



Voices of Future Generations Children's Initiative

# AWARENESS AND FUNDRAISING HANDBOOK

**By Nico Cordonier Gehring**  
VoFG Child Ambassador

# Introduction

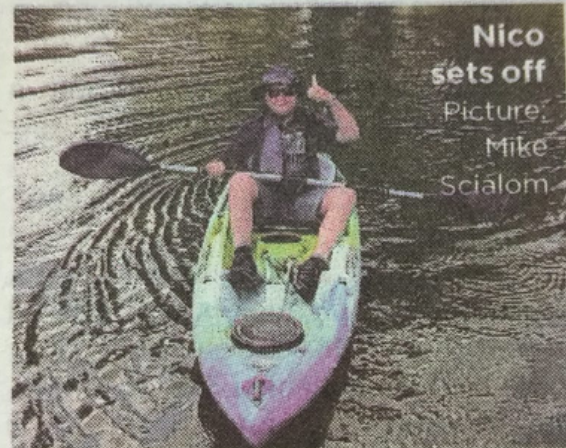
This guide is meant to give you a helping hand in how to support the Voices of Future Generations Children's Initiative, and how to raise awareness and funds for this amazing charity programme.

Prepared by a Voices of Future Generations Children Initiative Child Ambassador for the Sustainable Development Goals who led a campaign themselves, this Handbook contains ideas and tips, also lessons learned, in Eight Easy Steps. The aim is to help you to support the Children's Initiative and key local charities in your own country and community, and to raise awareness about important global and local sustainability challenges that many children face!

# MY STORY



## Nico paddles off on climate fundraiser



School climate protester and environmentalist Nico Cordonier Gehring was cheered at Coe Fen on



**JustGiving**

**Donate to protect children and nature from terrible climate change, by paddling to the sea...**

We're raising money to protect children and nature from terrible climate change, by paddling to the sea this summer!. Support this JustGiving Crowdfunding Page.



Hello, my name is Nico! I am fourteen years old, a scholar at Winchester College, and I live in Cambridge, UK. As wildfires, heatwaves and floods worsen, I became desperately concerned about the terrible impacts of climate change on our local fenlands and our natural systems worldwide, and on the most vulnerable people - especially children. Rather than staying sad, scared and angry, though, I decided to get active and make a difference. My commitment was to Paddle to the Sea - a 67km journey from Cambridge where I live to the ocean beyond King's Lynn, and I raised nearly 4000 GBP for VoFG CI and other charities! I made this Handbook to share what I learned along the way, so that you can succeed, too.

# VOFG SUSTAINABILITY AWARENESS & FUNDRAISING

IN  SIMPLE STEPS

## Step 1

# Brainstorm Your Problem, Goal & Challenge



- Focus on one or two global sustainability problems you are most worried about, and passionate about solving.
- Check the UN Sustainable Development Goals for ideas. Each SDG aims to help solve key problems like poverty, famine, health, education, climate change or biodiversity loss.

## Step 1

# Brainstorm Your Problem, Goal & Challenge

- Choose a Challenge which is reasonable but still has an edge of difficulty, something which will be a stretch for you, but you can do. There are lots of ideas on the JustGiving Page.
- Select a Challenge that is linked to the problem you're solving. If it's a problem related to nature, challenge yourself to do something outdoors. If it's related to education, challenge yourself to learn something.
- Make sure it's a Challenge that can be documented, ideally with photos, as you go – something you can prove you completed at the end.



## Step 2

# Choose & Contact Local Charities

- Support VoFG CI as your global charity, but also choose one or two local charities aligned with your chosen SDGs and your Challenge.
- Select charities you already know or have volunteered for, especially if they have lots of supporters who could help you.
- Contact the local charities, ask them how to donate, and explain what you're planning to do. If they don't answer, pick someone else.



## Step 2

# Choose & Contact Local Charities



- Make sure you arrange a time in advance, and go to visit your local charities.
- Take photos during your visits, to post as updates showing your supporters what they're doing and why it's good. Invite friends or family who are helping you to come along, too!
- Learn about their work, to inspire you, and everyone!



## Step 3

# Set up your JustGiving Page Online

JustGiving Menu Start Fundraising



 We're raising £2,000 to protect children and nature from terrible climate change, by paddling to the sea this summer!

Nico Cordonier Gehring

- Open a JustGiving Page (with help from an adult) and set up your profile.
- Ask your parents or VOFG CI for assistance and proof-reading.
- Write a small story about your concerns, the Challenge you are choosing, and why you are determined to smash it.

## Step 4 Invite Everyone to Sponsor & Contact Media

- Send “Invitations to Sponsor” to everyone you know and ask your family and friends to send them to everyone they know and plan dates to send reminders.
- Remember to thank everyone who sponsors, as you go, using the Justgiving button.
- Contact a journalist who writes about stories like yours in the local paper and ask them to run your event in the news.
- Make a Press Release that you send to a friendly journalist with three good photos. Make sure that your top three key messages very clear.

### Nico paddles off on climate fundraiser



Nico sets off  
Picture:  
Mike Scialom

School climate protester and environmentalist Nico Cordonier Gehring was cheered at Coe Fen on

## Step 6

# Update Everyone



- Send messages to everyone who is helping, including media friends.
- Post Updates with photos based on your Trial Run, using the JustGiving button for this.
- Ask your support team to take photos so you can focus on the Challenge.
- Use the Milestones button to recognise each time fundraising goes up.

## Step 7

# Complete your Challenge

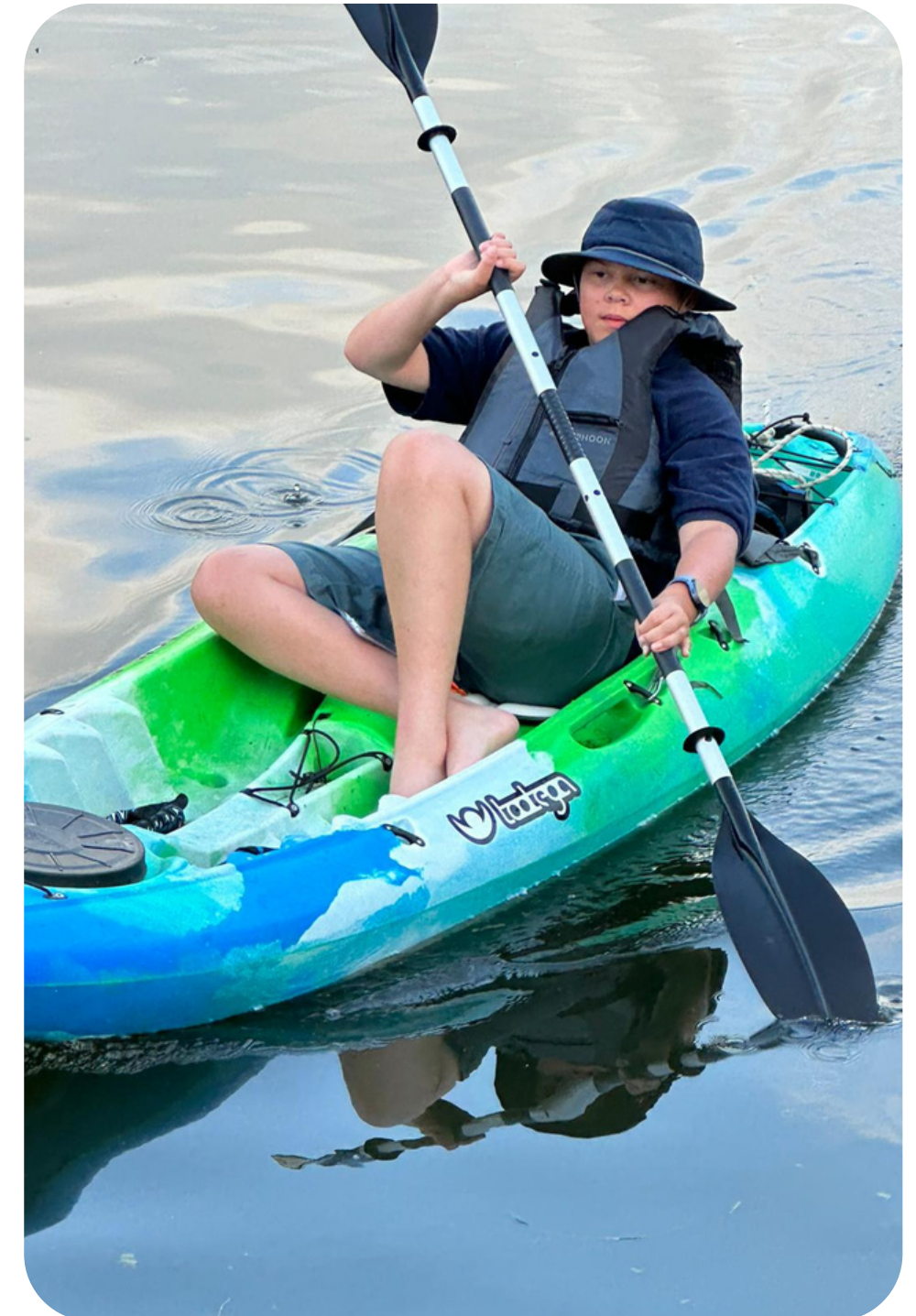


- Make sure to set out bright and early, on a day that gives you plenty of time to complete your Challenge. (Don't pick a date when you have another event or task to do).
- If the weather is unsafe or something goes wrong, don't be afraid to POSTPONE to a new date. But set the new date, and tell all your sponsors right away so they aren't confused, or think that you CANCELLED.

## Step 7

# Complete your Challenge

- Be determined. Push yourself as hard as you can and don't give up! (If you give up, you'd need to return everyone's money – this is why it's so important to choose a challenge that is a stretch but realistic).
- Take photos along the way, and post them on your JustGiving page. Your support team can also create a WhatsApp group for all your sponsors, and post more photos with short progress reports.



## Step 8

# Thank Everyone



- Write a message to thank all your sponsors on your JustGiving page, celebrating completing your challenge.
- You could send personalised messages and even cards or small (FairTrade) chocolates to your biggest donors, with a photo showing the successful finish!

# Lessons Learnt

1

Make sure you complete several practice runs to make sure your commitment is achievable.

2

Make a list of all the equipment or technology that you will need for your challenge.

3

Include younger youth and other children so they can learn how to lead their own challenges.

4

Make a playlist of inspiring songs.

5

Host a special send-off event, write a speech, and invite the local media.

# Lessons Learnt

6

Invite local groups who care about your SDGs like nature and climate change or sustainable communities associations.

7

Give donors from far away a chance to send messages of support and read them out at your send-off or when you feel tired.

8

Use the update and Milestones buttons to keep a story of your challenge moving onwards!

9

Use the Thanks buttons for each donor, also asking them to spread the word.



# Top Tips

1

Ask friends and family to be your support team to make sure you don't get into any trouble, and to help you at each step of the way. Ask their advice so they can be involved.

2

Make sure to plan the event in advance and have a clear date and time to meet, making it easy for others to find you.

3

Get your family and friends involved raising funds and telling others. Outreach is key!

# Top Tips

4

- Create a WhatsApp group for supportive friends and family, where you can post photos.

5

- Ask your WhatsApp group and friends to each recommend your Justgiving Page to three of their friends ( $30 \times 3 = 90$ )

6

- As you achieve your Goal, take a photo and post it to everyone! Help them celebrate with you!

7

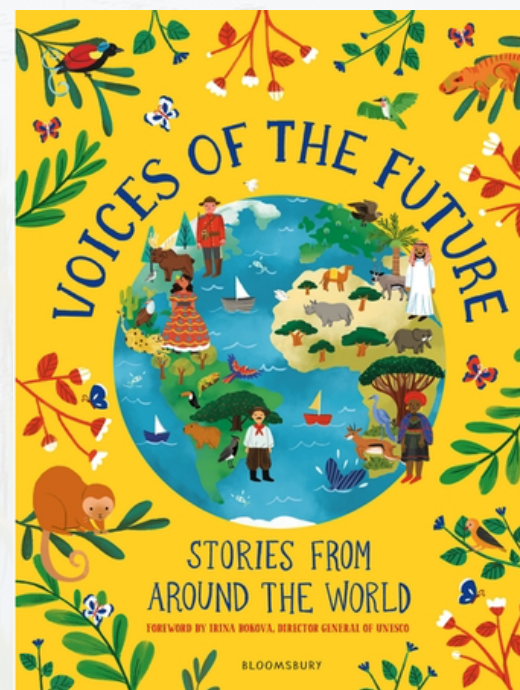
- Thank everyone who helped, ideally with photos.

# About the Voices of Future Generations Children's Initiative



Voices of Future Generations Children's Initiative

The Voices of Future Generations Children's Initiative (VoFG CI) is a movement on children's rights and sustainable development. VoFG CI is a unique programme of action that empowers children to promote the UN Convention on the Rights of the Child (CRC) and the World's Sustainable Development Goal agenda (SDGs).



The children's stories are imaginative, empowering and inspiring. They focus on the UN Convention on the Rights of the Child and the Sustainable Development Goals and present likeable characters who go on problem-solving adventures to fix the problems faced in each region.

## Other Good Ideas to Raise Awareness:

- Host an online seminar about one of the SDGs.
- Create a piece of art such as a drama or a poster which is inspired by the SDGs.

## More Reading

- [Just giving](#)
- [Wild Heart Foundation's Fundraising Guide](#)
- [Community Impacts Fundraising guide](#)
- [CIOF Fundraising Guide](#)

## Links for More Info

- <http://www.vofg.org>
- <https://sdgs.un.org/goals>
- <https://nicosnaturalworld.org/>
- VoFG CI video



**Voices of Future Generations Children's Initiative**