



Will you become a School Ambassador for the STV Appeal?





The STV Appeal is committed to helping children and young people affected by poverty in Scotland. The money raised by the STV Appeal helps make a real difference in the lives of Scotland's children and young people. In its first four years we have raised £8.2 million. This has allowed us to make 297 big and small grants to projects across all 32 local authority areas in Scotland, helping over 37,000 children.

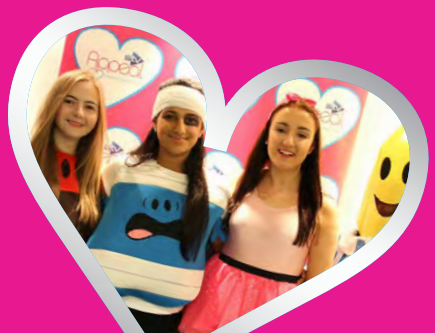
Our team of loyal supporters includes TV presenters Lorraine Kelly, Sean Batty, Jennifer Reoch, Fred MacAulay as well as world adventurer Mark Beaumont and many more. In 2015 we are adding to this list with our first ever official STV Appeal School Ambassador's programme championed by X Factor star Nicholas McDonald, and now we need YOU to join him.

We need Ambassadors from schools all over Scotland to join us in the fight against child poverty. Could you be the voice of The STV Appeal in your local school?

You can make a difference

As an Ambassador you'll be at the forefront of fundraising activity for the STV Appeal in your local area. Our success depends on raising awareness and maximising fundraising opportunities. Here's how you can help:

- Engaging your fellow students, peers and teachers in the work of the STV Appeal
- Running fundraising activities in your school
- Keeping STV Appeal staff updated with activity in your school which will then be showcased on our social media channels and possibly filmed by our production team





What's in it for you?

- ♥ Get more involved in your schools, universities, communities and bring your fellow students together
- ♥ Gain project management, PR and fundraising skills for your CV
- ♥ Build connections with our special STV Appeal Ambassadors Facebook group and share ideas and success stories with other Ambassadors
- ♥ The chance to appear on our Live Show in October 2015 to present your fundraising cheque
- ♥ A unique certificate of achievement from Sir Tom Hunter and Rob Woodward (CEO of STV) confirming your involvement in the Ambassadors programme
- ♥ An invitation to STV Studios to meet the rest of the team and share your experiences as an Ambassador

Getting started

We want our Ambassadors to make the most of this opportunity. Be imaginative, resourceful, creative and have fun. There are several ideas and tools in the attached resource pack that will provide all the inspiration you need.

Get the ball rolling:

- ♥ Hold your own fundraising activities
- ♥ Look out for opportunities to raise awareness about the STV Appeal
- ♥ Turn existing activities into opportunities to raise funds (e.g. dances, car boot sales, gigs, fitness events etc.)

Fundraising Ideas

- ♥ **Non-Uniform Day**
How about a day where you ditch the blazer and set your own style agenda?
- ♥ **Hold a Bake Sale**
School dinners are great- but some home baking is even better!
- ♥ **Beat Your Teachers**
Have a showdown at a game of football or in a pop quiz!



What our Ambassadors have to say

'I took part in the fundraising for the STV Appeal with Elgin High School because I thought it would be a good experience to get involved with the appeal to gain more knowledge about it and help as much as possible by raising money and knowing that it was all going to a good cause. I really enjoyed myself and hope to take part in it again through my final years of school and beyond.'

CAITLIN BERRY S5

'It was great to get so many people involved. Not only did we have great fun baking, doing the sponsored head shaves, leg waxing, and quiz, but we also got to meet charities which the money would be helping. It was also good because we were responsible for and arranged several events by ourselves.'

ROSE KENDALL S5

Sign up as an STV Appeal school Ambassador

For more information in getting your school involved please contact:

Jules McKim
T:0141 300 3982
E: jules.mckim@stv.tv

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