



**WAR**  
child

**B**  
**F**  
**I**

**WAR CHILD**  
ABOUT US





## WAR CHILD

Our vision is of a world in which children's lives are no longer torn apart by war.





# WHAT WE DO

1. Protection
2. Education
3. Livelihoods
4. Advocacy







## WHAT WE DO – IMPACT 2015

### Protection

War Child reached 126,425 children, young people and adults as its direct beneficiaries, demonstrating a 28% increase on beneficiaries reached in 2014.<sup>(3)</sup> Indirectly, we reached 237,000 people across all the countries we work in.





## WHAT WE DO – IMPACT 2015

### Education

More than half of the children (61%) supported through War Child's Education Programme passed their exams at the end of the school year. Of the children who passed, 61% were girls.





## WHAT WE DO – IMPACT 2015

### Livelihoods

In 2015, we trained 812 people (76% female) in vocational and business skills. Tools were provided to 630 skilled people (81% female) on the successful completion of their training courses.



## WHAT WE DO – IMPACT 2015

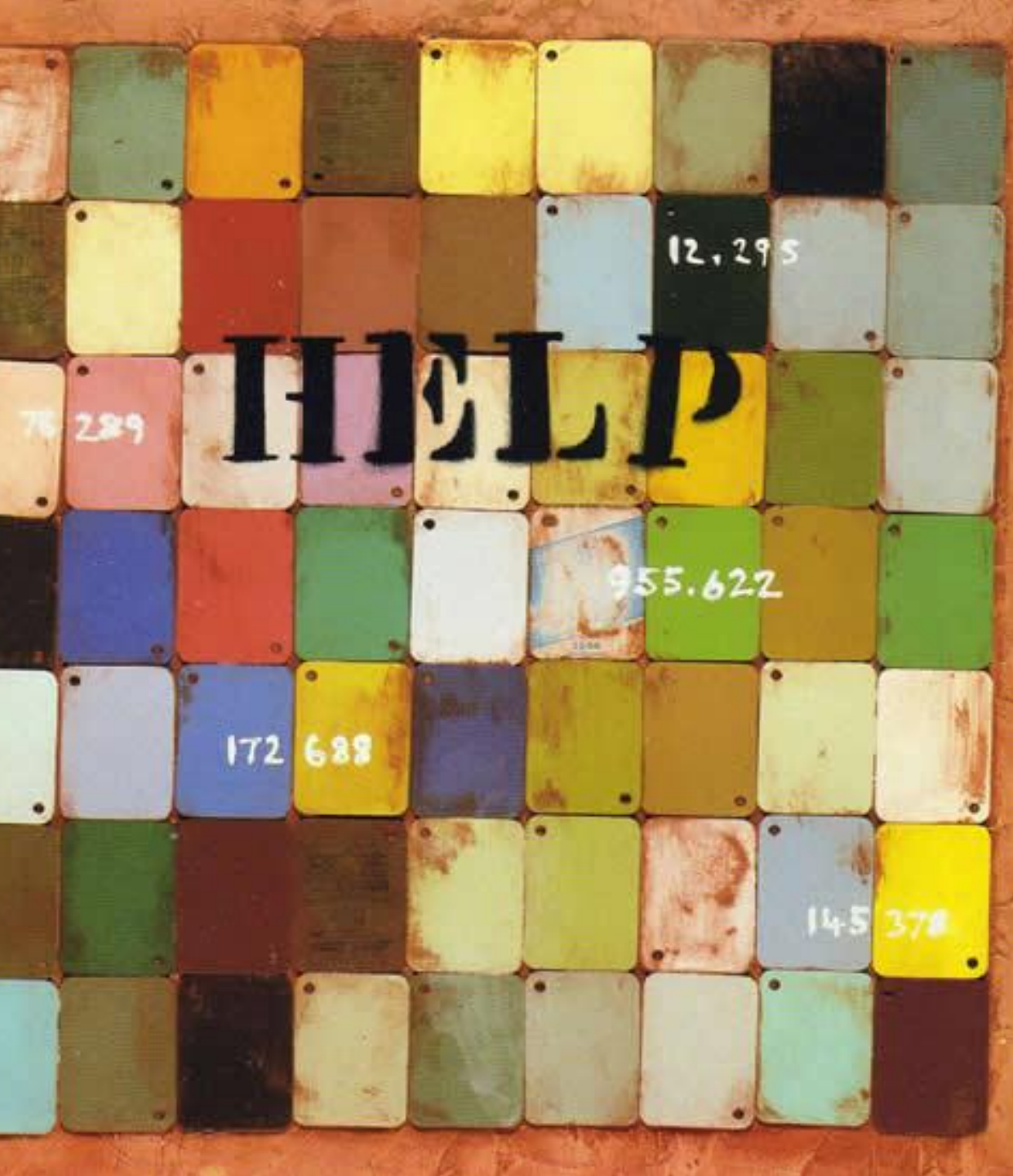
### Advocacy

During 2015, War Child launched a series of campaigns to raise awareness of the benefits of education for the community as well as decision makers. The campaigns also aimed to fight negative attitudes, stereotypes and prejudices that hinder inclusive education in our programme countries.





**WAR CHILD**  
HOW WE FUNDRAISE



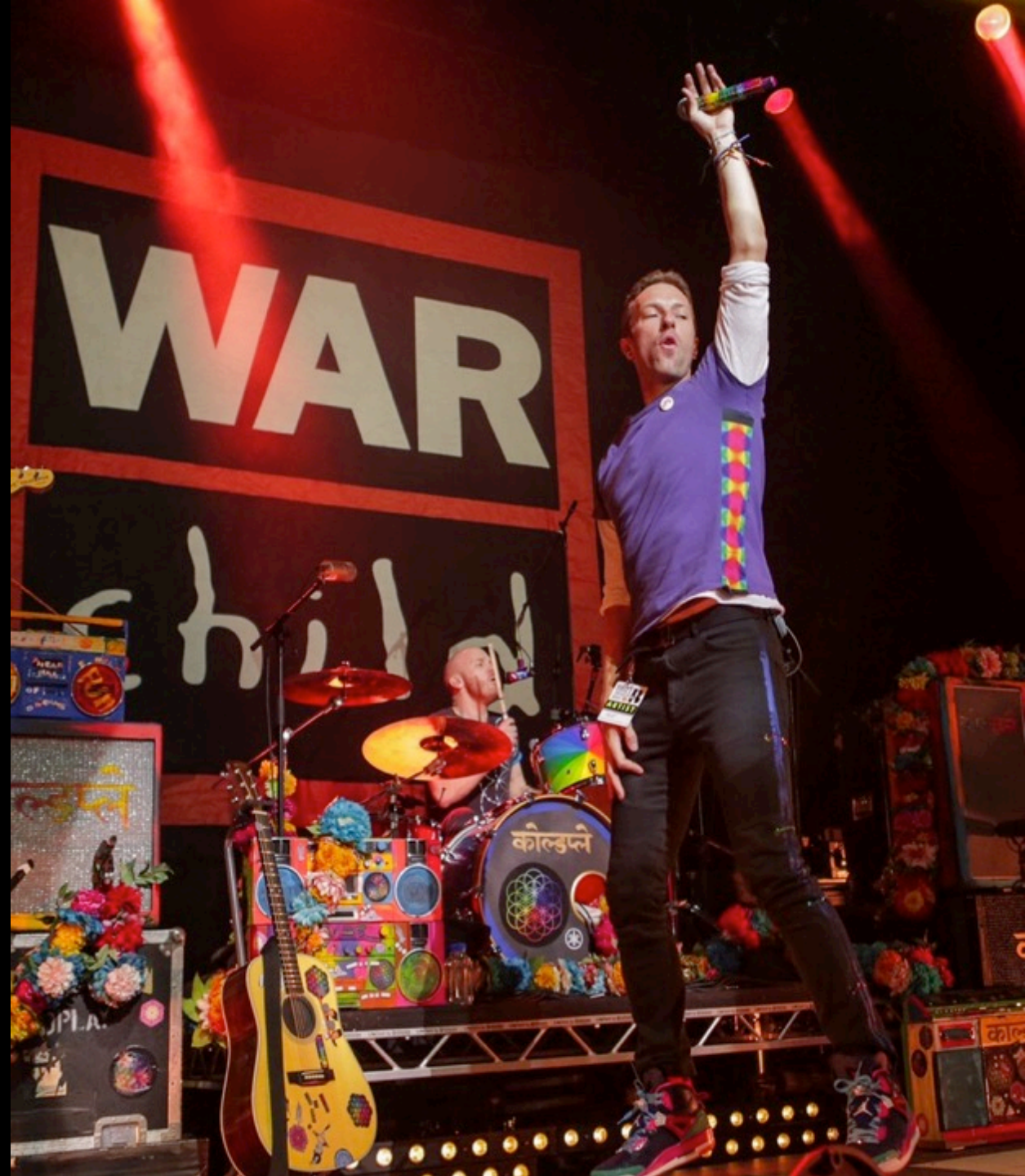
## HELP ALBUM 1995

Recorded in just 24 hours, the album captured the Britpop zeitgeist perfectly - with contributions from Oasis, Blur, Radiohead, The Stone Roses, Portishead, The Manics and Massive Attack.



# MUSIC PARTNERSHIPS

War Child has secured the support of some incredible acts – Coldplay, Florence and the Machine, Duran Duran, Elbow, Bastille, Jamie xx, You Me At Six and Bloc Party.





# WAR CHILD FESTIVALS

Standon Calling  
Isle of Wight  
LoveBox  
Citadel  
Wilderness  
The Great Escape  
House Festival  
Ibiza Rocks





# WAR CHILD x GAMING





**FOOTBALL  
MANAGER**  
TM



**WAR  
child**



# THIS WAR OF MINE

**WAR**  
child

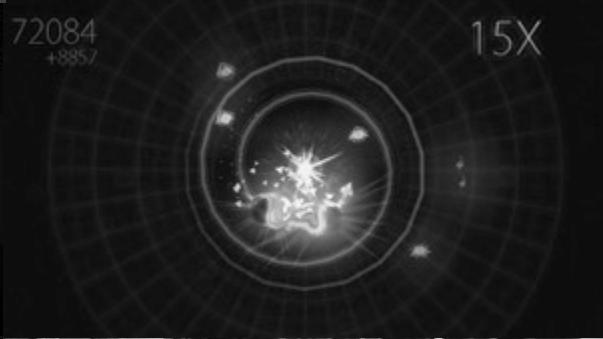
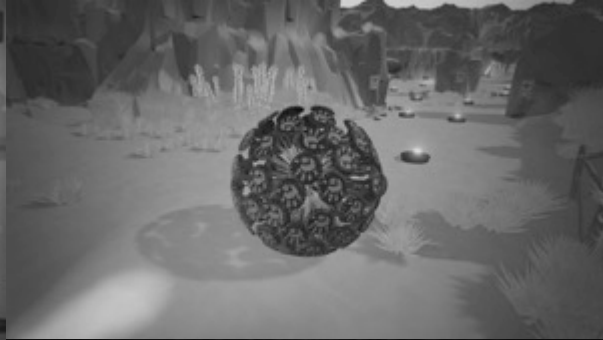
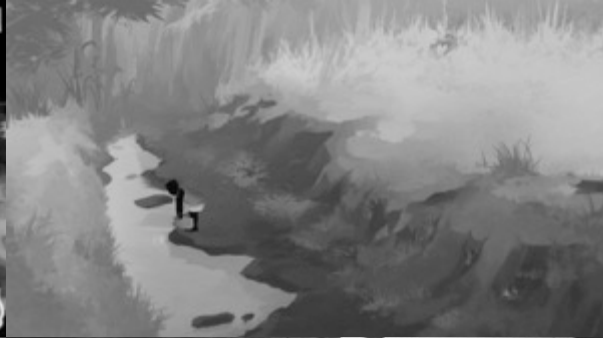




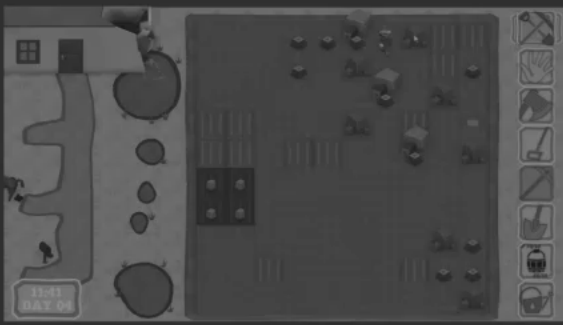
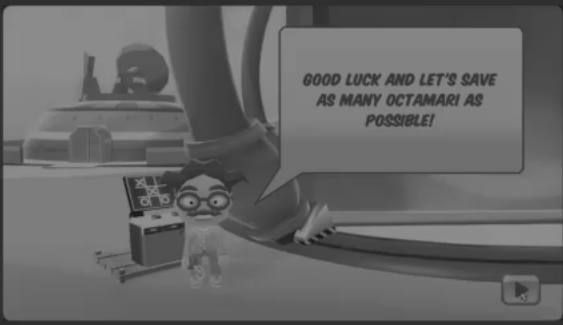


# DUTY OF CARE

PRESS START







A compilation of **12** PC games from some of the world's best studios

A man with glasses is speaking in front of a screen displaying the 'OCTAMARI RESCUE' logo. The logo is in a stylized, colorful font with yellow and orange letters and blue outlines. The man is wearing a dark jacket and has a serious expression.

**OCTAMARI  
RESCUE**

**NIC CUSWORTH**

**SUMO DIGITAL**

*Sheffield, England*

The War Child project is a really great opportunity to get a few people together

**WAR CHILD**  
WHAT'S NEXT



A red game controller is centered against a black background. The word "HELP" is written in a bold, white, sans-serif font across the middle of the controller's face. The controller has a standard shape with two analog sticks and a central button area.

**HELP**



## FUNDRAISING FOR WAR CHILD THE MORE ORIGINAL AND CHALLENGING, THE BETTER

**MAKE IT  
SOCIAL AND  
GET PEOPLE  
TALKING AND  
DONATING**

War Child believes in the power of groups to bring about huge changes in the lives of children affected by conflict worldwide.

That's why we're calling on you, the global gaming community, to join us in our mission to protect and educate children affected by war.

The more original and challenging, the better: **live stream, comment, make it social, and get people talking and donating.**

We hope you'll feel inspired to take on a challenge for War Child. Please email us at [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) or call 020 7916 9276 and tell us your plans.

Following are a few of our favourite fundraising ideas...

### PLAN YOUR PUBLICITY

The more people involved, the more fun you'll have and the more funds you'll raise. Make sure you tell as many people as possible what you are doing and why you are doing it. Share information from our website and explain the work we do.

### SOCIAL MEDIA

Create a Facebook event and invite friends and colleagues. Share your event date and details via Twitter. As you play and raise money share updates to get more and more attention.

### POSTERS

Advertise your event at your school, university or work place and get more players. Ask our team for War Child posters or design your own and use our special 'In Support Of' logo.

### PRESS

If you think your story might be something your local paper could get behind, email the press team at War Child on [press@warchild.org.uk](mailto:press@warchild.org.uk)

### PAYING IN THE MONEY

#### JUSTGIVING

Setting up a JustGiving page is an easy way for your friends and family to donate from anywhere in the world.

Visit [www.justgiving.com/warchild](http://www.justgiving.com/warchild), click on 'create your page' and follow the instructions. It couldn't be simpler to set up and because they automatically claim Gift Aid, it reduces our admin costs too.

#### CHEQUES AND BACS

If you prefer you can send us a cheque payable to 'War Child' to our address: Linton House, 39 - 51 Highgate Road, London, NW5 1RT. If you have sponsor forms, you can include those with the cheque so that we can claim Gift Aid. Or transfer the money to our Cooperative Bank account but please, put your name in the reference and email us at [fundraising@warchild.org.uk](mailto:fundraising@warchild.org.uk) so that we know who to thank!

If you'd prefer to transfer the money directly to our bank account, please email us and we'll

#### FUNRAISE BY STREAMING A 24-HOUR GAMING MARATHON BY YOURSELF OR WITH FRIENDS

1. Select a game you would like to marathon to help children affected by conflict.
2. Get friends, family & the gaming community to donate, watch & share.
3. Enjoy yourself!



#### THE CHALLENGE

Take Leicester (or another low ranking team) to the top of the league in less than 24 hours.



#### THE CHALLENGE

Play 'Ultimate Team' using just goal keepers as your outfield players.



#### THE CHALLENGE

Survive and complete This War of Mine without using violence.



#### THE CHALLENGE

How long can you last as a 'Rogue Agent' in the Dark Zone?



#### THE CHALLENGE

You and a buddy attempt to complete races by taking it in turns in being blindfolded and navigating each other to the finish line.





**ARMISTICE**  
Supporting children in conflict







# OPPORTUNITIES FOR STUDIOS / PUBLISHERS / ORGANISATIONS

Donations / Rev-Shares  
Sponsorships  
Cause-related marketing  
Employee fundraising  
Volunteering  
Pro-bono support  
Social media support





# THANK YOU

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