



We have a very interesting lesson today, we are going to become Concern Ambassadors and charity champions in *(your school)* community
First we will go through this short presentation, then as a group, we will work through the Ambassador pack

Today we will

- Learn more about Concern's work and what it means to be a Concern Ambassador
- Discuss your Ambassador role and your fundraising plans

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Today we will *(read slide)*

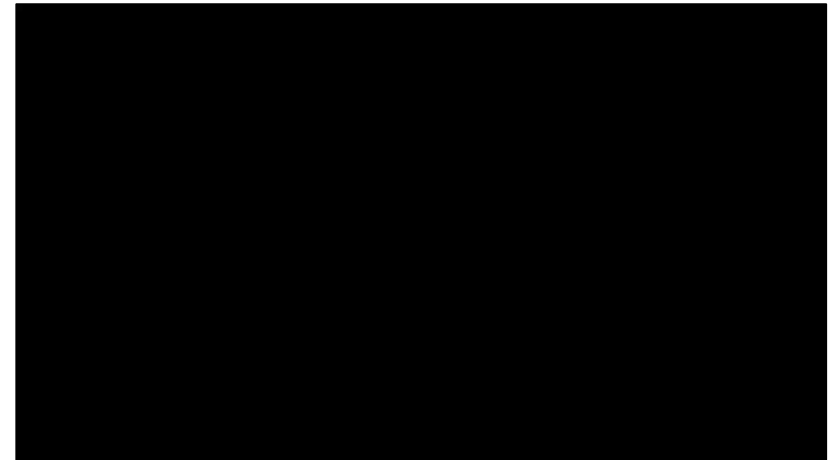


Class Question – Have you heard about; or seen Concern Worldwide on anywhere?

A - Yes – where & how, what do you think they do?

A – No – that's fine because you will learn more about Concern after this lesson, they are *(read slide)*

Teacher tip (address the difference between relevant and absolute/extreme poverty) We have poverty in our own community but the communities Concern helps live in extreme or 'absolute' poverty with limited or no access to basic human rights, like health care or education – which you receive for free! Lets watch a **short video from Concern**. To help better explain and illustrate their work *(play video in next slide)*



SOUND ON for video (subtitles included). **Press play**

Class Questions – what are your thoughts on the video? Prompts...

Q – where do you think Concern works?

Q – what type of aid were they giving out?

Q – what kind of emergencies were Concern responding to in the video?



Our vision

A world where all people live in peace and prosperity and are treated equally, with dignity and respect.

Bangladesh: Marium* and her five-month-old daughter Tayma*

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So Concern's vision is *(read slide)*

Teacher Tip – explain to the students how Concern's vision fits your curriculum and/or your school ethos

E.g...

By being good global citizens and Concern Ambassadors for our school, we can support Concern's Vision



Some of you maybe familiar with this slide?

The United Nations Sustainable Development Goals are a blueprint (plan) to achieve a better (more sustainable) future for all.

They address the global challenges we face, including poverty, inequality, climate change, and the barriers to peace and justice. As a member country of the UN, the UK government have signed up to help achieve these goals.



SDG1 aims to eradicate extreme poverty for all people everywhere, which closely aligns with Concerns mission

Teacher Tip – point out – at first glance, it may look like a family living in poverty but they are also happy, smiling family, well dressed – maybe we shouldn’t jump to conclusions about other communities



SDG 16 focuses on several key areas, 2 of which are...

Access to Justice: Ensuring equal access to justice for all individuals – again aligning with Concern’s mission and vision and

Promoting Peaceful Societies: Encouraging the reduction of violence and related deaths. As reported by the UN, 1 person died every 12 minutes because of global conflict events. Concern or their partners were involved in offering emergency and life-saving support to those affected by conflict

Emergencies

In 2024, we responded to 50 emergencies in 22 countries, reaching more than 6.8 million people directly and almost 10 million people indirectly.



Yemen: one of many water points that Concern has rehabilitated

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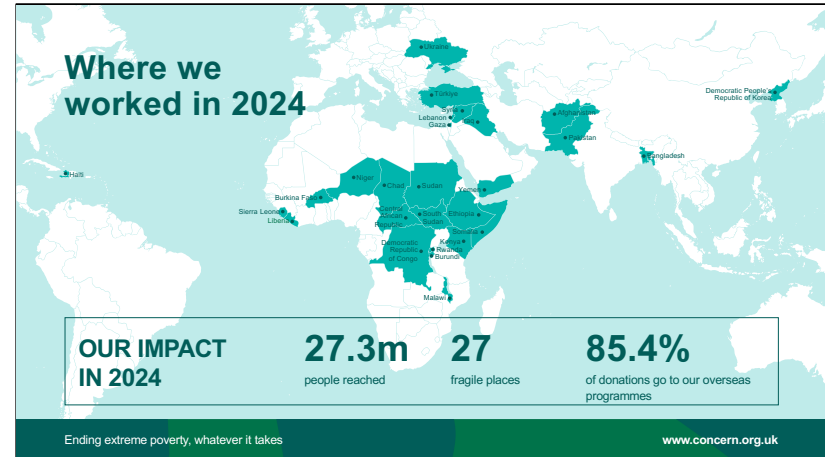
Concern responded to emergencies in the Middle East, in countries like, Gaza, and Afghanistan, Sudan and continues to work in places like Ukraine and Syria – shown here on *(click to map)*

(Extra Info....)

MAIN OBJECTIVES ARE TO:

- Respond rapidly to save lives and reduce suffering
- Improve access to food, shelter, healthcare and water
- Prevent and reduce the impact of emergencies

Where we worked in 2024



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To modify countries, go to View → Slide Master, then click on the country you and to modify and change the colour. You will also need to duplicate a marker and text. Use Indent (Increase List Level) to get styling for second level text.

Would you know the names of some of these countries if they weren't labelled?

Concern worked in 27 countries last year, and provided aid to over 27 million people **(point to Somalia on map)**

Somalia has faced many hardships and crisis, created by political instability, conflict, hunger, and climate change. Concern has worked here for 40 years with both emergency interventions and longer-term projects, such as educational programmes **Concern helped 30,000 vulnerable children by providing them with free education**



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You can see here and on our ambassador poster this is #Omar from Somalia benefitting from Concern's support (for security reasons Omar isn't his real name) *Is he the same age as you?*

Omar and others like him continue to need your support, so that's where we come in, we need to raise funds to help other students like Omar receive the education they deserve, but also help displaced people of Gaza, help mothers feed their children in Yemen, or help people in Afghanistan affected by the recent earthquake



Here are just some of the actions and aid Concern provides, from distributing hygiene kits, building shelters, providing clean water and food.

Concern need our help, funding this aid. Lets talk about Ambassador work...

What will Concern Ambassadors do?

- ✓ Plan: Organise fundraising activities
- ✓ Campaign: Present a short PowerPoint presentation to your school
- ✓ Fundraise: Do a 24-hour sponsored challenge
- ✓ Lodge your funds, check with your school



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Read slide

As Concern Ambassadors, you are now charity champions for Concern, you will campaign to raise awareness of Concern's work and raise vital life saving funds

To help 'campaign' you have your own Concern PowerPoint, it's already created for you - with notes! All you have to do is present to your school community



The Concern 24hr challenge is our main schools fundraising campaign, taking place around the date of UNs Eradication of Poverty day which is Friday 17th October but if this doesn't suit please do agree a date that works for you. Most schools pick their own.



what about a...

Digital detox can you go without your phone, tablet or any other digital device - could you ignore insta, give up gaming, lock up your phone – you might like it!

Which one will you pick?

Your Concern Pack Activities

- ✓ What kind of 24-hour challenge you will do? What other activities can you do?
- ✓ Choose a suitable date to do your challenge or FAST
- ✓ How are you collecting sponsorship money?
- ✓ Plan and organise your Concern presentation
- ✓ When will you next meet up?



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Next will start our fundraising planning, and talk about what you can do – lets open your pack
(work through the **Ambassador Worksheet**)



We can do it – good luck!