[Today’s date]

Dear [Parent/Guardian],

We are delighted to announce that [school name] have joined the Soccer Aid for UNICEF Academy 2025. By taking part, pupils will be engaged and inspired by Soccer Aid for UNICEF activities and resources, whilst having fun, learning about children’s rights around the world, and fundraising to protect play for every child.

# What are we doing?

As part of the Academy, pupils will be taking part in three short and accessible challenges specially created for primary and secondary students. The challenges will focus on sporting skills, creativity and teamwork. Alongside this, pupils will have two lessons in which they will learn about their rights, why they’re taking part, and the difference they’re making by fundraising for UNICEF.

# How can you help?

We would be so grateful for your support, to help us raise [add fundraising target]. Update with how you will be fundraising, eg. We have set up an official JustGiving page <LINK> to make it quick and simple for sponsorships to be sent, or you can also bring in a small donation into school.

[Any additional details of what you would like parents to do e.g. bring PE kit on X date, remember small donation]

# Why are we doing it?

Children need to be healthy, safe, and nourished so they can play, learn, and get the best start in life. But for millions of children around the world, conflict and disasters destroy their safe spaces to play. UNICEF works with trusted organisations, communities, and families to create and protect safe spaces for children – let’s team up and protect play for every child.

# A donation of just £10 could buy exercise books for 40 children to help them learn and enjoy school. Thank you for your support.

Please do get in touch if you have any questions at all, and to find out more about Soccer Aid for UNICEF, visit **socceraid.org.uk/schools**

Yours sincerely,