



children first.

UNICEF at Work

Fundraising and Employee Engagement Offerings

End Trafficking (January):

In this 2-hour workshop, employees will learn how their personal buying habits can be connected to slavery and how conscious consumerism can help offset the demand for exploited labor. From there, participants will design an action plan to activate their community (or workplace) to purchase and source ethically sourced products.

Emergency Simulation (February/March):

The Emergency Simulation activity highlights the unique challenges faced by UNICEF staff during an emergency. Participants take part in a real-time emergency simulation and gain an insider's perspective into the high-stakes and rapid-fire decisions that UNICEF staff must make in the midst of a humanitarian crisis. The exercise allows companies to engage team members, effectively practice group cooperation, and encourage strong team-building that can extend beyond the simulation.

Boston Marathon (April):

Run for TEAM UNICEF!

- Each year a team is assembled to raise money on behalf of the world's children to support UNICEF's lifesaving programs. Each runner is tasked with raising \$7,500 to run with team UNICEF!
- Benefits received from UNICEF USA are:
 - Personal online fundraising page to support your efforts
 - Team U Race Kit: practice T-shirt, running jersey, supporter materials & more
 - Invitation to Team UNICEF Lunch with guest
 - Exclusive entry to Team UNICEF tent at Charity Village at the start line
 - Access to Team UNICEF finish line event with food, shower & more

Skill Based Volunteering (April)

Host an event at your office where employees can lend their expertise to help UNICEF extend their reach. Enhanced knowledge in the areas of data, innovation, tech, media, advertising, content, and more can help UNICEF think through innovative ways to make a greater impact for children.

- The event would include a discussion moderated by a UNICEF staff/expert on the pressing issues currently facing children (could be tailored to what "expertise is in the room/needed"). The session should include a brainstorm of

ideas and actionable next steps. Your relationship manager would be responsible for keeping these conversations going and providing support.

Kid Power (May):

Support one of UNICEF USA's "key moments!" During the Month of May, we invite kids and families in the U.S. to get active and save lives with UNICEF Kid Power to help us reach our goal of unlocking 1,000,000 Ready-to-Use Therapeutic Food packets for vulnerable children around the world. As kids get active, they're supporting UNICEF's nutrition programs and helping their peers. Kids earn points for their activity as they go on Missions to unlock lifesaving RUTF packets that UNICEF delivers to severely malnourished children. The more kids move, the more points they earn and the more lives they save.

- Visit the UNICEF Kid Power website to download the free App or purchase a UNICEF Kid Power Band. You can also help spread the word on social media using this sample post:
- Download the FREE app now: <http://bit.ly/2p0HMn9>

UNICEF Kick-off Booth and Lunch n' Learn (June):

You can kick off or celebrate your partnership with UNICEF with an interactive informational booth and Lunch n' Learn to connect employees to UNICEF's mission:

- The UNICEF Booth – A table hosted by UNICEF staff to provide information to employees on UNICEF's work. The table will include inspired gifts (something tangible that helps define what a donation is equivalent to), virtual reality headsets which provides an experiential journey into the "field," and UNICEF collateral (posters, water jugs, donation boxes, tablecloth, flags, balloons, UNICEF signs with logo and children, etc.).
- Lunch n' Learn – Coordinate an impactful discussion around a critical issue currently facing children globally. For these sessions, we can explore including a UNICEF expert or former beneficiary who can speak to the relevant topic and help field questions.

Global Famine Appeal (June/July/August):

Coordinate a fundraising initiative and help advocate, educate, and support the next major global humanitarian crisis:

- Fundraising events - work with your Human Resources Dept/Health and Wellness Team to promote fundraisers throughout the summer such as:
 - \$10 dollars for "jeans Friday"
 - Bake sales
 - Happy hours
 - Partnering with Soul cycle or Flywheel to host a "cycle for UNICEF" campaign
- Speaker Series - invite employees (champions of UNICEF) to attend a brown bag session at UNICEF where they will hear from field experts who are on the ground helping the world's most vulnerable children in places like Yemen, South Sudan, Somalia, Nigeria, and more.
- "Brainpower for Good" - host a number of sessions in the office where employees can lend their expertise to help solve some of the world's most pressing issues facing children as they use their "brainpower for good!" Help identify innovative ways for UNICEF to increase its reach, influence, and impact.

Back To School (August/September):

A good time and way to support UNICEF's "Back to School" campaign is by fundraising around one of UNICEF's most impactful inspired gifts, the "school in a box".

- Set up a UNICEF kick-off booth to rally employees around the "Back to School" campaign with a real "school in a box" on display. Raising funds for 50 boxes meets the need of 2,000 students to continue their education within 72 hours of a disaster.

Trick-or-Treat for UNICEF (October):

Trick-or-Treat for UNICEF is one of America's most successful youth initiatives. For generations, kids have toted UNICEF's collection boxes door to door on Halloween calling out "Trick-or-Treat for UNICEF!" Trick-or-Treat for UNICEF is a timeless and fun campaign that makes Halloween meaningful – and it has raised more than \$170 million since 1950 to help children around the world. There are many ways to get your employees involved in this iconic campaign:

- Host a Halloween party where the proceeds benefit UNICEF
- Host a “bring your kids to work day” (dressed in costume) to Trick-or-Treat for UNICEF
- Put ToT collection boxes around the office to get into the spirit

Flu Shot Fair (October/November):

Support and enhance employee engagement by supporting health and wellness programs while providing critical funding to those in need! If your company already provides flu shots, incentivize employees to get a “free flu shot” and provide a matching “gift” (i.e. donations will go towards vaccinations for children around the world or an overall healthy examination for a child). We can customize the campaign to align with a company's goals. Examples include:

- Company provides free flu shots and a \$25 gift to UNICEF for every person who gets a flu shot
- Company provides a free flu shot and matches up to \$25 that is donated by the employee

Bring your Child to Work in Celebration of World's Children's Day (November)

Invite employees to celebrate World Children's Day, which was established in 1954 and is celebrated on November 20th of each year. Created to promote international togetherness and awareness of children's issues, World Children's Day offers each of us an inspirational entry-point to advocate, promote, and celebrate children's rights.

- An employee celebration can include a global “Bring your Child to Work Day” on November 20. The day can open with a discussion on UNICEF's efforts to improve the well-being of children worldwide, followed by a video featuring senior execs from your company and UNICEF USA thanking everyone for participating in the celebration. Afterwards, children would be invited to complete an “assignment” for an hour, followed by presentations of those assignments for everyone in attendance during a culminating lunch.
- A fundraising component could be included (i.e. donate an hour of your salary to UNICEF on this day) and the company could be included in all social media tags around World Children's Day showing its support.

NYC Marathon (November):

Run for TEAM UNICEF!

- Each year a team is assembled to raise money on behalf of the world's children to support UNICEF's lifesaving programs. Each runner is tasked with raising \$2,500 to run with team UNICEF!
- Benefits received from UNICEF USA are:
 - Personal online fundraising page to support your efforts
 - Team U Race Kit: practice T-shirt, running jersey, supporter materials & more
 - Invitation to Team UNICEF Lunch with guest
 - Access to private bus transportation from midtown Manhattan to the start line on Staten Island
 - Exclusive entry to Team UNICEF tent at Charity Village at the start line
 - Access to Team UNICEF finish line event with food, shower & more

Holiday Campaign/Inspired Gifts (December):

Purchase UNICEF greeting cards and gifts, and make a real difference in the lives of children around the world at www.unicefusa.org/shop. This meaningful, unique gift can help children in whatever way connects most to your company's philanthropy and your employees – from helping a child go to school to making sure that a baby gets the immunizations he or she needs to grow up healthy.

- Browse our selection of inspired gifts at www.unicefusa.org/inspiredgifts
- In lieu of a traditional present, purchase an Inspired Gift on behalf of a co-worker or someone in your professional network or to commemorate a company anniversary or holiday

Further Employee Engagement Ideas

can activate at any time of year

Emergency Fundraising Opportunities (year-long):

UNICEF is the world leader in providing humanitarian relief for children and their families. When a natural disaster strikes or a conflict erupts – UNICEF is one of the first responders on the ground. On average, UNICEF responds to more than two hundred emergencies every year, informing and shaping these interventions as a global leader for children. By joining our emergency team, your company can join the call to action immediately when a crisis occurs:

- Be alerted immediately when an emergency strikes, with first hand on the ground information
- Activate your networks and volunteer to collect funds on behalf of the UNICEF USA
- Participate in any local activities that we are hosting – kitting opportunities (prepare emergency kits to be shipped), phonathons, etc.

Skype Opportunities w/Youth Ambassadors:

Curate a skype opportunity with employees to meet a youth ambassador(s) to learn first-hand from a child (or children) what is going on in their country and how we can help address those issues (i.e. post Haiti). People respond quickly when they are personally affected by a story or specific individual(s). Bring the field to the company if we can't bring the company to the field!

Become a “Next Gen” Member:

One of the characteristics of millennials, besides the fact that they are masters of digital communication, is that they are primed to do well by doing good. Almost 70 percent say that giving back and being civically engaged are their highest priorities. UNICEF's Next Generation (Next Gen) is a group of young professionals, between ages 21 and 40, committed to the mission of UNICEF. Members connect through live and virtual engagement opportunities to discuss issues that affect children around the world, and support UNICEF's mission through fundraising, education, and advocacy. Next Gen is an exciting way to engage your future leaders, to offer them networking opportunities with like-minded colleagues, to participate in meaningful conversations and events that align with your company's philanthropic interests, and to provide a unique forum for your employees to further their professional development. We are pleased to offer your young professionals an invitation to join Next Gen:

- Nominate two employees to receive free membership for one year: these individuals will serve as liaisons between the Next Gen group and the representatives managing your company's partnership with UUSA.

- The balance of prospective Next Gen members may enroll via the online pledge program at the tier of their choice.
- In addition to joining Next Gen's ongoing activities, you are welcome to activate your own, internal Next Gen community. With a toolkit provided by UNICEF USA, your company's Next Gen group can self-mobilize and create its own monthly missions linked to the programs supported through your corporate partnership with the UUSA.

Book Signing with Caryl:

Give employees a chance to connect with senior leadership at their own companies and UNICEF. Caryl Stern, President and CEO of UNICEF USA can lead an open discussion (i.e. a fireside chat) with employees on the groundbreaking work of UNICEF. Your company's senior management should be present to weigh in on the business imperative of partnering with an organization like UNICEF (whether it be via donations and /or through CSR initiatives).

Curated Tour of the Metropolitan Museum of Art:

Encourage your employees to see beyond the digital world, and come learn about UNICEF's mission through the lens of historical art! UNICEF USA can set up a private tour of the MET with a professional curator to look at specific pieces of art that tell the story of UNICEF's mission. Culminate the event with cocktails on the roof of the MET and 5-10% of proceeds from tickets (\$100/ticket) would go towards supporting unrestricted funds for UNICEF.

Win a spot on a UNICEF USA Field Visit with Executive Leadership:

Employees who feel passionately about UNICEF's mission can have the potential opportunity to visit the field and experience UNICEF's life-saving work. "Win" a spot on a field trip with a member from your senior executive team via powerful fundraising missions (i.e. host bake sales, health and wellness events (i.e. "Cycle for UNICEF), run on TEAM UNICEF for NYC Marathon, etc.). The top fundraiser will secure a spot on a UNICEF field visit pending UNICEF approval.