



# CARE FOR CHILDREN AMBASSADOR TOOLKIT



OUR VISION IS TO SEE  
A MILLION CHILDREN  
MOVED FROM INSTITUTIONAL CARE  
**INTO FAMILIES.**



**CARE FOR CHILDREN WORKS TO GIVE DISADVANTAGED CHILDREN THE OPPORTUNITY TO GROW UP IN LOVING FAMILIES WHO WILL NURTURE THEM TO REACH THEIR FULL POTENTIAL.**

**WE DELIVER PROFESSIONAL TRAINING AND SUPPORT TO ORPHANAGE STAFF SO THEY CAN RECRUIT, ASSESS AND TRAIN FOSTER CARERS, AS WELL AS PLACE, SUPPORT AND MONITOR CHILDREN AS THEY MOVE INTO GOOD, LOCAL FAMILIES.**

We train 1 family placement worker (let's call him Lee) in how to place children into good, local families.



Lee then places 20-25 children into good, local families.



Lee also trains 2-3 other family placement workers. Let's call them Bill, Ann and Ben.



Bill, Ann and Ben then each place 20-25 children into families.



Lee has also taught Bill, Ann and Ben how to train more family placement workers...



who then place even MORE children into local, loving families!

# WHY WE NEED YOU

Care for Children is a small charity with a big impact. But, because we are small, that means every cent you raise really does make a massive difference. People like you are vital to the success of our work. And it's with your help that precious children in China and Thailand can be given the opportunity to grow up in a loving family.

# WHAT YOU CAN DO

You can do almost anything to help raise money to give a child a family!

We hope this pack contains the inspiration and advice you need to raise money for Care for Children and have fun at the same time.

But if there is ever anything you need, don't hesitate to get in touch with our Fundraising & Events Coordinator, Lois, [lois@careforchildren.com](mailto:lois@careforchildren.com)

"WHERE THERE IS MATERNAL DEPRIVATION A CHILD MAY DEVELOP MENTAL AND PHYSICAL ILLNESS AND SOMETIMES EVEN DIE"

JOHN BOWLBY, FOUNDING FATHER OF ATTACHMENT THEORY, 1951



# YOUR FUNDRAISER TOOLKIT

There's loads of ways to raise money to help give a child a family - ask for donations instead of birthday gifts, run a marathon, throw an event, or do something quirky! Searching for inspiration? Here are a few ideas:

- 1** Get **SPONSORED!** Create your fundraising page at [www.justgiving.com/careforchildren](http://www.justgiving.com/careforchildren) and ask friends to sponsor you to run/ walk / shave your beard, anything!
- 2** Organise a **SPORTS TOURNAMENT**, football, basketball, any game you enjoy. Charge for entry & let players know their money is going to Care for Children. The winners will expect a prize, see if a local business will donate one!
- 3** Host a **MOVIE NIGHT!** Provide popcorn, have a theme, encourage people to come in fancy dress and charge £5 for entry, letting people know their money is going to a good cause.
- 4** Get friends together and have a **BAKE SALE** - everybody loves cake!
- 5** Charge an entrance fee for a fun-filled evening, like a **GIG, KAREOKE** or **QUIZ NIGHT!**

# 6

Donate your **BIRTHDAY!** Instead of presents one year, ask for donations. Create your fundraising page by clicking 'fundraise for us' @ [www.justgiving.com/careforchildren](http://www.justgiving.com/careforchildren)

# 7

Prepare a menu of delicious dishes and charge friends to eat them at your very own '**Come Dine with Me**' evening.

# 8

Get your mates together and have a **JUMBLE SALE!** Or simply sell your unwanted items on ebay...

# 9

Throw an **AUCTION.** Get friends to donate their skills: a piece of art, their cooking, cleaning, personal training skills...

# 10

**PAMPER PARTY!**  
Invite your friends round and charge for a makeover!

**DID YOU KNOW THERE ARE 71 MILLION ORPHANS IN ASIA?** (UNICEF 2013)

THAT'S MORE THAN THE POPULATIONS OF...

**THAILAND**

**66.7 MILLION** (THE WORLD BANK, 2012)



**THE UK**

**63.2 MILLION** (THE WORLD BANK, 2012)



**CALIFORNIA + TEXAS COMBINED**

**64.1 MILLION**

(UNITED STATES CENSUS BUREAU, 2013 ESTIMATE)



# HOW WE CAN HELP

Now you've got your idea, the next step is to begin your planning! Our team is keen to help in whatever way we can, so please start by contacting:

[lois@careforchildren.com](mailto:lois@careforchildren.com)

Some of things we can provide are:

- Care for Children flyers / posters
- And possibly some Care for Children tote bags or mugs to sell!

One of our staff may be available to speak at your event dependent on dates/requirements

# AFTER YOUR FUNDRAISER

We are so grateful for everything you've done! If you have already set up your page through [www.justgiving.com/careforchildren](http://www.justgiving.com/careforchildren) then the money has already been transferred to us. Otherwise the best way to pay in money is to:

- Write a cheque payable to 'Care for Children' and mail it to:  
**Care for Children, 3 The Close, Norwich, NR1 4DH, UK**

- Or you can deposit any money raised into our UK bank account:

Account Name: Care for Children

Account No. 84007352

Sort Code: 40-35-09

## DON'T FORGET TO TELL US ABOUT IT!

We'd really love to hear from you, and hear how it went, how much you've raised and if you've got any tips for other Care for Children Ambassadors!

Email [lois@careforchildren.com](mailto:lois@careforchildren.com) and don't forget to include a photo!

## WHAT YOUR EFFORTS COULD DO



Meet Lu Lu. Lu Lu was diagnosed with congenital heart disease and placed into a family when he was 4 years old. At first, he was very withdrawn. He had no interest in playing with toys and would rarely speak. However, after living with his family for over three years, Lu Lu's behaviour has transformed.

As a result of Care for Children's ongoing training in high quality foster care and family placement for the staff at the orphanage where Lu Lu used to live, the staff have been able to provide resources and training for Lu Lu's foster family. His foster mother has been guided through these initial stages while Lu Lu has adapted to life in a family. She has dedicated time and effort to understanding Lu Lu and learning his personality. Because of the genuine love and patience of his foster mother, Lu Lu has ceased his harmful behavior and is incredibly attached to his foster mother.

Lu Lu has realized confidence and security within his foster family. He knows he has their support. When he plays with other children and has disagreements, he is able to come home and find comfort from his foster mother. She tells him: "Don't worry, Mum will back you up." This fills Lu Lu with joy.

**Your efforts will help more children just like Lu Lu grow up in a loving family home!**

**I WANT TO SEE A MILLION CHILDREN  
MOVED FROM INSTITUTIONAL CARE  
INTO LOCAL, LOVING FAMILIES.**



Registered Charity England and Wales (1072199)