WHY FUNDRAISE?
Together we can help save a child’s life. It takes little to save a child’s life. 50 cents will give a child a 10-14 day course of zinc tablets to treat acute diarrhea. 1-4 US$ will give a child preventive zinc treatment for an entire year. Every dollar raised for the Zinc Saves Kids goes straight to UNICEF’s zinc supplementation program, so you can already see what a difference your fundraising will make!

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TIPS TO HELP YOU GET STARTED

**What would you like to do?**
First things first – decide how you would like to raise funds for Zinc Saves Kids. Whether you’d like to get sponsored to undertake a challenge or you’d like to invite other people to an event, following are some ideas to get you started.

**Money for Zinc**
Once you’ve decided what you’d like to do, focus on what you hope to achieve as a result. Set yourself a fundraising target, and work towards this personal fundraising goal. It’s important to work out early on if there will be any costs involved (these shouldn’t be more than 30% of your overall target) – perhaps you can get these covered by asking a local business to supply goods or services for free.

**All hands on deck**
If you’re planning a big event then it’s a good idea to recruit as many people to share the work (and fun!) as possible. From an informal group of friends and family who are willing to lend a hand, to a committee of helpers who may bring special skills to help you out – the more people you get involved, the greater the fundraising potential!

**Set a date**
Choose a date for your activity or event as soon as possible. If your fundraising depends on getting others to take an action on a specific day, check that you are not clashing with any major events, locally or nationally.

**Spread the Word!**
Whether you’re raising money by asking people to sponsor you, or inviting people to attend an event, it’s important to let them know what you’re doing as early as possible. As well as contacting everyone you know by telephone, email and word of mouth, don’t forget to make use of websites like Facebook and Twitter.

**Say thank you to everyone**
Once your fundraising event or activity has taken place, make sure you thank everyone who has taken part and let them know how much you’ve raised, so that they know just how important their support has been in helping to fight zinc deficiency... and they can help celebrate your success!
Send in your money
Personal donations can be made online through PayPal.
PayPal will issue a receipt.

Or, please make your check payable to, Zinc Saves Kids Program and send to:
International Zinc Association, Attn. Dawn Raymond, Suite 120, 1822 East NC Highway 54,
Durham, NC 27713, USA.
IZA will issue a receipt.
Personal donations of US$ 1,000 and above will get a tax receipt from UNICEF – provided the funds
are made by residents of one of the following countries: Australia, Brazil, Canada, Germany, Japan,
Korea, Mexico, Peru, Spain, UK, USA. Residents of other countries are requested to contact IZA for
further instructions.

Corporate Donations:
Paying by Transfer of Funds

A dedicated Zinc Saves Kids account has been established.

Account details:
Zinc Saves Kids
Account #2000044412021
SWIFT - PNBPUS33
ABA Routing# 053000219
Wachovia Bank, NA
Charlotte, NC 28262 USA

Upon receipt of your donation IZA will provide an invoice for tax deduction. Please communicate
your full company details - either on the remittance form or in a separate email addressed to Dawn
Raymond (draymond@zinc.org).
Paying by check

Please make your check payable to Zinc Saves Kids Program and send to:
International Zinc Association, Attn. Dawn Raymond, Suite 120, 1822 East NC Highway 54,
Durham, NC 27713, USA. Upon receipt of your donation IZA will issue an invoice for tax
deduction. Please communicate your full company details with the check.

Note: If your company is based in an EU country, please provide your company’s VAT number.
Thank you!
FUNDRAISING IDEAS FOR EMPLOYERS

STAY AT HOME EVENT
Give your employees a day off for a fixed donation that they pay. This day could coincide with a big event (football match, hockey, etc.) or the day after a national vacation. This kind of activity raises donations without any money, time or resources being invested in an event.

SIMPLE COLLECTIONS
A collection for the Zinc Saves Kids is the fastest, easiest and most direct way to raise funds. Organize a collection at well-attended areas in the office, such as in the entrance, meeting room, kitchen, or other high-traffic areas.

HOST AN AWARD CEREMONY
Host a dinner/lunch event in which an award is given to a renowned business or community leader. It is a chance for the attendees to network with colleagues and advance their careers. This can group the employees of more than one company.

THE FOOD FAIR
Everyone loves a good food fair at work. Food and drinks can either be prepared and donated by employees or by a local restaurant you know. Tickets are sold to the employees for admission to the food fair.

OLD BOOKS/MUSIC SALE
Start collecting old books and records/tapes/CDs from your employees well in advance. After you collect a decent number of books/CDs, hold a sale for your employees during lunch hour.

KARAOKE
Hold a karaoke afternoon at work for employees and their friends. This can be combined with the Food Fair. Tickets are sold for admission.

ARaffle
Designate a prize (a trip, technological gadget, etc.) depending on what you know your employees would be interested in and sell tickets for an event at work with the raffle as highlight of the event.

GOLF TOURNAMENT
Golf tournaments are well known for their fundraising potential – and for some healthy competition among players! Invite your employees and maybe even your counterparts to a golf tournament with tickets.

ZINC MILES
Decide what your staff would rather do (walk, cycle, run or swim) and organize a Zinc Miles event during the working day. This is a tried and tested way to bring in the dollars for charity - and a great way to stay fit and healthy.

PARTY, PARTY, PARTY!
A sure fire way to raise even more money for Zinc Saves Kids is to host a party either at your house or at a local hotel for your employees and their families to party and enjoy food, drink and music.
**FUNDRAISING IDEAS FOR INDIVIDUALS**

Why not organize a party, quiz, fancy dress day, collection or your very own challenge... the list of things you can with your friends, family or colleagues to raise money for Zinc Saves Kids really is endless! Whether you want to put on a big glamorous event or a walk with just your family, every single dollar you raise will go towards zinc supplementation programs for children.

**AUCTIONS**

Hold a live auction or use eBay for charity!

**BIRTHDAYS AND SPECIAL OCCASIONS**

These events are an opportunity to ask for donations to Zinc Saves Kids instead of receiving presents you just don’t need.

**SIMPLE COLLECTIONS**

A collection for the Zinc Saves Kids is the fastest, easiest and most direct way to raise funds. Organize a collection at well-attended areas, such as at the entrance of malls, sport clubs, libraries, social clubs, or in other high-traffic areas. Make sure that the proper authorities have given permission for the collection.

**CATWALK FUNDRAISING**

Walk the catwalk for zinc by organizing a charity fashion show.

**ART OR PHOTO EXHIBITION**

Do you or someone that you know have an artistic flair? If so perhaps you can put together an exhibition in a local venue. You could sell tickets, or ask for donations from attendees.

**ATHLETES**

Athletes have been crucial in raising awareness for different causes. Organizing an athletic tournament is a fitting way for you to add to their support. You can raise money by getting teams, asking individual players to raise sponsorship money to take part, charging an entry fee, or holding a raffle or auction at the event.

**GOLF DAYS**

They are well known for their fundraising potential – and for some healthy competition among players! If you or someone you know is a Golf Club captain then please nominate us as club Charity of the Year.

**INTERNET FUNDRAISING**

Charity supporters are constantly coming up with new and innovative ways to raise funds online. As well as making the most of web sponsorship pages, try to tap into new networks using Twitter and Facebook.

**KARAOKE NIGHT**

Do a karaoke night hosted by a local karaoke venue.
**ZINC MILES**
Whether you walk, cycle, run or swim, taking on a distance challenge is a tried and tested way to bring in the dollars for charity - and a great way to stay fit and healthy. As well as securing your own place in high profile national and international events like the London or New York Marathons, you could enter a local 10K or fun run or even organize a sponsored walk or cycle for your local community.

**PARTY, PARTY, PARTY!**
A sure fire way to raise money for Zinc Saves Kids is by bringing friends and family, young and old together while enjoying food, drink and music. You could host a simple tea party; an international dinner party; or even a dinner dance at a local hotel.

**QUIZ NIGHTS**
Organize your own or see if the takings from a local club quiz can be donated Zinc Saves Kids. Adding in some questions about zinc deficiency and Zinc Saves Kids will help raise awareness about this program.

**UNWANTED GIFT SWAPS OR SALES**
This is particularly popular after Christmas. Get some friends and work colleagues together and you may come away with more than funds for Zinc Saves Kids!

**CHRISTMAS (OTHER HOLIDAYS) FAIR**
Invite the local community to contribute homemade gifts, or consider inviting traders to take a stand and then make a donation to the charity.

**SCHOOL FUNDRAISING**
Can your school nominate Zinc Saves Kids as its chosen charity this year? Whatever age your pupils are, supporting us offers them the opportunity not only to make a real and tangible difference to the world, but also to learn about key global issues. Many of the ideas listed here are suitable for children and young people, but here are a few more suggestions –organize a quiz including zinc deficiency or Zinc Saves Kids questions, an X-Factor style school talent show (for pupils or teachers!), a sponsored sports day, organize a Zinc Saves Kids art or coloring competition.

**STUDENT-FACULTY BENEFIT MATCH**
Students can challenge faculty and staff to a basketball or volleyball tournament to help the Zinc Saves Kids program. Charge admission to the game.
ENGAGING THE MEDIA
Once you have planned your activity, let as many people as possible know what you’re doing. You can raise more and increase awareness about the fight against zinc deficiency

Following are some tips on how to engage your local media. You will also find a template press release that you can use with your local newspapers or radio stations. You should moreover make the most of your online social networks. Update your Facebook page or tweet about your fundraising activity.

SEVEN TIPS TO KEEP IN MIND WHEN APPROACHING A MEDIA OUTLET
1. When placing a phone call to a reporter or sending an email, it is best to do so between the hours of 9:30 am and 1:00 pm. Reporters are often on deadline in the late afternoon (meaning they have assignments due to their editors by 4:00 pm). A reporter may not want to speak to you or even be available after 1:00 pm in the afternoon. It is best to always ask a reporter if it is a good time for you to call and if they are on deadline – regardless of the time of day. This always helps to ease you into a conversation with the journalist.
2. You may reach a journalist who is not the appropriate contact. Do not be dismayed if this happens to you. Just apologize for the inconvenience and ask for a more appropriate contact.
3. Do not be a pest. Once you pitch a journalist with a story idea and have sent additional information it is best to follow-up with the journalist two days later to find out if he or she will be able to do the story or attend the event. Please do not call the journalist every day leading up to the event. This is ineffective and will most likely turn the journalist away.
4. If you are hosting an event and are hoping to have press attend, it is best to do a round of reminder calls to the news desks, photo editors and assignment editors a couple of hours prior to the event.
5. When a reporter is on deadline or is unable to speak for whatever reason, thank them for their time and understand that they are busy.
6. Should you receive a hang-up or rude comment from a journalist, don’t take it personally or lash back on the phone. Journalists are flooded with calls, queries, emails, pitches and faxes everyday, and are dealing with tight deadlines – your call isn’t the only one they would have received that day.
7. Be sure to thank journalists that run a story about Zinc Saves Kids and any that may have helped you.

TIPS FOR HOSTING AN EVENT

If you are inviting press to an event:
✓ Invite photographers from local news outlets
✓ Send the media alert to the calendar section of local publications at least 10 days prior to the event
✓ Make sure that you have enough press materials (i.e. press releases) for all attendees
✓ Get the names and numbers of all the press that attended the event
✓ Make sure that all attending press have background information about the spokespeople
✓ Find out from the press when the story will be aired or printed
✓ Follow-up with reporters after the event to thank them for attending
[Insert date]

[Name of person/Name of Company] joins the fight against Zinc Deficiency

[Insert your name or name of your company] a [insert your job title or description of the company’s activities] from [insert where you live or where the company is based] is joining the fight against zinc deficiency by taking part in and/or organizing a [insert details of your fundraising activity] for the Zinc Saves Kids Program. Zinc Saves Kids is a program of the International Zinc Association supporting UNICEF’s zinc-containing supplementation programs of undernourished children in Asia, Latin America and other countries worldwide.

[Insert your name or name of company CEO] said: “I was staggered to discover that each year 450,000 children under the age of five die annually due to zinc deficiency and many who survive suffer lifelong repercussions from early childhood micronutrient deficiencies. One out of three people worldwide are zinc deficient.”

“It takes little to save a child’s life. 50 cents will give a child a 10-14 day course of zinc tablets to treat acute diarrhea. 1-4 US$ will give a child preventive zinc treatment for an entire year, so I know that every cent I raise is going to make a massive difference,” adds [Insert your name or name of company CEO].

For more information about Zinc Saves Kids program, please visit www.ZincSavesKids.org.

NOTES TO MEDIA: About Zinc Saves Kids

“Zinc Saves Kids” is a program of the International Zinc Association supporting UNICEF’s zinc-containing supplementation programs of undernourished children in Asia, Latin America and other countries worldwide.

450,000 children die every year because they don’t get enough zinc through their diets. A few extra milligrams of zinc every day can make a huge difference. Zinc-containing supplements are a quick and easy, effective and inexpensive remedy. In addition, zinc supplements rank high on the list of child survival interventions. Zinc is particularly effective in treating diarrhea and shows good results in supporting the treatment of pneumonia.

In recognition of the importance of this cause, the Clinton Global Initiative has endorsed IZA’s Zinc and Nutrition initiatives. The Clinton Global Initiative is a group started by President Clinton that includes world leaders and executives and has raised billions for social causes.

For more information and to donate visit: www.ZincSavesKids.org

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UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, safe water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

The International Zinc Association (IZA) – www.zincworld.org - is a non-profit organization representing the global zinc industry. IZA focuses on zinc’s essentiality in present and potential product applications, human health and crop nutrition and highlights zinc’s contribution to sustainable development. IZA conducts programs in Technology & Market Development, Environment & Sustainable Development and Communications. IZA has been active in Zinc and Nutrition efforts by supporting scientific research, publishing information materials and holding conferences.