

What do trainers have to do with poverty?



Ask everyone to wear their trainers to school and make a donation of £1.

Traidcraft trains and supports poor people to run their small businesses better and work their own way out of poverty.

You can make a difference by raising money to help us train even more people.

With your help we can work towards tying up poverty, simply by tying on your trainers for school!

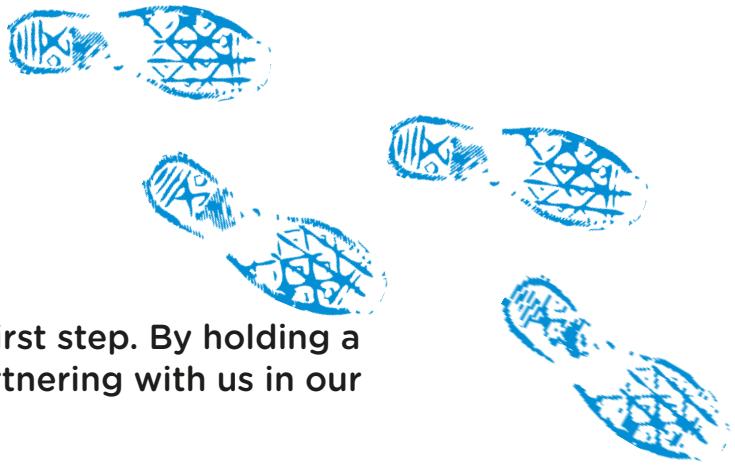


www.fairtrade.org.uk/schools



TRAIDCRAFT
Fighting poverty through trade

For help & advice call Traidcraft
on 0191 497 6445
www.traidcraftschools.co.uk/trainers4trainers



Introduction

Thank you for taking an important first step. By holding a Trainers for Trainers day you are partnering with us in our work towards tying up poverty!

Plan a non-uniform day into your school calendar, encourage everyone to pay £1 to wear their trainers to school for the day. The money you raise will mean that through the work of Traidcraft you could change lives!

Your *Trainers for Trainers day* can be as big or as small as you like:

- Use it as a way of working towards, or maintaining your Fairtrade School status.
- Use it as an opportunity to learn about Fairtrade in class.
- Turn the last day of term over to a non-uniform day and raise much needed cash for our vital work.

Everything you need to make your *Trainers for Trainers day* possible is included in this pack and on our website www.traidcraftschools.co.uk/trainers4trainers

For more information, help and resources on how your school can become more involved with Traidcraft please visit

www.traidcraftschools.co.uk

Why get involved?

Involvement with Traidcraft can help your school fulfil government requirements and achieve a range of awards at the same time.

If your school is working towards achieving any of the following awards, getting involved with Traidcraft can help fulfil the criteria. *Every child matters*, *Fairtrade schools award*, *Healthy schools*, *International schools awards*, *Rights respecting schools awards* and *Sustainable schools*.



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Front cover photo: Richard Else



Why hold a Trainers for Trainers day?

More than one in three people live in poverty. It's a shocking statistic. But bleak though it may seem, we really can do something about it. And that's what Traidcraft is all about. The money you raise from your Trainers for Trainers day will help us provide more training for poor people so that they can work their own way out of poverty.

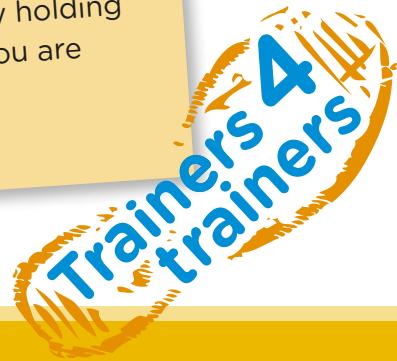


Photo: Richard Else

- You can use your Trainers for Trainers day to help you achieve and maintain Fairtrade School Status – use it as a way of acting on your commitment to “promote and take action for Fairtrade at least once a term in the school”.
- We have lots of educational resources from PowerPoint presentations to lesson plans in a huge range of subjects which will help you engage students in the message of Fairtrade. Visit www.traidcraftschools.co.uk
- Raising money for charity looks great on your Ofsted report.
- Raising money for international development work helps make the connection between us here in the UK and people across the world. It is an important lesson to learn that not all children are lucky enough to go to school. A Trainers for Trainers day can be the prompt for a discussion about not taking things for granted – especially your school!
- Non-uniform days are fun and simple to organise. Just ask everyone to wear their trainers to school and donate £1.
- By asking classes to rise to the challenge of raising money, the class will work together as a team and create friendly competition within the school.
- Local news teams love to hear about fun, different things people are doing. Contact local papers and news teams to let them know about your Trainers for Trainers day and get brilliant publicity for your school. For more help and advice, see page 4.



You may have heard the saying, give a man a fish and he will eat for a day, teach a man to fish and he will be able to eat for a lifetime – by holding a Trainers for Trainers day you are helping us to do just that.



Fundraising ideas

How to raise more money through your non-uniform day

- Run a sponsored relay race, encourage teachers to race in their departments and collect sponsorship.
- Run a Traidcraft Fairtrade tuck shop and donate any surplus you make. Go to www.traidcraftschools.co.uk to find out more.
- Hold a Fairtrade cake stall at break, lunch and after school in the yard.
- Arrange a whole school marathon, each class taking a section to run. Collect sponsorship for each leg of the marathon.
- Invite a dance teacher to host a street dancing class after school – sell tickets for the class and watch them go as fast as your hot cakes!
- Put on a street dance production – charge a ticket price and put on stalls at the event to raise even more money.
- Bring in as many copper coins as you can, have the class put them in a straight line and compare the lines of classes. See who's line of copper coins is the longest and count them. Make a graph of the school's fundraising.



- Hold a 'Design your own trainer' competition – charge a small entry fee for each drawing but offer a prize for the winning entrant – ask a local sports shop for a voucher or donated item.

- Hold an exhibition of your designed trainers, invite parents and charge an entry fee. Holding a Fairtrade tuck shop or cake stall at an event like this also works really well.



- Invite parents into school for an assembly – invite a Traidcraft speaker along to talk about the work of Traidcraft and take up a collection at the end. We have collection envelopes and boxes to help you – log onto www.traidcraft.co.uk/speakers to find out more.

- Hold a clothes swapping party after school. Invite parents to buy tickets and bring their unwanted clothes along. Swap as much as you bring – this is a great way to get parents into the school, having fun as well as raising money.

- Hold a toy and game swapping event. Charge an entrance fee and ask the students to bring along their parents. It's a great way of recycling old or unwanted toys as well as raising money.



Publicise your event



At school:

Firstly, and most importantly, you need to get everyone in school excited about your Trainers for Trainers day.

We have designed a poster to help you advertise your day as well as drafted an assembly and PowerPoint to launch your event. Log onto www.traidcraftschools.co.uk/trainers4trainers to download them.

Download and customise our letter to parents and carers telling them about your plans. We have also designed a reminder slip to give out before your event to help remind everyone, firstly to wear their trainers and secondly, to bring in £1 to donate. Log onto www.traidcraftschools.co.uk/trainers4trainers to download it.

Within your local community:

Your work towards tying up poverty is something to be proud of. Let the local media and community know what you're up to and invite them to support you. You could use this as a project for the students before your event.

Follow our tips to maximise the chances of your story getting noticed:

- Download our draft press release at www.traidcraftschools.co.uk/trainers4trainers and tailor it for your event.
- Keep it snappy, and give it a bold headline e.g. '*Pupils breaking school rules for charity*'.
- Send some good quality photos with your press release. Subjects should be smiling and looking at the camera.
- Please email a copy of your press release to media@traidcraft.co.uk as we may be able to help you with publicity.
- Give the journalist a day or two to look at your release, then follow up with a phone call. This makes your story more likely to get noticed. Check if the journalist would like any further information.
- If you get your story in the local press, please send us a copy of the article.
- Let us know you're partnering with us to work towards tying up poverty.



Photo: Jim Nicholson

We'd really like to support your Trainers for Trainers day in any way we can and would love to see how many schools are partnering with us throughout the year. So please register your Trainers for Trainers day with us at www.traidcraftschools.co.uk/trainers4trainers



Tying your event into the school day

Make your Trainers for Trainers day even bigger by incorporating learning about fair trade and Traidcraft into the school day.

Log onto www.traidcraftschools.co.uk to access our free educational resources. There are over 100 free lesson plans, assemblies



and activity ideas, everything you need to incorporate your Trainers for Trainers event into your whole school day.

Use our resources to bring to life the difference the money you raise will make to poor families across the world.

Sumi and Sree Akhil are living proof of the amazing things that can happen through the work of Traidcraft. As poor jute farmers they have experienced a lifetime of hard work and poverty. Jute, the crop they harvest, is used to make products, to feed their cattle, as fuel for cooking and to build their home and furnishings. Jute is at the heart of all they do. Already poor, Sumi and her husband must harvest their jute at a time of the year when they are short of food and cash. The buyers know this and use it to drive prices down. And because most jute farmers work in isolation, they pay more for good quality seed and fertiliser.



Photo: GMB Akash

But with our support and her determination and hard work, a brighter future is now within reach for Sumi and her family. Sumi has joined her community's first women's savings group and she and her husband have been given better quality jute seeds to improve their harvest. With other farmers from their village they are now looking forward to receiving training in jute cultivation.

By having access to training in jute cultivation, many more producers will be able to improve the quality and quantity of the jute they produce. This means thousands more poor jute farmers can look forward to receiving a fair return for their work and a better future for their families.

Traidcraft does much more than sell fair trade products, we also run programmes across Africa and Asia teaching poor farmers how to run their businesses better.

Farmers like Kamal. He lives with his wife Nasrin Begum and their three children in one of the poorest and most isolated parts of Bangladesh. Lacking knowledge, skills and equipment, it is difficult for Kamal to earn a fair and decent living from duck farming. By learning how to run his business better Kamal could earn enough to build his own house, afford proper healthcare and send his children to school.



Photo: Abir Abdullah

By holding a Trainers for Trainers day and raising money for the work of Traidcraft you are helping us to provide training in best practices for farmers like Sumi and Kamal, so they can make their businesses profitable.



www.traidcraft.co.uk/trainers4trainers

Check out our website where you will find the following resources:

To use before your event



Personalised printable checklist to help you stay organised.



Template letter to customise and send out to parents and carers to let them know about your Trainers for Trainers day.



Draft press release to amend with details of your Trainers for Trainers day.



Information on how to make sure that your Trainers for Trainers day goes smoothly, in line with fundraising best practice.



Template reminder slip to ensure that no one forgets to wear trainers and bring in their £1.



A4 Poster to customise and use when advertising your day.

Assembly ideas and PowerPoint presentations to get the whole school excited.

To use on the day



Case studies of how the money you raise can help change lives across the world.



Arts and crafts ideas - to use in lessons, at an after school event or during your Trainers for Trainers day.



Template sponsorship form to help when collecting money for your other Trainers for Trainers activities.



Collection bucket wrap to help you label your collection point and make it as easy as possible to collect donations.



After your Trainers 4 Trainers day

After you have collected all of the money raised from your day, count and bank it. You can either send a cheque made payable to Traidcraft Exchange, to Freepost NT972, Kingsway, Gateshead, Tyne & Wear, NE11 9BR or donate over the phone by calling 0191 497 6445.

You will receive a thank you letter and certificate to display on your school notice board.

Trainers 4 Trainers donation form

I would like to make a donation of £

I enclose a cheque/postal order/CAF charity
voucher made payable to Traidcraft*

Or please debit my credit/CAF card:

Card type: Visa Mastercard
 Maestro CAF Charity card

Card number

The image shows five distinct groups of five empty rectangular boxes. Each group is separated by a small gap. The boxes are white with black outlines, and they are arranged in a horizontal line across the page.

Expiry date Start date

Issue no (Maestro only) Security code**

**Last 3 numbers of the code by your signature
on the back of the card.

Signature

Date

Mr/Ms/Mrs/Miss Surname

Forename

Address

Postcode

Telephone number

E-mail Address

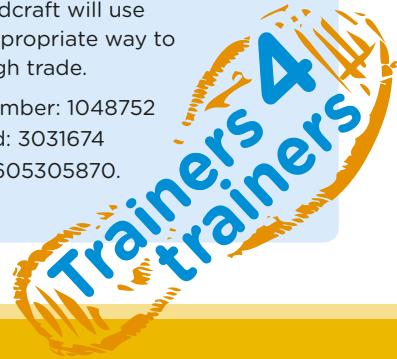
Date of your Trainers for Trainers day:

Feedback on your day and how useful you found our resources:

Please tell us who you would like your thank you letter and certificate addressed to (and if you would like more than one copy)

*Within Traidcraft all donations are received by Traidcraft Exchange. Sometimes groups or projects may have other needs to those shown. In such instances Traidcraft will use your support in an appropriate way to transform lives through trade.

Registered charity number: 1048752
Registered in England: 3031674
VAT registration No. 605305870.



Other things your school can do



Fairtrade refreshments for the staffroom:

Receive your refreshments delivered to school and we'll invoice the finance officer directly. Simple.

Run a Fairtrade snack stall:

Running a snack stall is a great way for your young people to get their teeth into Fairtrade. It's easy for schools to pay by invoice and receive discounts.



Photo: Traidcraft



Invite a speaker:

Invite a Traidcraft speaker to do an assembly or take part in a lesson or activity day on Fairtrade. We have a network of nearly 500 voluntary speakers around the country.

Recycling appeal:

Your used printer, toner or laser cartridges and mobile phones can be recycled to raise valuable donations for Traidcraft Exchange, whilst helping protect the environment at the same time.



Snack Attack challenge:

Invent a Fairtrade snack, design the packaging & promotional campaign and win a cash prize for your school.



Fairtrade in the canteen:

Looking to get more Fairtrade products in school? Encourage students to write to your wholesaler for catering supplies.



Go to www.traidcraftschools.co.uk to find out more.