

# ***Adopt-A-Future***

**Educating a generation  
of refugee children**



UNITED NATIONS ASSOCIATION  
of the United States of America  
A PROGRAM OF THE UNITED NATIONS FOUNDATION



USA for  
**UNHCR**  
The UN Refugee Agency





# The Challenge

- Over 65 million people have fled their homes and risked their lives in search of refuge. Most are children, but less than half have access to education.
- Most Americans think of schools as a refuge; a place of shelter, of learning, of hope. If that is true for us, then it is doubly so for those who have suffered the unthinkable, left everything behind, and trusted their fate to the compassion of their fellow global citizens.
- An uneducated child is a vulnerable child, adrift and at risk of exploitation. UNHCR is working to prevent a lost generation by giving refugee children the education they need to build a better future. However, they will need all the help they can get.
- There is a clear need for a campaign that connects American communities to this crisis in a personal and visceral way. A campaign that allows them to both mobilize their generosity and amplify their advocacy. The United Nations Association of the United States (UNA-USA), a program of the United Nations Foundation, is committed to lead just such a campaign; a campaign called *Adopt-A-Future*.



# The Opportunity

- UNA-USA, a grassroots organization committed to helping the UN help the world, has a rich history of mobilizing American communities for humanitarian action.
- In the 1990's landmines were killing more than 15,000 people every year. To address the crisis, UNA-USA launched *Adopt-A-Minefield*, a campaign linking UNA-USA chapters to specific communities plagued by land mines. From 1999-2009, the campaign raised over \$25 million, cleared over 1,000 minefields, and assisted thousands of survivors.
- UNA-USA has partnered with the UN refugee agency (UNHCR) and its fundraising arm (USA for UNHCR) to build on the success of *Adopt-A-Minefield* by enabling American communities to provide direct support for refugee education overseas, welcome refugee families at home, and build awareness of and advocacy for the role of the UN in both assisting refugees and resolving the conflicts that create them.





# The Campaign

- The refugee crisis is a historic tragedy, but for most Americans it remains remote. The campaign will address this challenge, by focusing on a child, a school, and the role of individual communities in making a difference.
- The campaign will enable partners and supporters to raise funds to support either refugee education worldwide or to build a classroom for a specific refugee serving school.
- Participating communities will also host Back-to-School events to raise awareness on the crisis and to provide school supplies to resettled refugee families to ensure that their children start school with both the tools they need to succeed and with a message of warmth, welcome, and inclusion from their new hometown.
- These events will be complemented by advocacy outreach to clearly demonstrate an American constituency for UN efforts to resolve the refugee crisis.



# Impact Levels

- Equipping Refugee Students for Success – For **\$250** a partner or supporter can provide school uniforms and supplies to enable 10 students to enrol in school. Funds raised will equip students in UNHCR-supported schools in camp and community settings worldwide.
- Expanding Access at a Specific School – For **\$30,000** a partner or supporter can provide a new classroom at a refugee serving school which would serve the needs of at least 40 children for 10 years. For year one (2017), the program will focus on supporting schools in two UNHCR camps in Kenya (Dadaab and Kakuma).
- Matching Contributions – Funds raised will be matched by the Educate a Child Fund of Her Highness Sheikha Moza bint Nasser of Qatar and other philanthropic partners, doubling the impact of the initiative.







# Back-to-School Events

- Basics – Every fall, UNA-USA Chapters and other partners will welcome resettled refugee families in their midst by providing back-to-school supplies to help their children prepare for school. In August 2016, 20 UNA-USA chapters (from Atlanta to Portland) hosted Back-to-School events, including an event in Los Angeles with Secretary-General Ban Ki-moon, hosted by the Annenberg Foundation.
- Community Partners – Events are hosted in partnership with local refugee resettlement organizations working on the ground in local communities
- Private Sector Partnership – The school supplies for these events were donated by, Yoobi, an innovative social enterprise, which donates school supplies to local children for every Yoobi item purchased online or in stores.



# Night of 1,000 Dinners

- Basics – Partners and individual supporters host dinners in their homes, places of worship, and other venues where individual guests make a donation to support the community's adopted refugee school. These events mix good food and company with fundraising and awareness building. They can be as small as an intimate dinner in a private home or as large as a formal evening in a high profile venue. They are an ideal platform for partnering with local restaurants, schools, faith groups, and others.
- A Recipe for Success – Hosts receive web-based resources for organizing a dinner and collecting donations as well as suggested recipes (recommended by both resettled refugees and celebrity chefs).
- Timing – A national Night of 1,000 Dinners will be held each year to coincide with World Refugee Day (June 20). The campaign will launch on October 24, 2016 (UN Day), with UNA-USA chapters holding over 150 events across the country, and partners will be encouraged to hold fundraising dinners throughout the year. Participating partners and supporters will receive *Adopt-A-Future* toolkits and individual dinners will be tracked and amplified through social media.







# Year-round Engagement

- Other Fundraising Options – In addition to hosting fundraising dinners throughout the year, participating communities will be able to organize Hikes to Help Refugees, bake sales, concerts, and other fundraising events to support the campaign throughout the year.
- Elevating Champions – Chapters and other partners will have a chance to come to UN headquarters in New York to report out on their efforts during UNA-USA's *Members Day at the UN* forum in February each year.
- Field Visits - In addition, top performing communities will be able to participate in a select number of field visit to *Adopt-A-Future* supported schools in Kenya and meet with UN agencies.



# Goals

- Direct Support – The campaign will support UNHCR's overall goal of providing education access to 3.7 million school-age refugee children who currently have no access to education.
- Public Awareness – The campaign will also connect American communities to the refugee crisis in a visceral way, demonstrate that it is a crisis of children, and show that we all have a stake in preventing a lost generation.
- Advocacy Impact - The campaign will also mobilize UNA-USA chapters and other partners to advocate for US support of UNHCR and the UN-led peace building and mediation efforts necessary to address the conflicts that underpin the crisis.





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