

Schools for MAG

Together we can save lives and build futures



Everything you need for successful fundraising in your school

www.maginternational.org

MAG 68 Sackville Street Manchester M1 3NJ T. 0161 236 4311 E. fundraising@maginternational.org

MAG is a landmine clearance charity and co-laureate of the 1997 Nobel Peace Prize.
Registered Charity 1083008.



MAG

saves lives builds futures

All about MAG

MAG (Mines Advisory Group) was established in 1989 by Rae McGrath as a means to end the devastation caused by landmines on innocent civilians after war had ended. Rae saw first-hand the horrific impact of landmines and unexploded ordnance (UXO) on civilians, and recognised the limitations these lethal weapons were placing on reconstruction and delivery of aid. With seemingly little being done to clear landmines and UXO from the world's conflict zones, Rae went on to recruit his brother Lou, MAG's current Chief Executive, and together the pair lay the foundations of what was to become one of the most recognised and respected humanitarian mine action organisations in the world. MAG now employs over 3,000 staff worldwide and has a Nobel Peace Prize to its name.

Every year MAG needs to raise around £35 million just to continue its core mine clearance activities.

Ninety-six per cent of MAG's income is derived from governments and institutions who help MAG by supporting specific programmes around the world. The money that we raise here in the UK from public donations, community groups and schools is used where MAG considers the need greatest and allows us to respond in emergency situations, as in Lebanon and more recently Gaza. MAG is a prerequisite to any development work following conflict, simply by making the land safe again and free from hidden dangers left over from war. Other vital humanitarian aid agencies can't access communities until the area is safe. Refugees can't return home, and people are denied the basic human necessities of water and access to farm land to grow crops when there is a presence of unexploded ordnance and landmines.

Still, it is estimated that fifteen people a day around the world are killed or injured following a landmine explosion, many of them civilians and children. The money that you raise will help MAG save the lives of civilians living in danger - people who are living with explosive weapons, often quite literally, on their doorsteps. Your efforts will make a real contribution to the work that MAG carries out on a daily basis, helping us to return land to people who desperately need it, giving them safe access to agricultural areas, schools, wells, health clinics and other community resources.

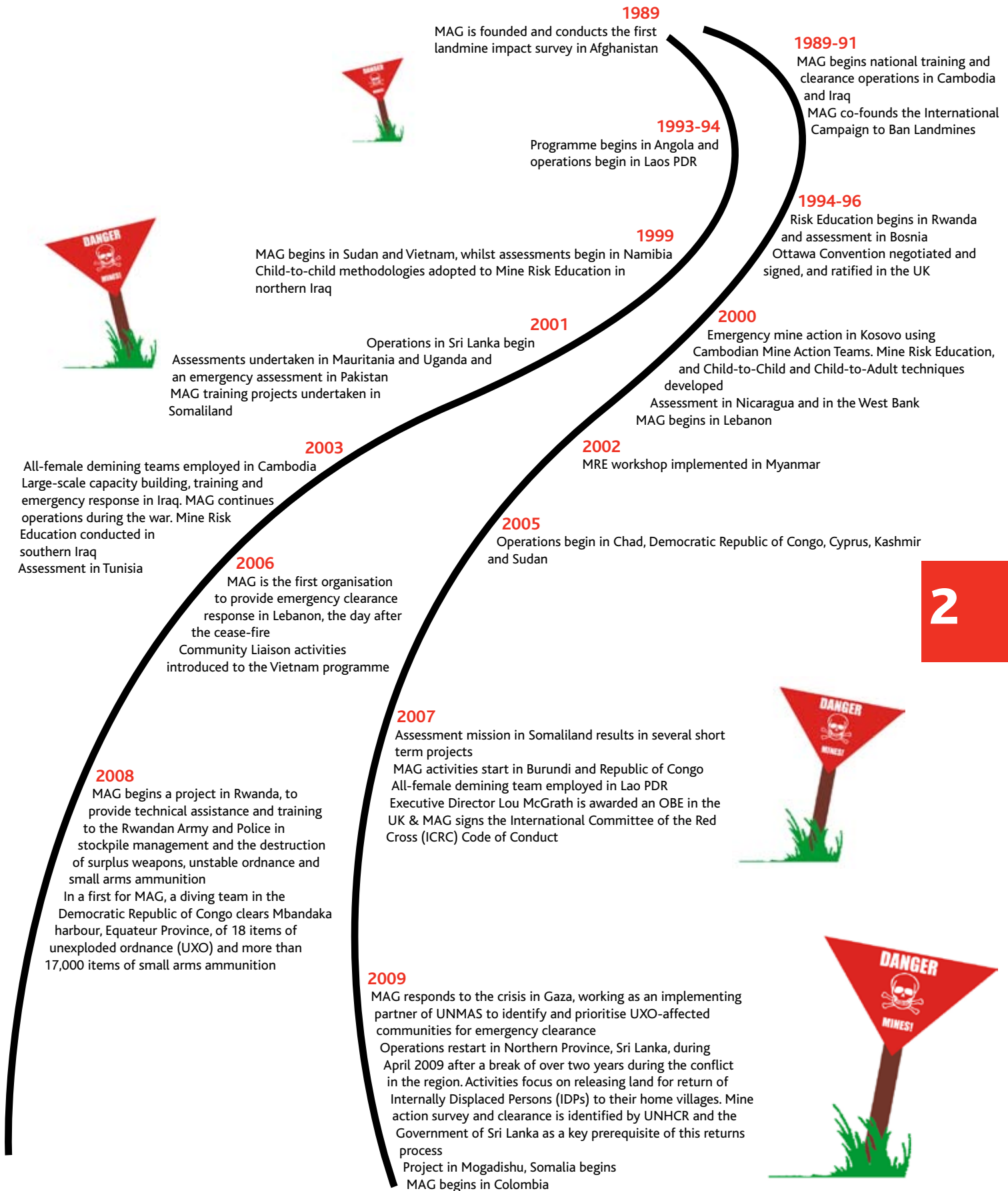
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Angola MAG provides landmine and unexploded ordnance (UXO) clearance and Mine Risk Education (MRE) that helps former refugees, internally displaced people and vulnerable rural communities.

Burundi MAG supports the Government of Burundi to reduce the threat from Small Arms and Light Weapons (SALW) and unsecured stockpiles with a focus on destroying significant caches and upgrading the ammunition storage facilities across the country.

MAG 20 year timeline



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Cambodia MAG clears minefields and works in partnership with development organisations to help the most at-risk households in mine-affected communities who need agricultural land, schools, health clinics and temple construction, road access and clean water sources.

Chad MAG clears landmines, UXO and abandoned ordnance in the central, eastern and northern parts of the country, originating from recent fighting between the Chad National Army and various rebel groups as well as previous conflict with Libya.

Teachers fact sheet

More information is available from MAG's website www.maginternational.org or call us if you would like more specific information on anything we cover in this pack.

- Every day 15 people are killed or injured by a landmine explosion.
- MAG is a humanitarian organisation clearing the remnants of conflict for the benefit of communities worldwide.
- MAG is co-laureate of the 1997 Nobel Peace Prize awarded for our work with the International Campaign to Ban Landmines.
- MAG has worked in 35 countries since 1989 and is currently working in 19 countries.
- These include: Sri Lanka, Vietnam, Laos, Cambodia, Iraq, Lebanon, Gaza, Afghanistan, Angola, Sudan, Democratic Republic of Congo, Pakistan, Republic of Congo, Chad, Burundi, Rwanda, Somalia, Cyprus and Columbia.
- For MAG, the emphasis is not on the number of items removed or number of square metres cleared but we strategically concentrate the activities where the impact will benefit the communities the most. Clearance of these obstacles leads to:
 - Safe access to water, shelter and food.
 - Safer movement of population, internally displaced persons or refugees.
 - Safer routes between communities creating potential for new or renewed trade.
 - Safe land for agricultural development and farming.
 - Safe land for construction or reconstruction of housing, schools, health centres and other infrastructure.
 - Boosting the local economy through the employment of national staff from the affected communities.
- Where there's armed conflict, or a threat to peace, there's a need for recovery or prevention.
- MAG clears the remnants of conflict from some of the world's poorest nations.
- MAG educates and employs local people.
- MAG integrates our operations with development and poverty issues.
- MAG employs more than 3000 people worldwide, around 120 are international staff, the rest are local staff employed and trained in-country.
- MAG was the first humanitarian agency to employ women, landmine survivors and amputees as 'deminers'.
- We physically do the work, employ our own staff, train them and keep salaries in needy communities.
- Our aim is to prioritise the need through talking to those in need.
- Mine Risk Education is conducted in almost all the countries where MAG works. It teaches communities to recognise the dangers and what safe actions they can take.
- More than 90 per cent of all funds coming into MAG is spent directly on clearance programmes.
- Supported by the late Diana, Princess of Wales; she understood that while political issues continue dangerous items need to be removed.

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Colombia MAG is building the community liaison and MRE capacity of MAG's national partner, Campaña Colombiana Contra Minas (CCCM). Working with the Colombian Government as it plans for the introduction of humanitarian demining.

Cyprus MAG provides Quality Assurance on behalf of the United Nations to check the standards of landmine clearance undertaken by another organisation.

As a teacher you'll understand the importance of a diverse education and the sometimes harsh realities of the world in which we live is an important part of this. By helping to create a group of conscientious global citizens we can aim for a more peaceful and thriving humankind for generations to come. Enriching students' awareness of the difficulty faced by millions of people around the world living in fear of landmines, unexploded ordnance, abandoned weaponry and bombs and the disabling impact these have on agriculture, access to education, health and livelihood will give us all a greater chance of achieving peace and stability for everyone's future.

There are many ways to get your pupils interested in the work of MAG and the issues faced by vulnerable communities living in areas of post conflict. Below you will find some areas which you could focus on, followed by sample activities you might like to undertake to get the students inspired and involved.



Democratic Republic of Congo MAG clears landmines and destroys small arms to help the poorest communities live in safety. The programme has seen the destruction of more than 100,000 weapons.

Gaza MAG is contributing to the urgent need for assessment, survey and clearance of UXO. The project reduces the risk to life for displaced people, helps the safe passage of civilians and humanitarian agencies, and supports post-conflict reconstruction and rehabilitation in target areas.

Lifesaving fundraising ideas!

Why not hold a series of fundraising events in aid of MAG incorporating three or more of the ideas that follow. Each activity can be done in small groups, however the more children involved, the more fun you'll have and the more money your school could raise for mine clearance activities.

Treasure Hunt

The idea of the treasure hunt relates to MAG's work in locating and removing remnants of unexploded ordnance and landmines. Decide on a theme and arm yourself with the powers of detection to locate treasure using cryptic clues. A prize can be awarded for the person or group who finishes first or do it as a class exercise.

What you will need:

A leader to place items around the school or park

A set of cryptic clues, good planning skills and prizes for the winning team.

Mine over Matter...Face Your Fear

As obvious as the title suggests, this activity can be as dangerous and courageous as you want it to be. There will be natural limits to the degree in which you can practise it but it is a really fun way to raise money whilst giving students an enormous sense of triumph afterwards. Popular dare devil ideas could be as simple as getting everyone to try a food that they think they don't like, or taking part in a sport that usually they might try to avoid. It can also be adapted into an 'I have never' theme with everyone trying out something new together.

What you will need:

A class of willing pupils and volunteers to supervise the madness!

Break a record

This is a real challenge and will give everyone a true sense of achievement afterwards. Students will pick an activity they have always wanted to try (in consultation with the Guinness Book of Records) making sure the challenge is realistic and safe. One example could be to try and break the world record for the biggest three legged race.

Pick a day to carry out the activities and get sponsored to accomplish it. The more money raised will spur the kids on to record breaking success!

What you will need:

A Guinness Book of Records, stop watch, score sheets and lots of imagination!

Sponsored Walk

A really easy way to fundraise for MAG, sponsored walks can be as challenging or easy as you wish to make them depending on the age group. Combine the walk with a school trip or make it a themed event. A themed walk could be Halloween for example, with everyone dressing up in fancy dress with story tellers and ghoulish characters hidden in unsuspecting places. This is a great one to get more people from your local community involved in, helping to raise even more for MAG.

What you will need:

A date for your sponsored walk

Volunteers to supervise on the day

Ideas for a theme and good knowledge of the local area

Sponsor forms – you can photocopy the one included in this pack or call MAG and we can send them to you.

Clear your Classroom

It costs approximately £1.50 to clear mines from a square metre of land. Work out how many square metres there are in your classroom or playground and get sponsored to raise enough money to clear it.

What you will need:

-Balloons to dot around the classroom floor, pop the balloons once that area has been cleared.

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International Day

This informative and entertaining activity is a great way to get students thinking about different communities and cultures, and living in their shoes for a day. Choose a country where MAG works and adopt their traditional cuisine and dress whilst learning about the issues facing conflict affected areas every day.

What you will need:

Costumes and traditional food from your chosen country (this is where parents/ guardians will come in!) This can be incorporated within lessons such as geography, history or home economics.

World cuisine in the canteen!

A little harder to organise perhaps but a lovely way to get the children thinking about other cultures. This could tie into Geography lessons and afterwards the children can be tested on their knowledge of capital cities, staple dishes or food exports and imports.

What you will need:

A willing canteen of adventurous cooks, or more simply incorporate this into a home economics class.

Sponsored drawing/ poetry / songwriting competition - Stage an exhibition of the work and charge an entrance fee

Dress down day/ Dress up day – simple as that! Ask the pupils to each pay £1 for the privilege, or £1.50 and clear a square metre of land each.

Sports day or tournaments – hold a football or netball tournament and ask teams to pay a small fee to enter. Also by selling tickets to watch the event will up the money raised.

Three legged race – the worlds biggest!

According to the Guinness Book of Records, the biggest three legged race to take place happened in China in January 2009 with 80 pairs (160 people) taking part to run 200 metres – why not try to beat that and make a new record!

Student v Staff Play Off

Teachers Vs pupils - basketball, football, netball etc., - and invite the rest of your school as well as parents to watch and see who performs the best! Sell tickets or charge admission at the door.

Bring and Buy or a Benevolent Bakes!

Get kids, parents and teachers bringing in home made cakes to sell at lunchtime. This really easy activity can sometimes raise hundreds of pounds and everyone likes a treat now and again. Otherwise, clear out the mess and hold a bring and buy sale, turning unwanted clutter into pounds to help support mine clearance operations worldwide.

Fashion Show – get the pupils being creative and designing outfits for a show. Incorporate different cultures and styles of dress too. Sell tickets for the show and try and get local supermarkets to donate drinks and cakes too.

Sponsored silence – we pledge you'll probably enjoy it more than the students do!

What you will need: Lots of sponsor forms. You can photocopy the one included in this pack or get in touch and MAG can send you some.

Put your feet up – draw around everyone's feet and make a giant collage to highlight the area of the body most affected by landmines. Make a collage of the feet and put them on display. See if you can incorporate this into a showcase for parents and other teachers to show how far the pupils have come in understanding the global issues you've been addressing.

Whatever you decide to do for MAG, you can be confident that your money will be put to use to help further the road to peace and development and provide solutions where the impact of conflict is keeping communities in despair and poverty.

Get prepared...

We can provide you with MAG materials to help with your fundraising. To order simply fill in the form below and return it to us or call us on **0161 236 4311**.

Name of school: _____

Contact name: _____

Address: _____

_____ Postcode: _____

Date you are holding your activity: _____

Please send me (tick where appropriate)

- Balloons
- Lapel stickers
- Collection boxes
- MAG information leaflets
- MAG DVD (8 minutes)
- Sponsor forms

What are you up to?

We'd love to know what you have planned. Please let us know. This will help us know what activities schools like to do and we can pass on your creative wisdom to others.

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Be safe and legal

Health and safety is vital to any fundraising activity and especially where children are involved. It doesn't matter how much you raise if someone is hurt in the process. Please remember that your event is in aid of MAG and not on behalf of MAG – the charity cannot be held responsible for events that we haven't organised.

Please treat health and safety as seriously as always. Further information on health and safety can be found at www.hse.gov.uk.

Insurance

MAG's insurance does not cover your event. Check the school policy on insurance and ensure you comply with it.

Food

If you intend to serve food at an event, ensure it is prepared in a hygienic environment. Keep cooked and raw food separate. Make sure food is kept at the right temperature. Always wash your hands before handling food.

Entertainments

If your school doesn't already have an entertainments license, you will need to apply for one from your local authority. Be careful when organising events such as film screenings – copyright laws do not allow you to simply show a DVD.

First aid

All active events will need first aid cover, with the amount of cover dependent on the type of event and the number of participants. Contact the Red Cross or St John Ambulance for further information if you are planning a large scale activity.

Risk assessment

Carry out a risk assessment of the activity if required by your school. List everything that could possibly go wrong and try to find a way of limiting the possibility. Check with MAG before starting to organise your event. Remember to think about the needs of children, the elderly and the disabled.

Permissions

Follow the school guidelines when it comes to this. Parents and other staff member may need consulting before your fundraiser can go ahead.

MAG branding and publicity

On all your fundraising materials and publicity you produce you need to make it clear that you're raising funds in aid of MAG and that you don't represent MAG.

All publicity materials will need to include the following information:

1. MAG is a registered charity in England and Wales (no. 1083008).
2. "All proceeds/ profits will go to MAG" OR "A portion of the proceeds (you must say a percent or monetary value) will go to MAG.

Media advice for MAG fundraisers in school

First things first:

1. Nominate a spokesperson. If it isn't you, make sure it is someone who can explain what you are doing properly, and why you want to support MAG.
2. Journalists will probably want to speak to some of the children, as they are key to the story and the activity. Be mindful to ensure the children's parents are aware that you are seeking some media interest in the activity.

Then **telephone** (always better to speak in person) all your local media – radio, newspapers, websites – and arrange to email them a short press release about the event (see template).

Does your school have any of the below nearby? They might all be interested in publicising your event. Newspapers, especially smaller ones, have journalists specifically dedicated to education, or to certain communities. Try to find out who they are – if you call them they'll tell you!

- Regional daily newspaper. These are usually based in a region's biggest town or city.
- Local weekly newspaper. Almost every small town has one! They will be most likely to be keen to run your story, so make sure you speak to them.
- Local entertainment listings guides. Often these are linked to the regional daily newspaper, or can also be easily found online.
- Any other magazines or websites that highlight particular events or stories. For example student publications, animal publications, women's publications, outdoor events publications. These will be useful for reaching your target audience and getting people to the event.
- Don't forget the school newsletter and / or website – that's a crucial outlet!

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When contacting media remember the following important tips:

- Make sure you speak to someone on the 'newsdesk' – these are the only people who write the stories.
- Don't call until you have all the info and can answer questions like why are you doing this event, who is taking part, where is it going to happen?
- Invite journalists to the event! If they cannot / do not come, make sure you take some pictures and send them to the paper afterwards.
- Give them contact details that work! It's important any email addresses and mobile phone numbers given are checked regularly.
- They will probably want to take your picture, so make sure anyone who will be in the picture is happy with this. This is especially important where children are concerned as you will need parental consent.
- All outlets have deadlines – find out what they are and don't miss them.
- If they want any more information about MAG in general give them the website www.maginternational.org, or ask them to call Kate Wiggans, MAG Media and PR officer on 0161 238 5445 / kate.wiggans@maginternational.org.

Somalia MAG is clearing UXO in conflict-affected areas in Mogadishu and the Puntland region, and providing Explosive Ordnance Disposal (EOD) training to a unit of the local police force in Garowe.

Sri Lanka Following years of conflict, operations in the Northern Province are focused on releasing land for the safe return of people from camps to their home villages. Mine action survey and clearance has been identified by the United Nations and the Government of Sri Lanka as a key prerequisite in this returns process.

MAG fundraising press release - template

MAGsville [who are you?] in explosive charity fundraiser

[DATE OF RELEASE]: A MAGsville [WHO ARE YOU?] is / are raising money for humanitarian landmine clearance charity MAG (Mines Advisory Group) by [GIVE VERY BRIEF DETAILS OF THE FUNDRAISING EVENT HERE E.G. SPONSORED SKYDIVING, CAR BOOT SALE, BATHING IN BEANS, RIDING FROM POLE TO POLE ON A UNICYCLE]

[YOUR NAME/GROUP] are from [GIVE DETAILS HERE OF SCHOOL] and will be raising funds for MAG on [GIVE DATE OF WHEN EVENT WILL HAPPEN / FUNDRAISING WILL START].

Every day thousands of ordinary civilians trying to recover from, or survive, war are being hurt or killed by leftover bombs, landmines and weapons.

For these people, ceasefire does not necessarily mean safety. For 20 years, MAG has been working to clear these deadly remnants of war from countries all over the world, saving thousands of lives and building people's futures in safety.

Event organiser [SPOKESPERSON'S NAME] said: [REASONS WHY YOU WANT TO RAISE MONEY FOR MAG, IF YOU HAVE PERSONAL LINKS TO MAG SAY SO E.G.]: "We decided to raise money for MAG to help spread the word about the lifesaving work they are doing all over the world today, and to contribute some vital funds to their operations [OR] I visited Cambodia on holiday last year and saw many landmine victims, now I want to help MAG to prevent this happening to anyone else.

[THEN YOU NEED TO GET PEOPLE TO TAKE PART / SPONSOR YOU E.G.]: "We thought a good way to help raise money for MAG would be by [BRIEFLY EXPLAIN WHAT YOUR FUNRAISING INITIATIVE IS] and I am now calling on everyone in MAGsville to support us so [GIVE DETAILS OF HOW PEOPLE CAN SPONSOR YOU, BUY TICKETS OR DIRECT PEOPLE TO WWW.MAGINTERNATIONAL.ORG/DONATE]

Notes to editors:

- [GIVE DATE, TIME, LOCATION OF FUNDRAISING INITIATIVE HERE, IF APPLICABLE]
- For more information about MAG's work in general please contact Kate Wiggans, Media and PR officer on 0161 238 5445 / 07979 343 969 or email kate.wiggans@maginternational.org.
- Visit www.maginternational.org for pictures and moving footage of MAG's work, and full details of overseas programmes. If using pictures/footage please credit Sean Sutton/MAG.

Paying in your money

The easiest way to forward the money you raise to MAG is to bank it and send a cheque for the same amount made payable to MAG along with the income return form. Please don't send cash in the post, but cheques, postal orders and CAF vouchers should be sent to:

MAG
68 Sackville Street
Manchester
M1 3NJ

Where possible, ask your supporters to make their cheques out to MAG so that you can send them direct to us, rather than having to bank them yourself. Please write your name and the event on the back of each cheque.

Payments by credit/debit card may be made online at www.maginternational.org/donate. Please don't forget to complete the notes section telling us what you've been getting up to. That way we can send you a thank you and a certificate for all your hard work. You may also pay over the phone (9am to 5pm, Monday to Friday) by calling +44 (0) 161 238 5448.

Important:

Sending in your money as soon as possible will mean we can put it to use immediately.

Making your money go as far as possible...

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If you are holding a sponsored event at your school some of the money you raise will be eligible for Gift Aid. The Gift Aid scheme enables MAG to reclaim from HM Revenue & Customs tax that donors have already paid on their donations. It adds approximately 28 per cent to the value of the donation, at no extra cost to the donor.

In order for MAG to reclaim the Gift Aid, there are a few simple things to remember:

- MAG needs a completed Gift Aid declaration from the donor. MAG can provide you with the declarations.
- The declaration must be completed by the original donor, not the person organising the fundraising event, collection or scheme.
- MAG's sponsor forms include a Gift Aid declaration, so sponsor money can be Gift Aided.
- The donor must pay an amount of income tax and/or capital gains tax at least equal to the amount of Gift Aid MAG will reclaim on the donation.
- There is certain wording that must be included on the declaration, so please don't design your own declarations or sponsor forms.
- Only donations are eligible. Money raised through sales of items or tickets etc is not eligible.
- Gift Aid can be applied to donated goods, but the rules are more complicated. Please talk to us if you would like us to reclaim Gift Aid on the value of donated items.

Gift Aid adds greatly to the amount you raise and, therefore, is well worth promoting. Please call us if you have any further questions.

giftaid it

Sudan MRE helps refugees and internally displaced people (IDPs) travel home in safety, while MAG clearance teams destroy landmines, UXO and caches of munitions and weapons, preventing them being used to fuel other conflicts.

Vietnam As the largest non-military clearance organisation operating in Vietnam, MAG plays a key role in reducing the risk and impact of landmines and unexploded ordnance on the local population, and also in assisting post-clearance construction and resettlement in these worst affected provinces.

Thank you. The money you have raised will go a long way towards helping a conflict affected community recover.

Name: _____

I held a _____

Address: _____

for MAG and raised _____

Postcode: _____

We'd like to hear your feedback from your experience of fundraising for MAG. Please leave your comments below.

Telephone: _____

Email: _____

I enclose a cheque made payable to 'MAG' (tick)

Or please debit my card

Mastercard / Visa / Maestro / Switch / Solo / Delta /

CAF card (delete as appropriate)

Card number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Amount: _____

Expiry date: _____

Issue Number (Switch only):

Security code (last 3 digits on the reverse):

Signature: _____

Date: _____

We'd love you to send us photos of your event. Should you wish to, please send them to fundraising@maginternational.org.

Please tick the box if you are happy for us to use your comments and/or pictures on our future promotional materials.

Hints and tips

1. Pick a fundraising event you know you and the pupils will enjoy.
2. Put a plan in place before you begin and make sure all the necessary permissions have been granted.
3. Pick a date that doesn't clash with any other activity taking place in the school.
4. Read up and make sure the pupils learn some facts about MAG's amazing work. If they're excited about MAG it will show.
5. Let us know what you have planned. We are here to offer you help and advice along the way.
6. Stock up on fundraising materials, a Fundraiser Lifesaver t-shirt is available for the event organiser and we can provide, posters, balloons, leaflets, collection tins. We can also send you a fantastic MAG DVD to show at your event.
7. Invite everyone you know and encourage them to bring people along. If it is an open event send out invitations via email and/or mail and give friends, teachers and parents a call to tell them what you are up to. Use the MAG event posters to advertise in your school and local area.
8. Get in touch with your local press and radio station to tell them what you have planned. Use the sample press release in this pack and get in touch with our Press and PR Officer for help.
9. Thank everyone who helped you with your event, those who donated raffle prizes or a venue and those who came along for their support. Let them know how much you raised and how much their contribution will help.

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The Windsor Boys School has raised more than £2,500 after making MAG their school charity of the year. They've held two dress-down days, a MAG stall in their town and are now planning to advise other students as to how they can come together to help children living in conflict affected communities.



Luanda International School (LIS) in Angola has been supporting MAG since 2006 by adopting the issue of landmines as one of its main community and service projects. Every October, the school holds its annual Mine Awareness Week in which all classes, from primary up to secondary, discuss the issues surrounding landmines. In 2007 the school organised a poster competition, in which all the children designed their own mines awareness poster. They also hold an annual golf tournament with all the proceeds coming to MAG.



Together we can help create a safer future for the millions of innocent people affected by conflict...



£45 is enough to field three fully trained and equipped local deminers for one day



£225 could buy a spine board to carry a mine victim to receive medical assistance



£80 could provide protective headwear such as helmets with visors



£50 could buy a prodder to enable a deminer to determine the exact location of a landmine



£550 could help us make a remote, safe and controlled explosion



£2000-£3000 could pay for a metal detector to help locate a deadly landmine

Or we could just put your hard earned donations towards destroying weapons in war torn countries, to transform minefields into safe agricultural land, to educate people on the dangers of living in areas contaminated by weapons, to enable other emergency services to deliver their services in safety, to provide employment for some of the world's poorest people. Simply put, we make safe land available for building homes, schools, health centres or a place for children to play out of danger.

We're helping MAG to make the world a safer place



MAG is a humanitarian organisation clearing the remnants of conflict for the benefit of communities worldwide.

MAG is co-laureate of the 1997 Nobel Peace Prize.

Registered charity 1083008.