

unicef 
united states fund

PROSPECTIVE
UNICEF HIGH SCHOOL CLUB
TOOLKIT

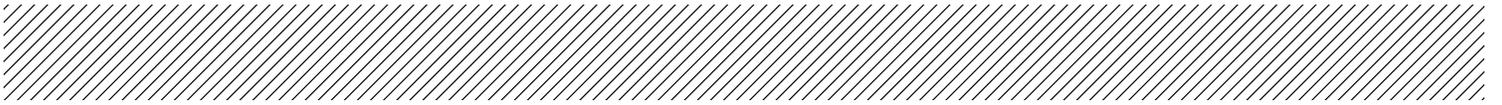


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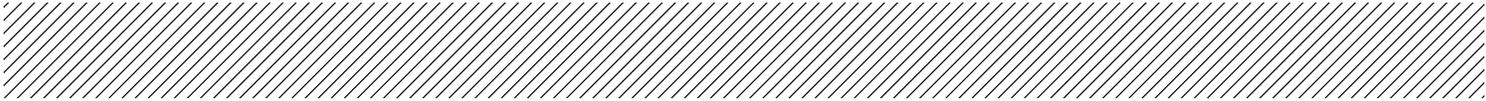
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Welcome!

Thank you for your interest in UNICEF and the world's children. UNICEF has helped save more children's lives than any other humanitarian organization for one simple reason: We relentlessly fight for the survival and development of children. And we are the best equipped to tackle any issue that threatens child survival — including malaria, pneumonia, malnutrition and HIV/AIDS.

Every year, more than 6.9 million kids, mainly in developing countries, die from preventable diseases before their fifth birthday. With your help, we can reduce this number to ZERO.

We hope you will help us accomplish this mission by joining the ranks of students and supporters around the country who are educating, advocating and fundraising on behalf of UNICEF. As a UNICEF High School Club, you will have the opportunity to work in your community for our common and urgent goals.

This is a big responsibility.

As you decide whether the UNICEF High School Club program is right for you and your school, this toolkit will serve as your guide. Becoming part of this movement is exciting and rewarding, but we know it isn't for everyone. Please review the requirements, guidance documents and responsibilities of leadership carefully to enable you to make the best decision.

With this new initiative, we hope to create an ever-expanding list of schools and student leaders committed to global humanitarian work. From your efforts, we hope to raise hundreds of thousands of dollars each year, introduce thousands of people to UNICEF's mission, and advocate for action on issues vital to the survival of the world's children.

Please consider, as well, other activities that benefit UNICEF at **unicefusa.org/actioncenter**.

Thank you, and we look forward to reviewing your application at **unicefusa.org/highschoolclubs**!

In partnership,



Tara Broughel

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What is UNICEF?

Wherever Children are in Need, UNICEF is There.

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood. For more information, please visit unicefusa.org.

What makes UNICEF unique?

More than 60 Years of Lifesaving Results.



Reach: UNICEF works in over 190 countries and territories and has developed one of the world's most extensive supply networks.

Expertise: UNICEF's staff of more than 11,000 is highly skilled in responding to public health, child survival and education needs and to emergencies of all kinds.

Access and influence: UNICEF takes a leadership role with communities and governments to ensure children are given top priority.

Innovation: UNICEF provides cutting-edge, cost-efficient solutions to get results — everything from easy-to-use birthing kits to solar-powered cold-storage units that safely transport vaccines.

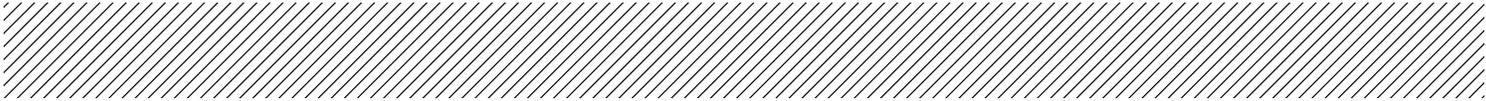
Efficiency: UNICEF is trusted as one of the most effective humanitarian organizations in the world; more than 90 percent of the contributions UNICEF receives go directly to programs and supplies that help children.

Resolve: UNICEF will not be daunted by war or conflict, disaster or disease, geography or logistical complexities. Every day, thousands of children die from preventable causes. We believe that number should be ZERO. And we will not rest until it is.

What is the UNICEF High School Club program?

UNICEF High School Clubs are driven by students who know they have a vital role to play in helping the world's children survive. Clubs partner with the U.S. Fund for UNICEF to educate, advocate and fundraise — work that is vital to UNICEF's ability to save children in more than 190 countries and territories around the globe.

Clubs produce benefit concerts and other fundraisers, write letters to elected officials, participate in Trick-or-Treat for UNICEF and UNICEF Tap Project campaigns and write school newspaper editorials. Club members can also attend national conferences to share ideas about child survival and human rights issues.



What are the functions of the UNICEF High School Clubs?

Each activity of a UNICEF High School Club should fall into one of the following categories: education, advocacy or fundraising.

Education

A key component of UNICEF's programming is education. As a member of a UNICEF High School Club, you are expected to educate yourself, your fellow members, peers and community about UNICEF's work. You can do this with international dinners, lectures, movies or discussions and by accessing a multitude of educational resources at unicef.org, unicefusa.org and teachunicef.org.

Advocacy

There are two types of advocacy central to UNICEF's work: educational and political. Educational advocacy includes activities that raise awareness about global humanitarian issues. Political advocacy involves communicating with public officials or the general public to influence legislation and public policy. UNICEF's political advocacy efforts are highly structured and overseen by the U.S. Fund for UNICEF's Office of Public Policy and Advocacy. UNICEF High School Clubs are heavily involved in educational advocacy and community outreach. Examples of club advocacy efforts include taking the online training module about advocacy, organizing hunger banquets, conducting online letter writing campaigns via the advocacy center at unicefusa.org/advocate, or even creating sidewalk chalk art using UNICEF facts.

Fundraising

This is a critical component of the UNICEF High School Club work plan and essential to UNICEF's global success. Clubs may hold fundraisers at their schools and in the community, participate in the Trick-or-Treat for UNICEF and the UNICEF Tap Project campaigns, Live Below the Line and raise funds online (for more information, see unicefusa.org/trickortreat, livebelowtheline.org and uniceftapproject.org). There are many resources to help clubs support UNICEF's important work. Funds generated using the UNICEF High School Club name can only be designated for UNICEF programs or club activities and not for other organizations unless previously approved by a U.S. Fund for UNICEF staff member.

What are the responsibilities of a UNICEF High School Club?

Uphold the Mission and Name of the U.S. Fund for UNICEF

Becoming an official UNICEF High School Club is a wonderful way to make an impact on UNICEF's worldwide work. However, protecting the name and reputation of UNICEF and the U.S. Fund for UNICEF is the responsibility of every group. Please make sure you read, understand and abide by the policies and procedures outlined in this manual. Important highlights include gaining appropriate permission prior to the use of the UNICEF logo on flyers, T-shirts, promotional materials, etc., and ensuring that fundraising activity expenses do not exceed 25 percent of generated revenue.

Online Registration

All leaders and members of officially registered UNICEF High School Clubs are required to register as U.S. Fund for UNICEF Volunteers and agree to the terms and conditions outlined in the Volunteer Agreement form. Members are required to update their personal information if their email addresses change. This ensures that all volunteers have signed the Volunteer Agreement and that all e-communications with important updates and resources are available to members.

One person should register the club at the U.S. Fund for UNICEF High School Clubs page, unicefusa.org/highschoolclubs, and your official advisor (required) must submit contact information at that time. After 10 to 12 business days, you will receive confirmation of your club registration and your official club name. After receiving your confirmation, other members can officially register by visiting unicefusa.org/highschool and clicking on "Join a Club." Find your club on the list of clubs (or via our Google map), click on the club page and hit "join." Please note that members must first register with the UNICEF Action Center (unicefusa.org/actioncenter).

Organizational Structure and Membership

There are a number of ways that UNICEF High School Clubs organize their leadership structure. At a minimum, all clubs should have four officers: president, vice president, treasurer/secretary and event planner. These positions may not be filled by the same person.



Reporting

All UNICEF High School Clubs are required to submit a Reporting and Reflection Survey at the end of the school year. The survey allows us to track each club's activities and progress. Clubs that do not complete the survey will be considered inactive.

Financial Accountability

It is your responsibility to catalog and track donations you receive. Over 90 cents out of every dollar the U.S. Fund for UNICEF spends is used to help children (far above average for the field). Organized under the laws of New York State as a not-for-profit corporation, the

U.S. Fund for UNICEF is exempt from tax under Section 501(c)(3) of the Internal Revenue Code and qualifies for the maximum charitable contribution deduction by donors. More information regarding your fiscal responsibility as a UNICEF High School Club is highlighted in the handbook. The following is a brief summary of requirements:

- UNICEF cannot accept donations of material goods for distribution abroad.
- Clubs must gain student activity or club status through their schools and comply with any requirements.
- Fundraising (and all activities) must be appropriate to the identity of the U.S. Fund for UNICEF and the UNICEF High School Club.
- Funds raised for a specific purpose must be used for that purpose.
- All money raised in the name of UNICEF and the U.S. Fund for UNICEF must benefit UNICEF. It may not be donated to other charitable causes.
- Clubs must keep accurate financial records and accurately report these records in the Reporting and Reflection Survey.
- All donations and acknowledgments must be quickly and efficiently processed within 30 days.

What are the steps to starting a UNICEF High School Club?

1. Identify a core student group. Forming and sustaining a UNICEF High School Club may take a considerable amount of time. Your school administration will want to see a number of students participating, and you will need to find others who are committed to this effort. Including others in the leadership now will help you reach out to more people and provide diverse perspectives. It will also make the leadership transition easier at the end of your term.

2. Become an official school club. Your school can provide valuable knowledge and resources. This toolkit guides you through UNICEF's club requirements, but it's extremely important to be aware of, and adhere to, your school's guidelines.

3. Choose an advisor. All UNICEF High School Clubs require an adult advisor. For a club that is sponsored by a school, this advisor must be a faculty or staff member. Take time to select someone who cares about UNICEF's mission and has the time to dedicate to your success.

4. Find out about UNICEF's work. At unicefusa.org, teachunicef.org and unicef.org. Visit our Action Center and check out the resources available to volunteer and youth leaders.

5. Register your club. At unicefusa.org/highschoolclubs.

6. Elect your leadership officers. (You do not need to submit this information to the U.S. Fund for UNICEF).

7. Encourage registration. At unicefusa.org/highschoolclubs by clicking on "Join a Club."

8. Read our UNICEF materials.



Where do I go for help?

Your Advisor

Your advisor should be able to answer a lot of the questions you have about starting a new student group.

The UNICEF Action Center

The UNICEF Action Center is the main hub for all UNICEF High School Club activities in the United States. Upon joining the High School Club Program, you'll also gain access to the private UNICEF High School Club page, where all of the program's resources are housed.

The Volunteer Community Partnerships Department

The staff in the Volunteer Community Partnerships Department is also available to guide you through the process of becoming a vibrant UNICEF High School Club.

U.S. Fund for UNICEF
Volunteer & Community Partnerships
125 Maiden Lane
New York, NY 10038
highschoolclubs@unicefusa.org



What's next?

After reading this toolkit, you will have a good understanding of what it means to be an official UNICEF High School Club.

Move Ahead!

Visit unicefusa.org/highschoolclubs to submit your UNICEF High School Club registration.

Other Opportunities

If you have decided that the UNICEF High School Club is not for you at this time, please see the list below for other ways to get involved with UNICEF's important work.

1. Volunteer. Share your time and join in UNICEF's child survival mission. Register online at unicefusa.org/actioncenter. You'll gain access to special volunteer resources, be able to communicate with other volunteers who are working to make a difference and receive the latest information about UNICEF's programs and volunteer opportunities!



2. Get informed. Read the U.S. Fund for UNICEF's Field Notes blog (fieldnotes.unicefusa.org) and the flagship publication *The State of the World's Children* (unicef.org/sowc2013) to learn about the challenges facing children in the developing world and the simple, effective solutions UNICEF is using to save children's lives.

3. Advocate. Let your voice be heard in support of UNICEF's extraordinary work. Send a letter to your senator and representative urging support for the U.S. Government's annual contribution to UNICEF and for UNICEF-backed legislation. Contact your elected officials by visiting unicefusa.org/advocate, and forward the link to friends.

4. Shop UNICEF. Purchase UNICEF greeting cards and gifts and make a real difference in the lives of children. Explore our exciting line of cards and gifts at unicefusa.org/shop.

5. Donate. Make a donation on behalf of the world's most vulnerable children and consider an ongoing pledge. Donate today at unicefusa.org/donate.

6. Trick-or-Treat for UNICEF. Trick-or-Treat for UNICEF has empowered generations to make lasting change in their global community. This Halloween, help kids in your community save lives with the world's leading children's organization, UNICEF: trickortreatforunicef.org.

7. UNICEF Tap Project. The UNICEF Tap Project helps children around the world gain access to safe, clean drinking water. All proceeds benefit UNICEF water, sanitation and hygiene programs. To learn more or to volunteer, visit uniceftapproject.org.

For more opportunities and resources, visit unicefusa.org or email highschoolclubs@unicefusa.org.