

# UNICEF Clubs About Us

## Getting to Know Us

### What is UNICEF?

UNICEF was founded in 1946 to help children in countries devastated by World War II. Now operating in more than 190 countries and territories, it has helped save more young lives than any other humanitarian organization. Its world-changing work is sustained completely by voluntary contributions.

### What is the U.S. Fund for UNICEF?

Your club is affiliated with the U.S. Fund for UNICEF. Founded in 1947, the U.S. Fund for UNICEF is the oldest of 35 worldwide National Committees for UNICEF. Together, the national committees raise approximately one third of the operational budget of UNICEF. The U.S. Fund for UNICEF works for the survival, protection and development of children worldwide through advocacy, education and fundraising for UNICEF's work.



UNICEF Club Alumni  
at the 2016 UNICEF  
Student Summit

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### What are the UNICEF Campus Initiative and High School Club Programs?

UNICEF Campus Initiative and High School Clubs are grassroots, student-led groups that partner with the U.S. Fund for UNICEF to educate, advocate and fundraise on behalf of children, and in support of UNICEF's lifesaving

## Activities

work. The clubs are supported by U.S. Fund for UNICEF staff and by a student-led National Council.

Each activity of a UNICEF Club should fall into one of the following categories:

### Education

As a club member, you are expected to educate people on your campus and in your community about UNICEF's lifesaving work. Many UNICEF Clubs incorporate local volunteering into their educational activities. Attend one of our new volunteer virtual orientations ([unicefusa.org/volunteer](http://unicefusa.org/volunteer)) to hear a UNICEF 101 presentation.

### Advocacy

Two types of advocacy are essential to UNICEF's work: educational and political. Educational advocacy includes activities that raise awareness about child survival issues through channels like social media; that's what our clubs do!

Political advocacy involves communicating with public officials or the general public to influence legislation and public policy. Students are only engaged in political advocacy on behalf of UNICEF when the public is encouraged to urge members of Congress to support child survival legislation. Visit the Advocacy Center ([unicefusa.org/help/advocate](http://unicefusa.org/help/advocate)) for more information.

### Fundraising

Clubs may hold fundraisers on campus and in the community. They may raise funds online or submit their donations by mail. There are many resources to help clubs fundraise and increase awareness of UNICEF's important work. Check out the Fundraising two-pager under Leader Resources ([unicefusa.org/clubresources](http://unicefusa.org/clubresources)) on our website to learn best practices and how to turn in funds.

