

LSEG 2018 ZURICH-MILAN CYCLE CHALLENGE FUNDRAISING IDEAS

Thank you for joining London Stock Exchange Group's 2018 Zurich-Milan Cycle Challenge and fundraising for UNICEF's Children's Emergency Fund. Your support is helping UNICEF to provide rapid, life-saving support to children wherever and whenever a conflict or natural disaster strike.

There are so many different ways that you can raise money for UNICEF and we want to help make your fundraising as successful as possible so you can reach and even exceed your £1,500 fundraising target! To help you get off to the best start we've put together some tips and ideas. Our team of experienced fundraisers are also on hand to offer fundraising advice, information about the work for children you are raising money for, and materials including collection boxes, banners, posters and balloons.

Quiz time

Whether you are a general knowledge mastermind or have a memory like a sieve, everyone enjoys a quiz. Invite friends and family to take part and charge a fee per person or per team. Looking for venues that will let you use their premises for free like your office or a local café or pub will help reduce costs. Why not include a UNICEF round to remind people why you're fundraising?

Chance to win

Organising a raffle is a great way of generating funds with minimal cost. You can do it as part of a pre-existing event or just hold one as a fundraiser in its own right. When it comes to prizes, don't buy them! Instead use your networks or ask local businesses for donations such as a meal for two in a local restaurant, a personal training session or cinema tickets. To help encourage the donation of prizes we also have a **fundraising authorisation letter** that you can share with potential donors – please contact Anais Hawkins on Anaish@unicef.org.uk to request one. Charge a reasonable price for tickets and make sure you let people know all the fabulous prizes you have on offer to generate interest.

Foodie fundraising

Fundraising focused around food never fails to be a success. If you're a whizz in the kitchen why not organise a dinner party and charge people to attend and enjoy your culinary delights? You could even

theme it around the challenge or feature a course from Italy. Hold a baking competition among friends or in the office, charging an entrance fee and selling the treats afterwards, or why not arrange a good old fashioned cake sale.

Change for good

Hold a 'Change for Good' day in your office. Ask everyone to empty out their loose change to donate to your fundraising on a set day or at an event. Or set up a permanent collection box in the office – it will soon add up! For collection buckets and tins, or any other fundraising materials please contact Anais Hawkins.

Dressing up or dressing down

Make your work day a little bit more interesting by having a fancy dress day. Have a simple dress down day, or go all out and introduce a theme. It can be anything you like – let your imagination run wild! Charge everyone £1 to take a part and a penalty of £2 if they don't.

Movie night

Everybody loves a good movie so why not organise your very own movie night? Hold the screening in a meeting room and charge £10 to attend, which includes a free bag of popcorn. You could even contact your local independent cinema to see if they would consider hosting it. The film could be themed around children or Italy or just a classic movie that you know will be a hit.

HOW DONATIONS CAN HELP CHILDREN WHENEVER AND WHEREVER CONFLICT OR DISASTERS STRIKE

£5 can help protect **34** children from polio

£50 can provide clean drinking water to **1,500** children for a month

£155 can enough school supplies to help at least **40** children continue their education in times of emergency and conflict

£500 can buy medical health checks for up to **200** Syrian children

£1,165 can buy a large versatile tent that can be used for a temporary school or health centre, like the one picture below.



Nigeria – Amos Asaai, a volunteer teacher, stands with his students at the entrance to a UNICEF-provided tent classroom in a camp for internally displaced people. Violence and conflict-related displacement have increased dramatically in Nigeria over the past decade and 4.3 million children require humanitarian assistance. Tents like the one pictured above are also used as health centres and as safe spaces for children to play (Photo Credit ©UNICEF/UNI1819888/Rich)

For fundraising support and ideas, or to order UNICEF-branded materials for your events, please email Anais Hawkins at UNICEF on AnaisH@unicef.org.uk.

2018 WORLD CUP FUNDRAISING SPECIAL

From Thursday 14 June to Sunday 15 July, get colleagues, friends and family in on the “Football Fever”! Here are a few football themed fundraising ideas that will get your family, friends and whole office in a football frenzy!

World Cup Sweepstake

Print the attached sweepstake form before the World Cup starts on June 14th. Cut out all the teams, fold them in half and place them inside an envelope. Ask each person to donate £5 to take part and let them pick a country at random from the envelope. Chose how much of the pot you want to donate as first prize. Alternatively give more people a chance to win by adding extra winning categories and split the pot between them.

Wear your kit to work day

Pay £2 and wear your favourite shirt for the day.

World Cup screening

Book a meeting room and organise a World Cup screening. Ask for an entry donation.

LSEG World Cup match

Hold a friendly sports match with a rival team (or company) and make the losing team pay up! Alternatively organize a weekly five-a-side match for the duration of the world cup tournament.

A Question of Sport

Hold your very own sports quiz night. Add non-themed categories to make it more accessible to non-football fans!

World Cup-cake

Transform the spirit of the games into a World Cup-themed bake sale with football themed cakes, muffins and pies.

Penalties

If you're keen to leave the office early to watch the big game, then why not ask your boss if you can leave early. You could pay a £5 penalty for the privilege.

Beat the CEO

Organize a penalty shoot-out and see who gets the most goals in!

Keepy Uppy

Why not hold your very own keepy uppy competition and see who can juggle a ball the longest without letting it hit the ground?

Fancy dress football

Organize a game with friends or your local team and donate to play while dressed up as your footballing heroes.

World Cup theme days

Why not get all your friends, family and colleagues to wear fancy dress for a weekend or a day in the theme of one of the countries taking part in the tournament?



Iraq – A boy receives a measles vaccination in a UNICEF immunization tent in a camp for Syrian refugees. Since the start on the conflict in the Syrian Arabic Republic, more than 2.5 million children have been living as registered refugees in neighbouring countries (Photo Credit: ©UNICEF/UNI148669/A ziz)