

WHAT WE DO HOW WE DO IT HOW WE'LL DO MORE

A guide for staff and volunteers





WE WORK IN MORE



THAN 120 COUNTRIES

We work in the poorest and most dangerous places around the world, and we're helping children in poverty in the UK too.



WE SAVE

We help children beat deadly illnesses like pneumonia and diarrhoea. We make sure they get the food they need to survive and grow up healthy. When disasters strike, we're there saving lives.



CHILDREN'S LIVES



WE FIGHT

The right to life, to food and clean water, to education and protection. In 1923, we wrote the world's first declaration on children's rights (now international law) and still campaign across the world to make sure those rights are protected.

FOR THEIR RIGHTS





WE HELP THEM

We help the poorest children at home and abroad get a better start in life, and the chance to grow up and follow their dreams.

FULFIL THEIR POTENTIAL



OUR NEXT STEP:

A MOVEMENT FOR CHANGE

We need to do two things...



ENRAGE

We need to enrage people about what's happening to children...



ENGAGE

... and engage them to get involved and support us.



THIS IS HOW

NO CHILD **BORN TO DIE**

In the world's poorest countries, children are dying needlessly. We're asking everyone to help us stop it. With the money we raise we're helping millions of

children survive. But we can't do it all on our own. We're asking people to add their voices to ours, challenging world leaders to make sure children survive.

WE ENRAGE

NO CHILD **BORN WITHOUT A CHANCE**

We believe that every child should get the chance to fulfil their potential. No child in the UK should be born without a warm home, the right food, or the hope of a good education.

So we're helping our poorest children get a better start in life and making sure our government is working towards a time when no child in this country is born without a chance.



BORN TO is how we engage. We use it to focus on the potential that every one of us has and the difference we can make.

Our message is – whatever you were born to do, do it to help save children's lives.

THIS IS HOW

WE ENGAGE



WE CAN'T DO IT

WITHOUT YOUR HELP

Here's how you can play your part:

- When you're describing Save the Children, use the words in this book as your starting point. That way, we'll all be telling the same story and we'll help people understand what we do and why they should help
- When you're producing materials, please use our design guidelines and templates so that every communication has our distinctive look. That helps us be instantly recognisable, and it ensures that all our communications look professional
- Make the campaign your own. The 'born to' concept is easy to use because it's so flexible. Please use it, and help us get everyone involved

You can find more information on creating your own communications, along with lots of tools and templates to help you, on our brand site:

www.savethechildren.org.uk/brand

username: brand, password: br@nd

If you have any questions please get in touch:

internalcomms@savethechildren.org.uk



AND REMEMBER

INSPIRE

‘The world is not ungenerous, but unimaginative and very busy’. Still true today, we must continue to *inspire* people to gain their attention, and involvement.

OUTRAGE

‘Why do we tolerate it that day by day this vast waste of life takes place?’ Her *outrage* drives us to be brave, determined and outspoken, to persuade the world to change.

Our founder Eglantyne Jebb

EGLANTYNE'S WORDS



AIM HIGH

‘It is only impossible if we make it so by our refusal to attempt it’. Now, as then, there are massive barriers, but, like Eglantyne, we’re optimistic and *aim high*.

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Save the Children