



CHALLENGE PACK!



SOCCER AID



PLAY FOR EVERY CHILD

WELCOME TO THE SOCCER AID FOR UNICEF ACADEMY!

I'm so excited that you're on the team. You are joining schools across the nation to play, fundraise and help change children's lives.

In this pack you will find everything you need to take part, including:

- Your **fundraising guide**, including tips to easily collect donations and boost your school's fundraising to smash those targets!
- **Three exclusive challenges**, designed to be fun, inclusive and bring your class together to develop skills such as teamwork, creativity and awareness of global issues. The challenges are short and flexible, enabling you to fit them into individual lessons at a time that suits you. We've equipped you with 'how-to' guides to help you deliver the challenges and links to videos to help introduce and explain the challenges to your pupils.
- To demonstrate how your support can protect play for children around the world, we're highlighting my Soccer Aid opponent **Tom Grennan's trip to Cambodia** in 2024, where he saw first-hand how UNICEF are ensuring children like Theara have safe spaces to learn, grow and play.



© UNICEF/Fabio De Paola

- An **assembly plan**, to help introduce the Soccer Aid Academy to your pupils and get everyone excited to take part!
- Links to **two curriculum-based lesson plans**, which will help your pupils learn about why they're taking part in the Soccer Aid Academy and supporting UNICEF's work.
- A **timeline** of what you can expect from taking part in the Soccer Aid Academy. If you are also taking part in UNICEF UK's Rights Respecting Schools Award, you will see how this aligns with Strand C outcomes, where you explore looking out to the wider community and beyond, empowering students to become active global citizens.

I hope you enjoy exploring all the materials and resources to make the Soccer Aid for UNICEF Academy a success in your school.

It's never too early to start fundraising, so check out the handy guide to kick-start your fundraising and get ahead of the game.

Ready, set, GO!

Livi Sheldon AKA Diamond, Gladiator

HOW TO FUNDRAISE

The easiest way to fundraise for the Soccer Aid for UNICEF Academy is to set up an online fundraising page.

Here, your supporters can add donations directly, whilst you can also add any donations you collect and shout about how incredible your fundraising effort has been.

- Head over to www.justgiving.com/campaign/socceraidacademy2025 to set up your online fundraising page.
- When setting up the page, don't forget to include your school's name and the town you're in!
- Share your JustGiving URL with your school community so they can add their donation to the page.
- You can also create a QR code by adding '/qrcode/' at the end of the URL in your address bar - your page's unique QR code will then appear.
- **TOP TIP:** Print your JustGiving page QR code and place around the school to help boost your fundraising total!



If you cannot set up your own fundraising page, you can still directly donate to the Soccer Aid for UNICEF Academy JustGiving page. Simply scan this QR code, pick the amount you'd like to donate and enter your school's name.

Please email socceraidschools@unicef.org.uk if you need to pay in your fundraising amount in an alternative way or to ask any questions.



Jill Scott joins Daria, a 7-year-old Ukrainian girl, in her classroom at "Uruguay" Gymnasium School in Bucharest. A UNICEF supported programme in the school helps Ukrainian children refugees settle in the country.

THE DIFFERENCE YOU COULD MAKE

Children need to be healthy, safe, and nourished so they can play, learn, and get the best start in life. It's a right, not a luxury. But for millions of children around the world, conflicts and disasters destroy their safe spaces to play: their playgrounds, homes, and schools. Hunger and disease threaten their futures, leaving them unable to grow up healthy and strong.

The Soccer Aid for UNICEF Academy brings schools together to unleash the power of play for every child, so they grow up happy, healthy, and strong, ready to take on the world.

£3

If a pupil donates £3, this could buy **exercise books for 10 children** to help them learn and enjoy school.

£260

If your school raises £260, this could buy **26 packs of footballs for children** in schools or refugee camps to play, exercise and have fun!

£2,000

If your school raises £2,000, this could provide **15 UNICEF 'school-in-a-box' kits, to help at least 600 children** continue their education in times of emergency and conflict.

CHALLENGE 1

THE GOAL SCORING & CELEBRATION WORKSHOP

Watch the challenge video [here](#)

DESCRIPTION

Pupils will aim to score as many points as possible by shooting a ball at different targets in the goal.

Following their goal, each pupil will create their own personal goal celebration, inspired by iconic goal celebrations such as Usain Bolt's lightning bolt, Ronaldo's Siuu and Ella Toone's heart gesture.

Be creative, dramatic, silly, get the teachers to be in goal - whatever it is, get practising and flaunt your moves in this Soccer Aid Academy showdown!

SKILLS DEVELOPED

Through this challenge, pupils will get active and build their sporting stamina and skill. They will also be able to express creative thinking as they celebrate their goal. Don't forget to score pupils on their celebration too!



SET-UP

The challenge should be adapted to the needs and abilities of the pupils. You might want to think about equity between different abilities within the group here to ensure that everyone is included.

Ball(s)

Goal

Scoring targets – use any available equipment such as hoops or cones

Paper and pen for scoring

HOW TO PLAY

- 1 Watch Goal scoring & Celebration challenge video with Diamond
- 2 Set up your goal and add some targets
- 3 Warm-up, and practice shots and celebration moves in small groups
- 4 Pupils take turns to kick the ball into the goal, their score is recorded for each play. We suggest each child has 3-4 kicks, but teachers can adapt based on time
- 5 Pupils score and celebrate their goal
- 6 Scores tallied, and the winner congratulated

HINTS AND TIPS FOR GOAL CELEBRATIONS

- A move that represents how you feel when you score a goal or succeed at something

This could represent how the right of freedom of expression (Article 13) or good health (Article 24) makes you feel

- It can incorporate body movement, dance, words or song
- Your celebration should be unique and inclusive, showing the joy and happiness of success

OPTIONAL EXTRA ROLES

- Referee/manager (telling pupils when to shoot)
- Score counter
- Winners' trophy design and build
- Goal set up and reset



Registered with
FUNDRAISING
REGULATOR

PLAY FOR
EVERY CHILD



SOCCER AID
itv unicef



CHALLENGE 2

THE RELAY RACE

Watch the challenge video [here](#)

DESCRIPTION

A team challenge to get a football through an obstacle course, racing against classmates to reach the end of the course and score a goal in the fastest time. Don't forget to include practice rounds!

SKILLS DEVELOPED

Soccer Aid for UNICEF is all about teamwork and this challenge will bring pupils together to develop their communication and listening skills, enabling them to build friendships and work as a team to complete their relay race. Pupils will have the chance to get creative, play and race in a bid to become the winning team.

Remember, it's not all about winning and just by taking part, each pupil is helping to protect play for every child, as every child has the right to play (Article 31).



SET-UP

You know your pupils' interests and needs best: please adapt the challenge to suit your group. It could be a simple set of cones to dribble around OR the children can be engaged in designing their own obstacle courses. If you have time, you can do multiple relays using different pupil's obstacle course designs.

● Ball(s)

● Goal

● Scoring targets – use any available equipment such as hoops or cones

● Paper and pen for scoring

HOW TO PLAY

- 1 Watch the Relay Race challenge video with Diamond
- 2 Design obstacle course (optional)
- 3 Set up obstacle course(s)
- 4 Pupils put into teams (of equal size)
- 5 Each team to complete the obstacle course in relay
- 6 Times recorded, and the winner/ winning team congratulated



OPTIONAL EXTRA ROLES

- Referee/manager (telling pupils when to shoot)
- Score counter
- Winners' trophy design and build
- Goal set up and reset



PLAY FOR EVERY CHILD



SOCCER AID
itv unicef stv

CHALLENGE 3

THE BIG SOCCER AID FOR UNICEF ACADEMY QUIZ

Watch the challenge video [here](#)

DESCRIPTION

The Big Soccer Aid for UNICEF Academy Quiz is designed as a fun and interactive way for pupils to learn about how their fundraising and involvement is making a difference for children around the world. Using age-appropriate questions, pupils will build their understanding on a range of topics including sport, geography, the work of UNICEF and children's rights, such as the right to an education ([Article 28](#)).

Children can take part in teams or individually. There are three versions of the quiz that vary in difficulty, you can pick which you feel best suits your class.

SKILLS DEVELOPED

Having taken part in two challenges and two Soccer Aid for UNICEF Academy lessons, pupils might now be wondering what they've been doing it for? This is their chance to find out!

The session will end with a short video from Tom Grennan which highlights how your school are making a difference for children in countries such as Cambodia, giving you the opportunity to discuss the video and the importance of play for children around the world.

Please note, the content of the film shows the harsh realities of some of the children UNICEF works with in Cambodia and some viewers may find it upsetting. Please view the video before showing it your class to ensure it is suitable for your learners.



HOW TO PLAY

- 1 Children to split into teams (if desired), and each have pen and paper for answers
- 2 **Watch** The Big Soccer Aid for UNICEF Academy Quiz challenge video with Diamond
- 3 Designated quiz host to read out each question, and participants to write down answers
- 4 Answers are shared with pupils, and participants self-score
- 5 Scores are handed in to the quiz master, who can then announce the top three in reverse order
- 6 Winner/winning team congratulated
- 7 **Watch** Soccer Aid impact film where Tom Grennan meets Theara in Cambodia
- 8 Teacher facilitated discussion about the video and the importance for all children to have opportunities to play and how UNICEF is helping to protect play for all children around the world.

TEACHER HINTS AND TIPS

This is a great opportunity to update parents and caregivers about what pupils have been up to and to send a reminder for any final donations.



Don't forget to watch Soccer Aid for UNICEF live on ITV1, STV, ITX or STV Player on Sunday 15 June to find out how much this year's campaign has raised, knowing that your school were a huge part of that! Thank you.

SET-UP

- **Academy Quiz**
 - **Primary school quiz**
 - **Secondary school quiz**
- **Template for quiz answers (keep hidden!)**
- **Paper and pens for all pupils/teams**
- **Space such as a classroom to do quiz**
- **Designate a quiz master to read out questions - e.g. teacher or selected student**



PLAY FOR EVERY CHILD



SOCCER AID
itv unicef stv

Tom Grennan visits Friend Club with Soley at Mith Samlanh Friend International Center support by the UNICEF in Phnom Penh, Cambodia.



© UNICEF/Rounhy

THANK YOU FOR SUPPORTING SOCCER AID FOR UNICEF

The Soccer Aid Academy is all about teamwork, creativity and having fun, whilst learning about how UNICEF protects play for children around the world.

Children need to be healthy, safe, and nourished so they can play, learn, and get the best start in life. But millions of children around the world are having their childhoods threatened by circumstances outside of their control.

Money raised through Soccer Aid for UNICEF helps vaccinate children against preventable diseases and provides vital nutrition and clean water to help them grow up strong. It helps ensure they have safe places to play and learn, so they are ready to take on the world. And it does so much more to protect the right to play for children everywhere.

TOM GRENNAN'S VISIT TO CAMBODIA

Earlier this year, Tom travelled to Cambodia to see first-hand how UNICEF are supporting children in Phnom Penh. Tom met 14-year-old Theara, who lives with his family in an area that poses many dangers to children — none more so than the live railway line that runs through the middle of the community.

Tom visited UNICEF-funded safe spaces that help children like Theara to access education and simply to play, out of harm's way.

“

Soccer Aid has always been close to my heart, but being asked to see where the money that is raised goes has completely shifted my whole view on what Soccer Aid is about. UNICEF have helped to create this community centre and this safe place for children to learn and play, to just be kids. I'm proud to be a part of it.

Tom Grennan

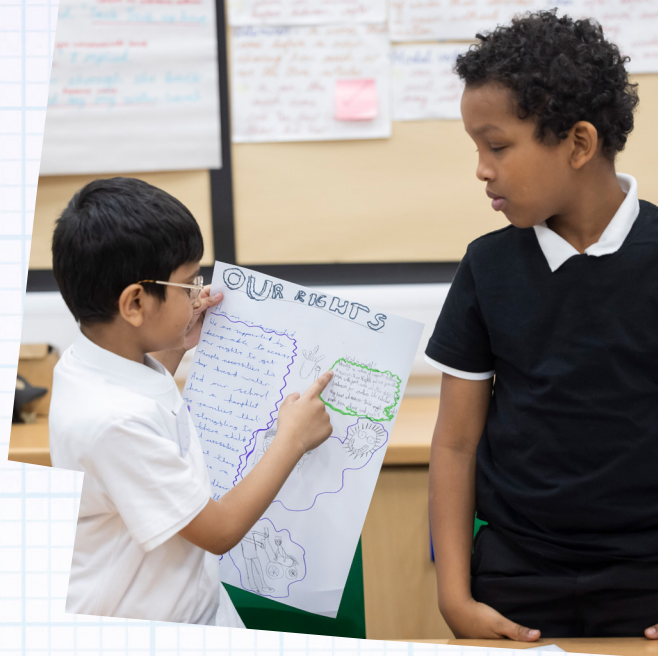
”



Tom visited a UNICEF-supported centre in Phnom Penh, which provides children like 14-year-old Theara with a safe space to play

ASSEMBLY AND LESSON PLANS

One of the most important parts of the Soccer Aid for UNICEF Academy is learning. We want to ensure every pupil taking part understands how they are supporting the work of UNICEF for children around the world. To do this, we have designed an assembly plan and two lesson plans for you to use at a time that suits you.



ASSEMBLY PLAN

Download and use this assembly plan to introduce the Soccer Aid for UNICEF Academy to your school. The lesson plan contains a special video from Diamond, explaining how the Soccer Aid Academy works and how you will be getting involved.



LESSON PLANS

There are two key curriculum-based lesson plans available, tailored to **Primary** or **Secondary** pupils. The lessons are based on:

- The United Nations Convention on the Rights of the Child. The importance of children's rights and how UNICEF protects children's rights globally, including the right to play.
- Child friendly spaces. With a focus on Tom Grennan's visit to Cambodia, exploring the work of UNICEF to ensure children have a safe, friendly space to learn, grow and play around the world, in the face of danger and emergencies.

We hope you and your pupils find these lesson plans engaging, informative and inspiring.

THE SOCCER AID ACADEMY CHECKLIST



- ☐ Set up your **fundraising page**.
- ☐ Share the **letter to guardians**, including your fundraising page.
- ☐ Hold an assembly using our **Assembly Plan** to introduce the Soccer Aid Academy and how your school will be getting involved.
- ☐ Choose a suitable time to hold two lessons using our **Lesson Plans** to help pupils understand the importance of supporting the Soccer Aid Academy.
- ☐ Choose a suitable time to deliver the **three challenges** - this could be during PE lessons, during lunch break, or another time that suits you! You might want to take on the challenges during Soccer Aid Week, 9th – 15th June.
- ☐ Fundraise, fundraise, fundraise – you could hold a bake sale, a keepy-uppy competition or even a teachers penalty shoot-out to raise money! Look out for our emails with extra hints, tips & shoutouts.
- ☐ Watch Soccer Aid for UNICEF on ITV1, STV, ITVX or STV Player on Sunday 15 June.
- ☐ Before the summer holidays, ensure you have paid in all your donations to your fundraising page. If you'd like to pay-in using a different method, email us at socceraidschools@unicef.org.uk.
- ☐ HAVE FUN!

Good luck! I can't wait to see how you get on.

Remember to tag **#SAFUAcademy** on socials so we can see all of the action!

Thank you so much again for supporting Soccer Aid for UNICEF, you are brilliant.

Livi Sheldon AKA Diamond, Gladiator



**PLAY FOR
EVERY CHILD**



SOCCER AID
itv unicef  stv