



Registered with
FUNDRAISING
REGULATOR

SOCCER AID SCHOOLS CHALLENGE FOR UNICEF



School Council Guide
Get ready for kick-off!



SOCCER AID

itv unicef  

PLAY FOR EVERY CHILD



WELCOME

This summer, along with thousands of schools across the UK, you're going to be taking part in the Soccer Aid Schools Challenge. This will involve designing a fun obstacle course for everyone to move, kick, run, hop and jump their way round, celebrating their right to play whilst helping kids around the world to play!

Being able to play when we're young affects how we think, learn, share and explore the world as we grow older.

But there has never been a more challenging time for children. Right now, they are facing conflict, disasters, and other crises in countries around the world. They risk losing their homes, their families, and their schools.

The money your school raises could support children in those situations to get back to the play-filled childhoods they deserve. So get the whole school involved to raise as much as possible!

- **£135** could buy a UNICEF school-in-a-box to help at least 40 children continue their education in times of emergency and conflict.
- **£350** could buy a water pump to help provide clean, safe drinking water for a school in a developing country.
- **£1,000** could help equip a primary class in Côte d'Ivoire with the tools they need to learn and play.

So what are you waiting for?
Time to get planning!

Want to find out more about the Schools Challenge?

Go to socceraid.org.uk/schools-resources for films and loads of Schools Challenge ideas!



First things first...

You need to set a date for your Schools Challenge. This can be any time from now to the end of June.

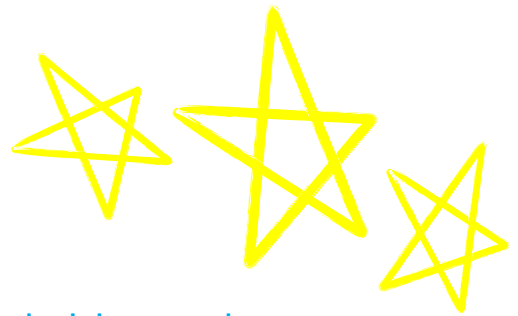
Soccer Aid for UNICEF – the world's biggest celebrity football match – is going to take place on Sunday 12 June. Many schools will be holding their Schools Challenge in the run-up to the big match on Friday 10 June, but don't worry if that date doesn't work for you! You can take part and fundraise any time before the end of June.

Talk to teachers about what else is going on in school and decide the best date between you. You don't want the your Schools to clash with another big event, like a school trip or exams.

Our Schools Challenge is going to take place on:



REACHING YOUR FUNDRAISING GOAL



The purpose of the Schools Challenge is to have fun and raise as much money as possible to protect children's right to play around the world. There are two main ways you can raise money through the Schools Challenge:

- Ask everyone to collect sponsorship for completing the obstacle course.
- Ask people to make a small donation to take part.

What do you think will work best in your school?



Set a fundraising goal

How much money do you think you can raise as a school? Think about the number of tutor groups and students there are in your school. How much do you think each one could raise? How much has your school raised in the past for similar events? You could even set up rewards to unlock at different fundraising goals to keep everyone motivated along the way!

Look back at the amounts on the previous page. Could your school raise enough to buy a water pump for a community in a developing country? This could mean that children spend less time walking to fetch water - giving them more chance to attend school for longer!

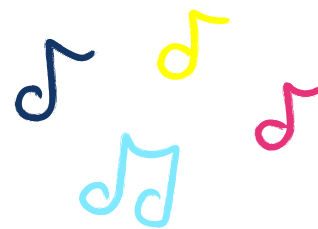
We're going to try to raise:

£

We are going to raise money by:

Sponsorship forms

Your teacher can give you Schools Challenge sponsorship forms so that friends and family can sponsor your activities!



Upping your game

There are loads of things you can do to give your fundraising a boost. Talk through the list below and put a tick by any extra activities you'd like to plan.

Hold a workshop to come up with other ideas that would raise money.

Other ways we could raise money:

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We're going to raise more money with a:

- ☐ Get your kit on
- ☐ Money box collection
- ☐ Keepy-uppy challenge
- ☐ Beat-the-teacher penalty shootout
- ☐ Bake sale
- ☐ Rewards system - unlocking new rewards at different fundraising levels. What would your top reward be?
- ☐ Dress-up-as-a-sportsperson day
- ☐ Fundraising competition between tutor groups or houses. Who can raise the most?
- ☐ Staff v pupils Soccer Aid football match



WHO'S GOING TO DO WHAT?

PART 1

As a team, you need to be well-organised so that your school's Schools Challenge runs smoothly and you raise as much money as possible for UNICEF. Everyone will play a part in making the event a success, but it's important to identify who's going to take responsibility for certain key roles.

Talk as a group about who's good at what and fill in team members' names for each of the jobs below.

Project manager

Makes sure everything runs smoothly and that jobs get done.

Publicity managers

Tell everyone about the Schools Challenge, e.g. through posters, the school website, newsletters and social media.

Project management team

Helps the project manager to make sure everything runs smoothly.

Finance manager

Makes sure the money is collected, counted and kept securely.



WHO'S GOING TO DO WHAT?

PART 2

Finance team

Helps the finance manager to collect and count money.

Course designers

Take the lead on designing the obstacle course.

Assembly presenters

Lead an assembly to tell the school about the Schools Challenge.

Equipment managers

Make sure all equipment is ready and the obstacle course is set up correctly.

Record keepers

Keep records of who has completed the course and their times (if you decide to do this).

Extra event managers

Take responsibility for organising extra fundraising activities, e.g. a bake sale or penalty shootout.

DESIGNING YOUR OBSTACLE COURSE

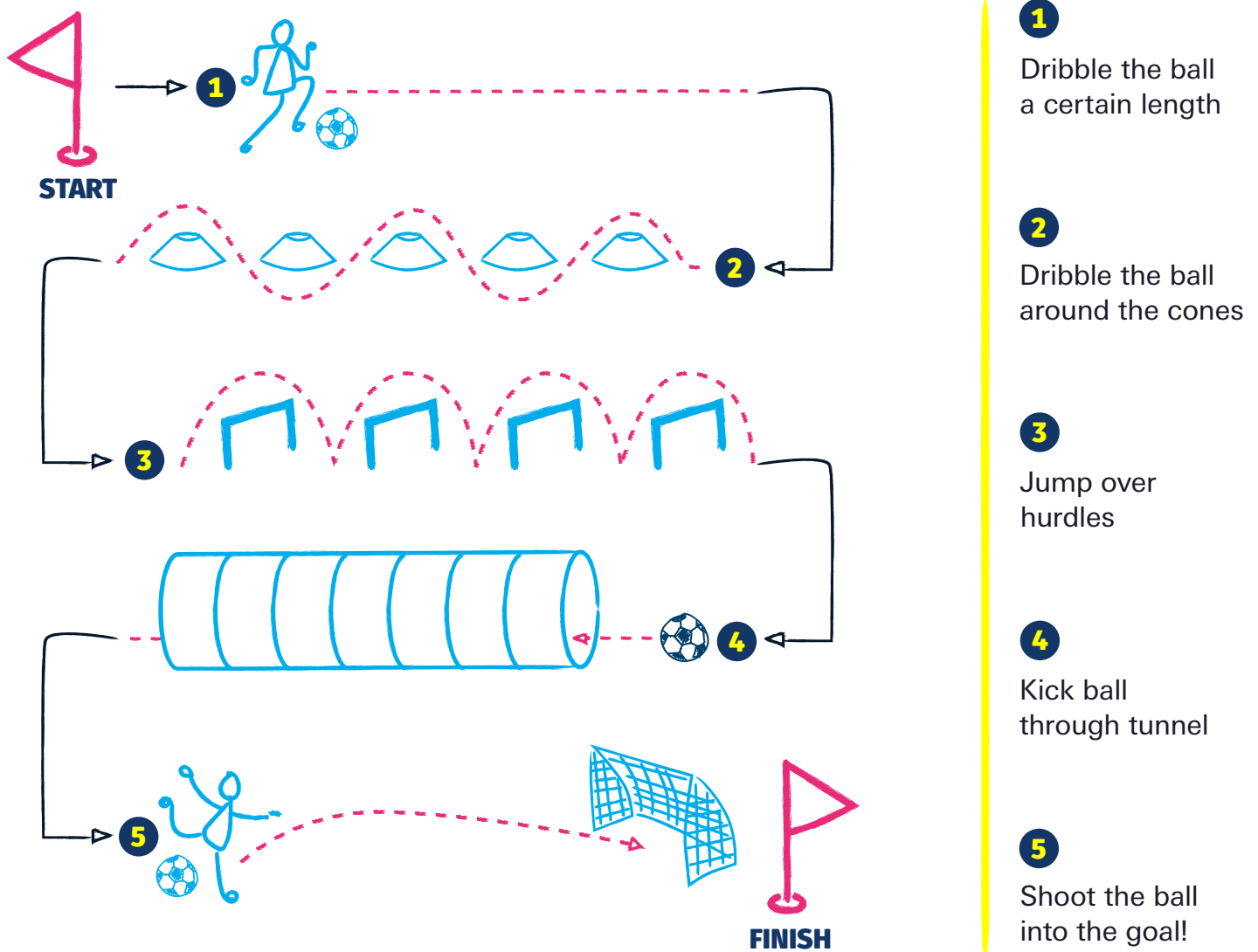


What obstacles are you going to include in your Schools Challenge course? How are you going to get everyone running and jumping, throwing and catching, walking and pushing, kicking and skipping?

Remember: the only rule is that you need to include a football! Have a rummage through the PE cupboard for equipment. How could you use cones? Hoops? Flags? Goals? Skipping ropes? Hurdles? Beanbags? Bats? Benches?

Whatever you decide to do, make sure there's something for everyone!

Take a look at the obstacle course below for inspiration, which was designed by some previous Schools Challenge participants!



Looking for more obstacle course ideas?

Go to socceraid.org.uk/schools-resources and take a look at the course designs there.

SPREADING THE WORD

Your Schools Challenge will only be a success if people know about it!

Use this handy checklist to make sure you've done everything you can to tell other pupils, teachers, parents, carers and the local community what you're up to.

SPREAD THE WORD!

- ☐ Put up the totaliser poster
- ☐ Make promotional posters and display them around the school on noticeboards
- ☐ Put information about the Schools Challenge in the school newsletter
- ☐ Ask teachers to tell people about the event on social media
- ☐ Arrange for a letter to be sent home to parents and carers, use the template
- ☐ If you're collecting sponsorship, send home sponsorship forms
- ☐ Lead an assembly to tell the school about the how the Schools Challenge is helping to protect the right to play for kids around the world
- ☐ Talk to your friends and family about the Schools Challenge
- ☐ Contact the local paper to tell them about your plans, use the press release template

Have you got other ideas for publicising the Schools Challenge? Add them here.

Get your facts right!

Make sure you double check information before you send it out! Be really clear about dates, times, what's happening and why you're raising money for Soccer Aid for UNICEF.

LOOKING FOR HELP?

Go to socceraid.org.uk/schools-resources and download the Schools Challenge assembly, letter templates, posters and more. Your teacher will also have useful resources in the school's fundraising pack to help you spread the word.



BEFORE THE EVENT

It's going to take careful forward planning for your Schools Challenge to run smoothly and be a success.

Use this checklist to make sure you've got everything covered.

GET READY FOR KICK-OFF!

- ☐ Get the equipment for the obstacle course ready
- ☐ Make sure you've got plenty of spare equipment
- ☐ Check out the area where you're going to set up the course
- ☐ Have a trial run – set up and test out the course.
Will everyone in your school be able to take part?
- ☐ Plan and practise warm-up activities (see page 10)
- ☐ If you're going to hold the Schools Challenge outside, have a rainy-day plan
- ☐ Talk to teachers about any health and safety considerations
- ☐ Work out a timetable for who's going to complete the course when
- ☐ Set up a rota for collecting classes to complete the course
- ☐ Get any timing and recording equipment you need
- ☐ Arrange for water to be available for participants on the day
- ☐ If you're collecting sponsorship, circulate forms well in advance
- ☐ Give each class a container for collecting donations and sponsorship money
- ☐ Any cash collected could be given to a school office for safe keeping

Can you think of other things you need to do to get ready for your big day? Add them here.



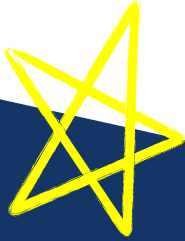
Planning extra fundraising activities?

Copy and adapt this checklist for each fundraising activity you're planning. It's the best way to make sure you don't forget anything!

ON THE DAY

With all the careful planning you've done, everything should run like clockwork on the day. It's time to get everyone out there and have some fun!

Before people take on the Schools Challenge, you'll need to make sure they're warmed up and ready to go. Why not use some of the ideas below to get the whole school moving?



STAR JUMPS

Everyone loves a star jump. Get people to stretch their arms and legs as far as possible.

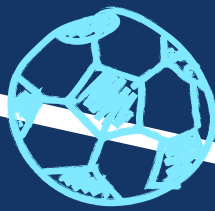
SQUATS

These look easy but after 10 you really start to feel the burn!



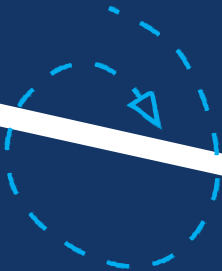
QUICK FEET (SPRINTING ON SPOT)

Time to get a sweat on. Get everyone to sprint on the spot so fast that their feet become a blur. Then keep going!



BALL BALANCING

This will get everyone laughing – ask them to put a ball on their head, then run or walk to the other side of the playground.



ARM CIRCLES

This one's not too energetic, but gets the blood flowing in the upper body.



SIDE STEPPING

Do your best crab impressions by getting low, running sideways, and making pincers with your hands (the pincers are optional, but definitely help with the crab impression).

These exercises won't be right for everybody, so make sure you give everyone a chance to warm up their muscles in a way that works for them!

AFTER THE EVENT



It's time to celebrate what you've achieved! Count up the money and shout out the total from the rooftops. Remember to thank everyone who helped or took part.

Once you've collected and counted your total, make sure you ask your teacher or a staff member in the office to send this in to us by bank, cheque or over the phone using the instructions in their fundraising guide.

Practice makes perfect!

Once the Schools Challenge is over and you've paid in the money, spend time as a team reflecting on what went well and what you have learned from the experience.

You could ask yourselves:

- Was the event a success? What went especially well?
- What could have gone better?
- What skills have we developed as a team?
- What did we find most difficult? Why?
- What will we do differently when we do the Schools Challenge next year?

Make notes on some of your thoughts below.



When we do the Schools Challenge next year, we will remember to:
