



CHRISTMAS SHOEBOX APPEAL

BUSINESS ENTREPRENEURSHIP MODULE

TRANSITION YEAR





Welcome to Team Hope's 2021 Christmas Shoebox Appeal!

About Us

Team Hope is an Irish, Christian development aid charity, working with children and their families and communities in Eastern Europe and Africa. We work year round helping children to have access to education, proper infrastructure, hygiene and health. Check out www.teamhope.ie for more info.

We are best known for our Christmas Shoebox Appeal and last year we delivered **over 40 thousand shoeboxes** from Ireland to children in areas of poverty in countries across Africa and Eastern Europe.

Why Get Involved?

From your school to a community in Africa or Eastern Europe, **YOU** can make a difference.

Every single box makes a difference in a child's life – showing that there is someone who cares and giving gifts that make a real difference, like warm clothes and school supplies.

This resource provides a template for you to get involved as individuals or as a TY action project, complete with teams, roles and planning guide!

Get in touch with us for anything else you need! info@teamhope.ie

We all have a *story*...

Emilia in Malawi left school in 5th class to be the head of her household, looking after her younger brothers and sisters as they have no parents.

With the copy books and pens in her Christmas Shoebox she says she wants to return to school! She never could have afforded to do this alone.



EMILIA IN MALAWI



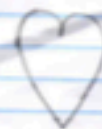
LEAH IN KENYA

I was happy as a king when I went to school and received items like: Colours, pens, pencils, Soap, socks, Sweets and other things.

I pray God to bless my family and person who gave me these items. When I went home, I gave my brother the colours and was very happy as said that he will take me where I received those things. He coloured pictures and he was very happy enjoying the beauty of the picture. I pray God to bless my family and my parents. When I grow up I will support other children.



be happy like this flower



The Goal

Collect shoeboxes!

We'd love to send a record-breaking number of shoeboxes this year which is why we are looking at you and your team to help make this happen!

2019: How We Did

Last year we sent **44,749** shoeboxes to 12 countries!

Read more about these countries at: www.teamhope.ie

Challenge: Can you find each of these countries on a map/globe?



How to make a Christmas Shoebox

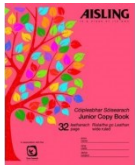
1. Wrap a regular sized shoebox. Wrap the box and lid separately (you may use a hinged shoebox or similar size plastic container).
2. Put the sticker from your leaflet (or print one from www.teamhope.ie) and tick the age group and gender. Stick it on the top right hand corner of your shoebox.
3. Fill your shoebox using items from the 4 W's list. Please only include items that are new or items you would be happy to receive yourself.
4. Include €4 in the envelope of your leaflet (or any envelope) and put it inside your shoebox. Alternatively, you can donate it online.
5. Close the shoebox with an elastic band but don't seal it with tape as we have to check each box for custom purposes. Then drop it off by November 9th at one of our 400+ national drop off points! If you have more than 50 boxes please call us and one of our volunteers will collect them!



4 W's

These are some ideas of things you might fill your
Team Hope Christmas Shoebox with:

Write



Pens/Pencils
Crayons
Paper/Copy Books
Colouring Books
Markers
Sharpeners & Erasers



Wash

Soap (wrapped)



Hairbrush

Comb

Toothbrush

Toothpaste

Facecloth



Wear



Socks



Underwear



Flip Flops

Hat

Scarf

Gloves



Wow



Cuddly toy



Skipping rope/Yo-yo

Doll

Small Musical Instrument

Photo of You/Your Family

Sweets (in date to 06/21)



Ball

Stickers

Toy Car



What not to include:

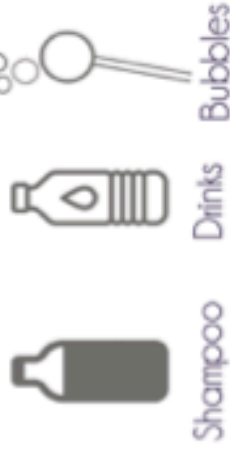
Liquids (shampoo, bubbles, drinks), chocolate, sharp objects, scary things war related, masks), breakables, medicines, large clothing items.

Christmas Shoebox Appeal

These are the items we **CAN'T** send

Help us out by not adding these items to your Christmas Shoebox, we hate to take anything out of your thoughtful box

Liquids



Shampoo Drinks Bubbles

Food

(except for sweets!)

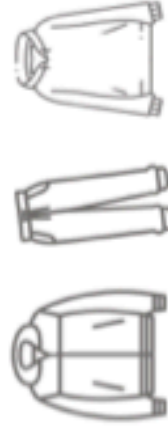


Chocolate Perishables Tins

Books with words



Large clothing



That takes up too much space

Dangerous items



Sharp things Breakables Medicines

Scary toys



Halloween toys Snakes

Masks

War toys

More info at

www.teamhope.ie

Team Hope, 5 Leopardstown Business Centre, Ballyogan Avenue, D18 CF67.

Phone: 01 2940222

CHY No. 14324

CRA No. 20047627

A collection of various gifts arranged on a white background. The items include: a black beanie with 'NYC' and pom-poms; a black t-shirt with a green dinosaur; a pair of black gloves; a box of Scented Soy Candles; a box of Colgate Gel toothpaste; a box of Dettol disinfectant spray; a box of Baby Wipes; a red book titled '68 Pages of Fun'; a yellow coloring book titled 'COLOURING 88 Pictures'; a Thomas the Tank Engine toy train set; a grey robot-shaped electronic toy; a yellow xylophone; a green ball; a small blue fan; and two cartoon children holding a large red gift box.

[illegible][illegible]A collection of gifts for a girl aged 2-4, laid out on a white background. The items include:

- A red and black plaid long-sleeved shirt.
- A pink knit beanie with two horizontal stripes.
- A pair of red socks with "THICK & SOFT COTTON" printed on them.
- A box of Colgate Gel toothpaste.
- A box of Dove soap.
- A stack of folded clothes in various colors (blue, white, yellow, pink).
- A small white container with colorful dots.
- A book titled "COLOURING 88" featuring various animals and objects.
- A book titled "PINKY AND HER FRIENDS" featuring a pink pig character.
- A baby doll wearing a pink onesie.
- A small toy car.
- A small toy figure.

In the bottom right corner, there is a cartoon illustration of a boy and a girl playing with blocks. The boy is holding a green block and the girl is holding a red block.

Girl Aged 5-9

[illegible]

Dreaming Big, getting your group TY project started:

What are your ideas?

What is your vision?

What are your goals?

What research do you need to carry out?

1. Are other class groups involved in the Christmas Shoebox Appeal?
2. Are any local primary schools or businesses involved in the Christmas shoebox Appeal?
3.
4.

For Logos please see www.teamhope.ie or contact us!

“The best way to not feel hopeless is to get up and do something.

Don’t wait for good things to happen to you.

If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope.”

— Barack Obama

Assembling the Troops

To begin, pick a role that suits you.

Assemble yourselves into teams and get working!

More details on each team on the pages below!

Strategic Team:

- | | | |
|------------------|---|--|
| Personal profile | - | being organised excites you, you handle pressure well, & you are a visionary |
| Responsibilities | - | keep all the teams motivated and coordinated, set goals and deadlines |

Marketing Team:

- | | | |
|-------------------|---|---|
| Personal profile | - | you are creative and good at rallying a crowd together towards a common goal |
| Responsibilities: | - | Develop a marketing strategy to make & distribute posters, and organise events, etc |

Finance Team:

- | | | |
|------------------|---|---|
| Personal profile | - | you are good with numbers & can handle money well |
| Responsibilities | - | organise fundraisers, and keep track of all money coming in and out |

Logistics Team:

- | | | |
|------------------|---|--|
| Personal profile | - | you are a good communicator and can keep track of lots of moving parts. |
| Responsibilities | - | communicate regularly with our office/your local area coordinator (find details on our website www.teamhope.ie) to make sure you have resources. |

Plan Ahead

1. Set up your next meeting.
2. Read up! Spend some time browsing through www.teamhope.ie to learn about what we do so that you come prepared with ideas for your next session.

Team Hope in Action

Team hope work all year round and send Christmas Shoeboxes to countries where there is poverty. Christmas Shoeboxes are gifts that help to bring joy to children and they also give things that they need like copy book and pencils for school and warm clothes.

Poverty is where a person doesn't have and can't get enough money for their basic needs like food, shelter (a home) and education (school). Poverty can be caused by wars, climate change, people not having enough rights and inequality.

Through our **Christmas Shoebox Appeal** we recognised many struggles faced by the communities we visited. With this knowledge, we have been able to work with our partners to help in the most needed ways in each country.

Familiarise yourself with the UN's sustainable development goals.

Team Hope work within Goals 2, 3, 4, 5 & 6.





The SDG's in 3 minutes, narrated by celebrities.

<https://youtu.be/RpqVmvMCmp0>



Life as a child of war...if it happened here.

<https://youtu.be/RBQ-1oHfimQ>



Statistics on the difference education could make to our world!

<https://youtu.be/3OdP7bYe5wk>



Team Hope & TV3 visit Team Hope's Women's Self Help Projects in Swaziland

<https://youtu.be/nHxEX7yVH94>





How

- How many shoeboxes will you collect? Set a target!
- How will you spread the word?
- Do you need to raise any funds?
- How often will you meet to make sure you are on track?

What

- Pack shoeboxes individually?
- Collect items and put boxes together at school?
- Run a special event to raise money to buy the items instead of people bringing them?
- Think outside the box!

The Map

In order to develop strategies, you need to make some decisions collectively before you split into teams.

Where

- Do you have access to a classroom to hold meetings?
- Where will you collect packed shoeboxes?
- Where can you host events?
- Could you contact feeder national schools?

When

November 10th is the deadline to get all of your shoeboxes to the checking centre.

- When are you going to have students finish packing?
 - Before mid-term?
- When should events & promos be held

STRATEGY TEAM

The Strategy Team have the foresight to keep their eyes on the final goal while being practical and organised to make sure each team is pulling their weight to make the dream a reality.

Set a Goal

What's the target?

Make a decision and get all the other teams on board so that you are working together to achieve this!

Marketing Team

Work with the Marketing Team as there are SO many creative ways to spread the word about Shoebox Appeal:

- Social media: spread the word and run innovative campaigns.
- Set up a presentation team and give them the stories, photos, DVDs, and posters to speak to every class on how students can get involved.
- Run an event like a concert or sports day to raise awareness and to raise funds
- Think outside the box and organise a Fun-Day Festival or Break a Guinness World Record!

Finance Team

Work with the Finance Team to make sure you have enough funds for promotion and marketing.

Maybe consider running a fundraiser to pay the €4 fee for each shoebox?

Maybe consider selling wrapped shoeboxes (don't forget to wrap the lid and box separately!) and use the funds raised to buy extra fillers for shoeboxes?

Logistics Team

Work with the Logistics Team to make sure you have enough shoeboxes, have sourced budget (or FREE) products for shoeboxes and have enough volunteers on board!



St Mary's, Baldoye



Coláiste Mhuire, Thurles



Connacht Rugby Team



Coláiste Nano Nagle

MARKETING TEAM

There is an entire class, school, community, town, city, COUNTRY out there that would like to hear from you! Here are things to consider when making your strategy:

What?

Time to get creative hats on and figure out how to brand and market *your* Shoebox Appeal:

- Social Media: What platforms will your campaign cover? How?
- Design your own **posters, articles, and advertisements** but make sure to include:
 - Title: Team Hope Christmas Shoebox Appeal
 - Final date for collection
 - Link to website: www.teamhope.ie
 - Contact person for any questions
 - Lots of photos and graphics!
- Ensure you also have *instructional* posters on HOW to fill a shoebox to either promote around the school or to send with your **presentation teams**.
- Will you have a presentation team? **Run an event** (like a party? Concert? Sports day?) to raise awareness and get students interested? Check out www.teamhope.ie/involved-school for more creative marketing ideas!

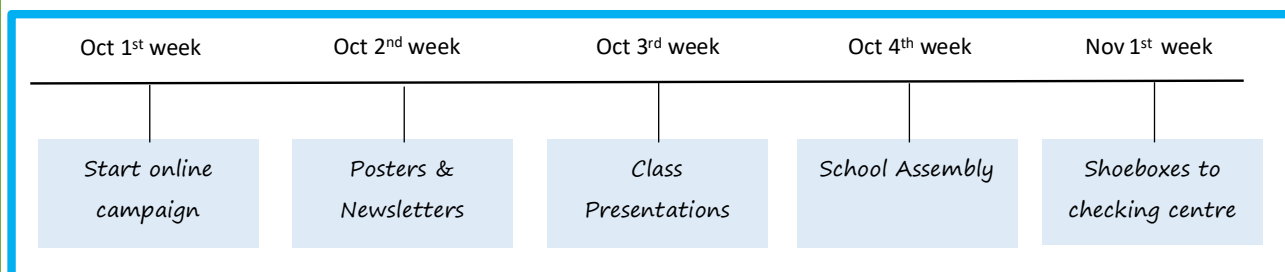
Where?

- Where can you advertise?

Notice boards, windows, newspapers, ONLINE, in classes, in cafeteria...

When?

- Come up with a marketing timeline that includes what goes up when. For example:



Resources

The Team Hope office has leaflets (that go with *every* box), posters (A4 and A3), box stickers, DVDs and other things we can provide to help you. Contact us at (0)12940222 or info@teamhope.ie

Your team might need funds for some or all of the following:

- Buying items to make up shoeboxes
- Buy fillers for shoeboxes that could use a little more stuff in them.
- Pay for, or subsidise, the €4 that needs to go into each shoebox.
- Team Hope is an Irish charity involved ALL year around in amazing projects in these countries so check our website and explore ways your school can donate towards water, hygiene, school supplies, nutrition and so much more in the neediest countries.

Ideas for sourcing this money:

- Running a fundraiser (with strategy and marketing teams)
- Organise a concert and charge at the door.
- Sell donated baked goods
- Ask a sports team to play a charity tournament and donate funds towards the Shoebox Appeal.
- Break a Guinness World Record – finds something the school loves to do and find a way to do it better than ANYONE has ever done it before! Get friends and family to sponsor you for doing so.

Be organised

Get on Excel and keep track of costs, revenues, and profits so that you are on top of things financially.



Celbridge Community School



De La Salle, Churchtown

LOGISTICS TEAM

The Basics

- Get in touch with Team Hope for resources (leaflets, posters, DVD, etc) **You will need 1 leaflet per shoebox.**
- Find out from our office who your local coordinator is. This is the person who will be organising the collection of your shoeboxes from you and who can provide you with a speaker, if you want one.
- Keep the entire team, volunteers, and staff motivated to work towards the goal!

Collection Centre

Find a large enough place in your school that is covered, secured, and dry (an empty classroom? Corner of the gym?)

All hands on deck

- Ensure you have enough hands on deck to help the Marketing Team in promoting (presenting, putting posters up, etc) and the Strategy/Finance Team in running special events.
- When the shoeboxes roll in you'll need people to help collect, stack, and load! Sign them up now.

Partners

- Speak to the local Euro/convenience shops to see if they'll donate towards the Christmas Shoebox Appeal.
- Get down to the local retail shops for wholesale practices or donations for items for shoeboxes
- Call local businesses to see if they'll sponsor your team's Shoebox Appeal.

Go The Extra Mile to make a difference

- Contact a shoe store and ask if you can collect empty shoeboxes from them. Wrap them (lid and box separately) and give them to students who can't find a shoebox!
- Send your teams to primary and national schools and offer to present to their students. You can contact us to arrange collection of their boxes too!

Use Unique Talents

Every school has individuals with unique skills & resources. Consider how to get them involved as well. Here are some ideas:

Social Media: I'm sure you have people who love social media and would get involved in sharing what you're doing and encouraging others to get involved.

Event Coordinator: Fundraise for products to make boxes with. Throw a party, a non-uniform day, a sports match...

Networking: Do you have someone who would represent your team with local businesses and ask for sponsorship or a donation of products?

Graphic design/Artists: Get your artists to design posters/media to share to encourage everyone to make a shoebox.

Speaker: charisma and charm are two words to describe this person. Design a PowerPoint or Emaze to show the other classes in your school and tell them about the Christmas Shoebox Appeal

Craft Maker: Get them to make and to teach others how to make gifts for the boxes.

RESOURCES:

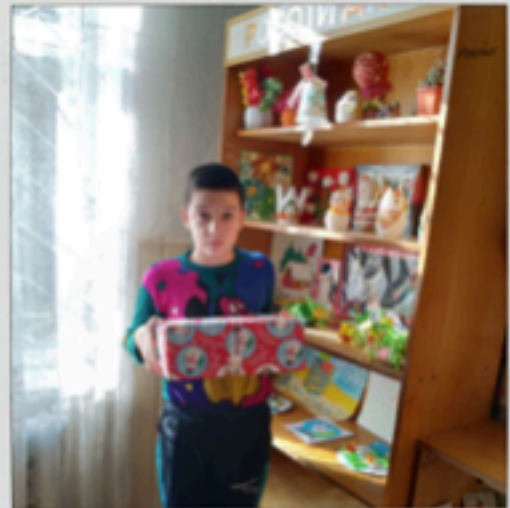
If you need information or photographs for any of your promotions, check out our Facebook/Instagram or email rbrowne@teamhope.ie

We all have a *story*...

"I am a mother of a special child with a psychical disability. I want to thank you for the shoebox, which my son got and was very happy with it. Most of all Daniel liked the toothpaste, pencils, notepad, small cars and figures of animals.

I believe that in our complex world such small signs of attention for such sick children are very important, because they have so little joy in this life.

If there were more people like you, the world would be so much better! Thank you so much!"



DANIEL IN UKRAINE

Nazar is 10 and lives with his father & little brother. Their mother died of cancer a few years ago.

His father works hard so most of the time he is at work and the boys are often home alone. They have learned to chop wood, make a fire and cook.

Nazar enjoyed the pyjamas and games in his shoebox.



NAZAR IN
TRANSNISTRIA



Final Tips

- Organise **weekly meetings** to have time to work on this and check on each other. Check the final deadline with our office. This will be in MID NOVEMBER!
- Set clear **Action Points** (things *each* person needs to do) after every meeting and set a clear **Due Date** for each of those.
- **Involve everybody!** Find out what people are good at and find a way to get them to use that towards this project.



One person's
shoebox can't
change the world.

But it can change
the world for one
person.

Final Word

We, Team Hope, sincerely hope that this project is both fun and educational. We intentionally wanted to shift responsibility from parent and/or teacher to **YOU** so that when you write your CV, look for work experience, or need a recommendation letter for college/work, you can point to your work with this project.

Go all out and push yourself so that you can look back and be proud of what you did. What you do locally as part of your team has a **HUGE impact** in the lives of those who receive these shoeboxes. So...thank you!

If you'd like to get involved in our other projects, have ideas for us, or want to get in touch, contact us at (0)12940222 or info@teamhope.ie