

When I grow up I want to be....

Footballer? Nurse?

Teacher? Rock star?

Remember when you dreamt of being a paramedic, or a rugby player or a ballerina?

On 31st October, we're calling on workplaces to support the **Jumpstart!** appeal for African Revival and instead of a normal dress down Friday we're asking you to dress up—and come to work dressed as your childhood dream job. Make a donation, hold a bake sale, and have a laugh at people's costumes—all to raise vital funds for nursery education in northern Uganda.

All the money raised will help fund nursery education, meaning over 7,000 children will have the start in education that will allow them to go on to fulfil their childhood dreams. All money raised will be doubled by the UK government—**making double the difference.**





Getting involved is really easy:

1. **Advertise your day at your workplace**—through email, your intranet, social media and poster enclosed in this pack. Remember to give people plenty of notice and create a 'buzz' about the event—start forum posts about costumes, post pictures of yours and have posters up in loo's and shared areas.
2. **Get key people involved**—get the boss or the office joker on board and your event is sure to be a success. By getting key people excited they will help spread the word about the office.
3. **Add a fundraising element**—whether you bake cakes to sell at lunchtime, hold a raffle or ask for a donation for taking part, by integrating a small fundraising element you can ensure that people will have fun but also feel like they're doing something really worthwhile and remember—all money raised will be doubled.
4. **Shout about your success**—take loads of photos on the day and share with your colleagues how much was raised. Send your photo to the local paper and get some publicity for your business.

For fundraising ideas or advice, and to let us know your plans we'd love to hear from you at the fundraising office.

Contact Holly Smith on 020 8939 3190 /
holly@africanrevival.org

jumpstart!
Making double
the difference

Matching your
donations with

UKaid



Some of the benefits of workplace fundraising:

- Can generate positive and widespread PR
- Great for office morale, motivation and team building
- Demonstrates your commitment to corporate social responsibility

When I grow up I want to be....

Dress Up Day for African
Revival-31st October

Come as a ballerina, footballer or fireman-
whatever you wanted to be when you were little.

