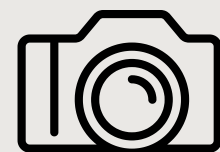
## Make It Easy!

Set up a system for collecting donations that's easy for you and your friends and family to use. Whether that's using a donation pot, a pledge sheet or using an online giving platform such as Just Giving.



## Snap a Pic!

Keeping everyone updated with pictures and messages of how your fundraiser is going is a great way to gain more support! Post updates to your online fundraising page, or send them in a newsletter style to your email contacts. Eye catching images can help attract attention to your page.



## Track Your Work!

If you're doing a challenge event, you could link your fundraising page with your fitness apps (for example Map My Run) to allow supporters to keep track of your progress.



## Don't Close Early!

Even after your fundraising has finished, keeping your page or donation pot active for a couple weeks allows people to donate even after the event. Did you know that 20% of donations come in once an event is over?



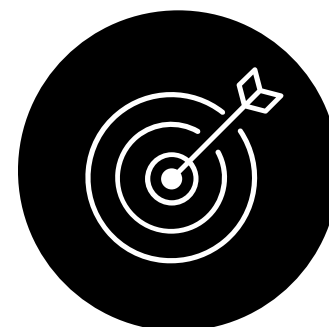
## Spread the Word!

Be clear with your message of why you want to fundraise, or why you've chosen to support War Child. We have lots of resources that you can use to make your messages as powerful as possible.



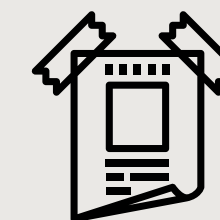
## Set a Target!

Aim high and your friends and family will want to help you reach your goal! If you do get there, why not up it a little bit more? People are always more likely to donate to help you reach a higher target, than top up one you've already reached.



## Promote It!

Organising an event in your local community? Why not put up posters or give out flyers? You could also post on social media to let people know the details and how they can get involved!



## Say Thanks!

Making sure to thank your generous supporters and letting them know where their donations are going to can help boost your total and makes people more likely to continue to support your fundraiser.



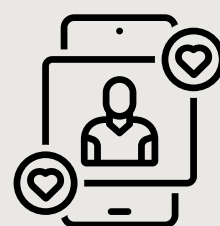
## Gift Aid

Did you know that Gift Aid adds another 25p per pound to your donation? This means you could make your impact four times larger just by using Gift Aid and encouraging supporters to do the same!



## Share Your Story!

Sharing your fundraising page, message and updates to your social media pages and email contacts can help increase your fundraising total. You could post or record a message about the good that you're getting up to and why you're doing it!



## Brand It!

Ask us for promotional materials such as T-shirts or vests, wrist bands, badges, stickers and more! Or check out our downloadable resources on why and what we do.



## Be the first!

A great way to get your fundraiser started is by donating yourself first. This encourages others to do the same and is shown to boost your overall fundraising total!





# ABOUT WAR CHILD

## Who we are and what we do

War Child UK is the only specialist charity for children affected by conflict. For more than thirty years we've been driven by a single goal – for no child's life to be torn apart by war. We aim to reach children as early as possible when conflict breaks out and stay to support them through their recovery – keeping them safe, helping them learn and cope with their experiences, and equipping them with skills for the future.

We understand children's needs, respect their rights, and put them at the centre of the solution and campaign for changes to policies and practices to support children in conflict, working with children and young people themselves to demand their rights.

Together with our partners we deliver our vital, life-saving work in countries across Europe, Africa, Asia and the Middle East, and Latin America.



Children in Moldova sit with War Child staff. Photographer & Copyright: Purva Tsai, War Child

## In a nutshell

From Ukraine to Afghanistan to Yemen, War Child is driven by a single goal - ensuring a safe future for every child living through conflict. We provide children and families with support, access to education and psychosocial help. We make sure they are advocated for and given a platform to advocate for themselves. Wherever we work, we always respect children's rights and put them at the centre of the solution.

## The maths behind your donation

**£5** could provide a child with an essential schoolbook, enabling them to attend a community-based learning programme.

**£10** could provide a child with a back-to-school bag containing crucial stationery and textbooks.

**£12** could provide four children who have lost everything due to conflict with toys such as teddy bears, footballs and building blocks.

**£17** could cover the cost of a child being safely reunited with their family.

**£35** could provide a class of 35 children with a hygiene kit each containing vital sanitation products.

**£60** could provide support for a whole family caught up in conflict with all their basic needs for two months, including food and blankets.

**£100** could provide food for four whole families who have fled with nothing for a week.



# YOUR FUNDRAISING TOTAL

## How to pay in your fundraising total.

### 1. Creating a JustGiving page

You can set up a JustGiving page here - this is a safe and secure way to donate the money that you have raised and it means that you can easily share your fundraising journey with all those who may be interested. You can also create a QR code for your JustGiving page by going to your page and adding '/qrcode' to the end of the URL - further instructions on this can be found here.

### 2. Making a bank transfer

If you would like to send War Child the money you have raised via bank transfer, please email [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) to request our bank details. When using this method, be sure to let us know when you have made the transfer, how much it is for and what the reference is, just to make it a bit easier for us to track.

### 3. Posting a cheque, postal order or CAF voucher

Please make your cheque, postal order or CAF voucher payable to 'War Child UK' and send it to: 'War Child UK, Dunn's Hat Factory (4th Floor), 106-110 Kentish Town Road, London, NW1 9PX'. Please also include a note with your cheque that states your name or the name of your organisation.

### 4. Donating online via our website

To donate online via our website, please follow this link - make sure that you select the 'One-time' and not 'Monthly' donation option, and select a reason for donating. Please also email [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) to let us know that you have donated online.



Children play in Moldova with War Child staff. Photographer & Copyright: Purva Tsai, War Child

**Thank you for fundraising in support of War Child. All of your hard work and fundraising efforts help us to continue protecting, educating, and standing up for the rights of children living in war zones.**



# SAFE FUNDRAISING

**We want everyone to have the best time possible when fundraising for War Child, so here are some top tips to ensure that your fundraising is safe for you and everyone involved!**

## Be kind

When you're fundraising, make sure you are open, honest and respectful with everyone you encounter. Don't be too persistent when asking for donations, and never exploit someone's trust or vulnerability.

## Handling Cash

Ensure you never leave unsecured cash unattended. When counting cash, do so in a secure place with two people present – children under 16 should not have responsibility for handling money.

## Gift Aid

Gift Aid is a means of us claiming an extra 25p for every £1 individuals give, as long as they have paid the same amount or more in tax that year. There are restrictions on what we can claim Gift Aid on - for example, we cannot claim Gift Aid on payments for goods or services, such as admission to a concert, raffle tickets or jumble sale items, nor can we claim Gift Aid on donations from a company. Full guidance can be found [here](#).

## Raffles

Raffles, tombolas, sweepstakes and other similar activities have a specific set of gambling regulations, please have a read of the [Gambling Commission guidelines](#) and if you have any further questions, please get in touch with us.

## Photos from your event

We love to see photos and videos from your events, but please ensure that everyone is happy to be photographed. When taking photos of children, please ensure you have permission from both the child and their parent or guardian.

## Fundraising involving children

It is important to take particular care when involving children in fundraising, whether as fundraisers or as donors. You must keep to any relevant age limits set by law when organising fundraising activities, so children cannot carry out activities such as raffles and events involving alcohol.

You must give the children or young people taking part, and their parents or guardians, guidance on how to carry out fundraising safely and legally, including ensuring that children under 16 do not have overall responsibility for handling money.

## Keeping safe

War Child works to uphold the fundamental rights of children - and we are committed to keeping them safe from harm. We also want to ensure the fundraising activities you do here in the UK keep you and others safe.

Please ensure that you consider the safety of all involved when organising your fundraising event. All the details can be found in our [Safeguarding Policy](#), including all reporting mechanisms.



Photographer & Copyright: Purva Tsai, War Child

**Please ensure that whilst fundraising for War Child, you stick to all of the above guidance and ensure you're being compliant with all relevant regulations. Please see the [Code of Fundraising Practice](#) or contact us at [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) for further guidance.**



# THANK YOU FOR YOUR INCREDIBLE SUPPORT!

