

VACCINAID.ORG

GIVE THE
WORLD
A SHOT

unicef  |  Crowdfunder

THE CAMPAIGN

VaccinAid, launched by The UK Committee for UNICEF (UNICEF UK) and Crowdfunder, is calling on the nation to 'Give the World a Shot' by helping deliver COVID-19 vaccines to people around the world.

WHERE DO YOU COME IN?

VaccinAid are looking for supporters like you to help UNICEF deliver COVID-19 vaccines to the world.

You can do this by either donating or setting up a fundraiser.

WHY SUPPORT VACCINAID?

- Equal access to the COVID-19 vaccines is essential to overcoming the COVID-19 crisis. Because **none of us will be safe until we're all safe.**
- VaccinAid **will help fund the biggest vaccine drive in history**, helping UNICEF deliver 2 billion COVID-19 vaccines to health workers, social workers and the most high-risk people on our planet – no matter where they live.
- To make this happen, **we need help from supporters like you.** Money raised through the campaign will help UNICEF safely transport COVID-19 vaccines to the most remote places in the world. Donations will also go towards training health workers to vaccinate their communities and to test and treat those in need.
- You can help Give the World a Shot by donating or fundraising for VaccinAid and by inspiring others in the UK to get involved. By supporting this campaign, **you will be doing your part to speed up the end of the pandemic.** You would be helping economies restart and getting families all over the world back to the essential health, education and protection services they urgently need.



WHERE DOES THE MONEY GO?



£15

could help transport more than 500 doses of COVID-19 vaccines in-country

£50

could train a health worker on administering the COVID-19 vaccines, tests and treatments

£25

could provide 20 doses of COVID-19 vaccines

£100

covers the cost of delivering 2 doses of COVID-19 vaccines for more than 35 people

FUNDRAISING – SPREADING THE WORD

The more you shout about your fundraising, the more money you could raise. UNICEF UK is supported entirely by donations – we couldn't do it without you!

Social media

You can use social media to promote your fundraiser – let people know why you're fundraising for UNICEF UK and boost your donations.

1. Use photos and videos to tell your fundraising story. Show people how much effort you're putting into your fundraising and remind them to make a donation.
2. Tag other people, especially on Facebook, Twitter and Instagram to spread your message even further.
3. Remember to tag @Unicef_uk in your posts.

Contact your local newspaper or radio station

In your **press release** remember to:

1. Include the most important information in the first paragraphs: when, who, where, what and why.
2. Include examples of how fundraising for UNICEF UK makes a lasting difference to children.
3. Include the link to your fundraiser page.
4. We have a **press release template** for you to use, which you can download from our website.

If you have any questions or need fundraising support, please contact UNICEF UK's **Supporter Care Team** or call our Supporter Care Team on 0300 330 5580



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