

# UNICEF Campus Clubs Starter Guide

## GETTING TO KNOW US

### What is UNICEF?

UNICEF is the world's leading humanitarian organization focused on children. Across more than 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfill their potential. Our work to support every child's right to a childhood depends entirely on voluntary contributions.

### What is UNICEF Canada?

Your club is affiliated with UNICEF Canada. Founded in 1955, UNICEF Canada is one of 33 National Committees located in countries around the world. UNICEF Canada's role is to fundraise for UNICEF's highest priorities, and to work neutrally with key actors (governments, communities, local partners and the private sector) in Canada and internationally to advance the rights and well-being of children and youth.

### What is the UNICEF Campus Clubs program?

The UNICEF Campus Clubs program is rooted in the belief that high school, college and university students in Canada have a vital role to play as the voice for children and young people everywhere. Campus Clubs partner with UNICEF Canada to activate their local community by educating, advocating, and fundraising for UNICEF's humanitarian and development work for children in over 190 countries and territories. It is UNICEF Canada's goal to empower youth to be effective

global citizens — thinking globally and acting locally for the world's most vulnerable children.

### What do our clubs do?

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

#### Fundraising

Plan and support fundraisers that generate donations for UNICEF. Directly contribute to global impact for children by finding ways to incorporate fundraising into your club's activities like a charity run, bake sale or virtual gala. To learn more about hosting fundraisers, read our [Fundraising Guide](#).

#### Awareness

Use your voice for children and youth around the globe by staying engaged and increasing public awareness about the issues they face and the solutions to these issues. Raise awareness among your peers and in your neighbourhood. Use social media to publicize UNICEF's global work through yearly campaigns around issues such as youth participation, gender equality, health and safe water.

#### Advocacy

Find opportunities to promote and integrate the work of UNICEF into your neighbourhood. Tap into your existing relationships with community organizations, schools and faith-based institutions to highlight and extend the reach of UNICEF Canada's programs such as the annual [UNICEF Halloween Walk-a-thon](#) and [K.I.N.D. Schools](#).

## STEPS TO BECOME A UNICEF CLUB

### 1. Identify a Core Group of Interested Students

Forming and sustaining a UNICEF Campus Club may take a considerable amount of time and dedication. You need other students who are equally passionate about UNICEF's work and will help you get the ball moving. Including others in leadership roles early in the process 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. Involve students in different academic grades to ensure that all of your leaders will not be graduating in the same year. For ways in which you can structure your executive team, check out our [Leading Your Club Guide](#).

### 2. Choose an Advisor (for High School Clubs only)

All high school clubs are required to have an advisor. This can be a teacher in your school who cares about UNICEF's mission and has the time to dedicate to your success. Be prepared to outline your goals for the club in the year ahead and be honest about the level of support you think you'll need to get things off the ground.

### 3. Register!

To be an official Campus Club, you must register your club! [Registration](#) for the 2021-2022 school year begins in June and is accepted throughout the year. To register you need to have two leaders, an advisor (for high school clubs), and their contact information.

### 4. Educate Yourself about UNICEF's Work

Now you get to be a part of our UNICEF Canada family. [Read more](#) about UNICEF's work for children.

### 5. Recruit Members

After creating your core team, it's time to recruit members for your club! Members help execute events, and raise awareness throughout your school.

### 6. Plan Your Year

Campus Clubs hold events focused on fundraising, raising awareness and advocating on behalf of children around the world. Take a look at our [2021-2022 calendar](#) for event ideas and action items to do throughout the year.

### 7. Talk to School Administrators about Becoming a Club

Having support from your school can bring a wealth of knowledge and resources. Some student groups can even receive funding to help operate their club. Bring the administration into the process early. Your school may also have its own guidelines for becoming a club, so it's important to be aware of them and to stay in touch with your administrators.

## THINGS TO KNOW

### Uphold the Mission and Name of UNICEF and UNICEF Canada

Protecting the names and reputations of UNICEF and UNICEF Canada is the responsibility of every student leader and member. Please make sure you understand and abide by the policies and best practices outlined in the [Memorandum of Understanding \(MOU\)](#). **It is required to accept the MOU during registration.**

### Yearly Requirements

- [Register](#) your Campus Club every school year.
- Organize a minimum of 3 events per year that fall into the following categories: Fundraising, Awareness and Advocacy.
- Submit your funds raised for UNICEF Canada at the end of each semester.
- Share your activities and successes through filling out the end of year survey.

## Organizational Structure and Membership

All clubs should have a core leadership team, and we suggest having 3-5 leaders. The transition of leadership typically occurs in the early spring. **New leadership should be communicated to UNICEF Canada each year** and by email to [CampusClubs@unicef.ca](mailto:CampusClubs@unicef.ca) if leadership changes mid-year.

## Financial Accountability

Covering and controlling the costs of any UNICEF Canada-related activity is an important job. The funds that are raised support the world's children. It is critical that events that support UNICEF programs are cost-effective and are viewed as appropriate to the community. To ensure maximum global impact, clubs will donate a minimum of 50 per cent of all fundraising proceeds, while spending less than 20 per cent on expenses. This goal should be outlined in your budget during the beginning stages of planning.

We require all clubs to submit funds to UNICEF Canada at the end of each semester. As the organizer, you should have a clear understanding of realistic revenue and expenses.

## Logo Use

As a Campus Club, you are encouraged to use our UNICEF Campus Clubs logo, but you are also responsible for protecting and treating it with respect. Using this logo on flyers and banners is a great way to advertise your club and its activities at your school and in the community. Our brand's reputation and the trust that people have in UNICEF is what allows us to defend the right to a childhood.

## Member Responsibilities

As a Campus Club member, you agree to a set of terms and conditions outlined in the MOU that will help UNICEF maintain its high standards of professionalism. You agree to uphold the positive image of UNICEF and UNICEF Canada.

## KNOW YOUR RESOURCES

We're here to help YOU so you can make the biggest impact for children around the world.

### Community Engagement Team

To reach UNICEF Canada Staff, email [CampusClubs@unicef.ca](mailto:CampusClubs@unicef.ca)

### Now What?

You just started your club, and you've read this Campus Clubs Handbook, but now what? Here's what we suggest you read next:

1

[2021-2022 Calendar](#) to keep you on track throughout the year.

2

[Fundraising Ideas](#) for inspiration for your fundraisers.

3

[Fundraising Guide](#) for best practices in fundraising.

4

[Leading Your Club Guide](#) for starting your club and leadership tips.