



RESTAURANT TOOLKIT

THE GOAL?

RAISE MONEY AND AWARENESS TO HELP CHILDREN IMPACTED BY THE EAST AFRICAN FOOD CRISIS.



HOW?

THROUGH THE EXTRAORDINARY EFFORTS OF HUNDREDS OF RESTAURANTS LIKE YOURS.

INDEX

1. GETTING STARTED
2. FAQ'S
3. STAFF TALKING POINTS
4. THE EAST AFRICA APPEAL



DEAR RESTAURANT SUPPORTER,

Welcome to the Bread For Good Project, an initiative of the Age and the Sydney Morning Herald in conjunction with UNICEF and Everyday Hero. We are grateful for your participation because your support at the restaurant level will be the foundation of the Project's success.

Our aim is to raise money and awareness to help children impacted by the East African crisis. East Africa is in the grips of one of the worst food security crises ever. Across Somalia, Ethiopia, Kenya and Djibouti 12.4 million people, more than half the Australian population, are affected by the devastating crisis, including over 2 million children.

UNICEF is providing therapeutic food to tackle severe malnutrition, clean water, health services, vaccination campaigns and protection mechanisms for displaced children.

Your support makes you one of hundreds of compassionate restaurateurs who are answering the call to make a tremendous difference in those children's lives.

This **Restaurant Toolkit** includes step-by-step instructions for UNICEF Bread For Good Project activation – including how to promote the campaign, involve your staff and collect and submit donations.

Additional support can be found at www.breadforgood.com.au, where you can download materials and find answers to any questions you may have as you activate the campaign or submit donations.

We know that every single restaurant supporter can make a world of difference. Your implementation of the UNICEF Bread For Good Project will enable UNICEF to provide life-saving supplies for children affected by the East African crisis.

We are extremely thankful for your commitment to help us do whatever it takes to save a child.

Warm regards,

Norman Gillespie
Chief Executive
UNICEF Australia

A STEP BY STEP GUIDE



GETTING STARTED:

CUSTOMERS CAN DONATE TO THE UNICEF BREAD FOR GOOD PROJECT IN TWO WAYS:

- Donate at your restaurant
- Donate online at www.breadforgood.com.au

As you determine how to collect and track patron donations, we recommend – if possible – that you integrate UNICEF Bread For Good donations into your Point-of-Sale (POS) system for the duration of the campaign.

The POS integration provides numerous benefits, such as:

- Customers can clearly and easily specify their donation as part of their bill.
- Customers will receive an immediate record of their donation on their receipt.
- You can quickly and easily track donations collected to determine the donation amount for UNICEF Australia.

For many POS systems this will be as simple as entering a new menu item called 'UNICEF Bread For Good donation' and specifying the following:

Pricing – Confirm how your POS system allows for entry of variable prices. If this is not possible, set the price at \$2 and instruct your servers to enter this item multiple times up to the amount of the customers donation.

GST – should not apply to the donation line item.

AS A PARTICIPATING RESTAURANT, you may use the following materials to support your efforts.

Staff Information Poster – this poster can be printed and posted in the back of house area at your restaurant. It provides information about the campaign that your staff can use when discussing the UNICEF Bread For Good Project with patrons.

Bill/Table Card – may be attached to menus and/or bill holders, or simply placed on tables.

Menu messaging – you may choose to include this short message somewhere on your printed menus for the duration of the campaign.

Online Banners – these can be used on your website and across your social networks to promote your involvement in the campaign.

These materials can be downloaded from www.breadforgood.com.au

SAMPLE SUPPORT MATERIALS



Bill/Table Card



Staff Poster



Online Banners



PROMOTE YOUR INVOLVEMENT TO YOUR PATRONS AND FRIENDS IN THE RESTAURANT INDUSTRY

Share your own fundraising page with like-minded restaurants and suppliers about your involvement in this important, lifesaving campaign. You may even receive some additional donations to help you reach your fundraising goal.

DURING THE CAMPAIGN:

Be sure to display the Bill/Table Cards, to help execute the plan you developed to collect and track donations – via your POS system.

Remind your staff about the importance of their role in the campaign and display the Staff Information Poster which provides information about the campaign.

AFTER THE CAMPAIGN:

SUBMIT YOUR DONATION AND EVALUATION

Ideally, we recommend you submit your donations in daily or weekly instalments throughout the campaign. This will help you compare your fundraising efforts with other restaurants and push you towards the top of the fundraising leaderboard!

Alternatively, you may submit your total donation at the completion of the campaign week commencing October 31.

You will be sent a Payment Form prior to the campaign with simple instructions on how to make a donation. If you need a new copy of your Payment Form, please email breadforgood@unicef.org.au after September 16.

The deadline to submit donations is **November 4, 2011**.

CELEBRATE YOUR CONTRIBUTION

Know that you have done important work through your implementation of the UNICEF Bread For Good Project in your restaurant: by raising awareness and funds, you have made a difference and saved children's lives!

FREQUENTLY ASKED QUESTIONS



HOW WILL THE UNICEF BREAD FOR GOOD PROJECT DONATIONS BE USED?

All money raised will support UNICEF's East Africa Crisis appeal.*

East Africa is in the grips of one of the worst food security crises in the world today. Across Somalia, Ethiopia, Kenya and Djibouti 12.4 million people, more than half the Australian population, are affected by the devastating crisis, including over 2 million children.

UNICEF is providing therapeutic food to tackle severe malnutrition, clean water and health services, vaccination campaigns and protection mechanisms for displaced children.

IS AID GETTING TO THOSE THAT NEED IT MOST?

There are no reports of any losses of UNICEF's humanitarian supplies in Somalia. However, UNICEF remains concerned and condemns all interference that hampers the urgent delivery of supplies and assistance to the millions of people in need.

UNICEF has in place stringent monitoring and evaluation procedures for all of our humanitarian programmes, including evaluations by staff where possible, joint monitoring with local communities, and quarterly partner reports. UNICEF's priority is always to save children's lives by providing life-saving interventions.

DO OUR CUSTOMERS HAVE TO PARTICIPATE?

No, participation is optional, but encouraged.

WHAT ROLE CAN STAFF PLAY?

Your wait staff will play a critical role in driving the success of the UNICEF Bread For Good Project. Ideally, both the poster and Menu message will be on display and in use, working jointly to notify and inform patrons of the campaign. Servers should call attention to these materials and invite patrons to make a difference through a donation.

If you would like, you can also implement your own server incentive program to acknowledge top-performing server(s). To prepare your staff, please refer to the toolkit for reference information and talking points your staff may find useful during conversations with patrons.

HOW DO I TRACK MY CUSTOMERS DONATIONS?

We recommend – if possible - that you integrate UNICEF Bread For Good Project donations into your Point-of-Sale (POS) system for the duration of the campaign.

WHAT IF MY PATRONS DO NOT ORDER BREAD? CAN THEY DONATE?

Yes. Whether your patrons are eating bread or any other starter, they are welcome to participate just like other patrons who ordered bread. Please encourage your patrons to donate by verbally notifying the wait staff.



WHAT IF MY CUSTOMERS WANT TO DONATE MORE?

Please explain to your patrons that they are free to donate \$2 or more. Alternatively, patrons can also go to www.breadforgood.com.au to make a donation and receive a receipt for tax purposes.



CAN PATRONS RECEIVE A TAX DEDUCTION FOR THEIR DONATION?

Customers who wish to make a tax-deductible donation to UNICEF should do so at www.breadforgood.com.au, and they will be sent a receipt for tax purposes. Alternatively, customers can mail a copy of their meal receipt, including name and address details to:

UNICEF Australia
C/- Bread For Good
PO Box 488
Queen Victoria Building NSW 1230

IS MY RESTAURANT REQUIRED TO MAKE A DONATION?

We hope that you are able to meet and even exceed your fundraising goal that you set at the start of the campaign through patron donations! Of course, any additional donations are welcome by using the Donate button on your restaurants fundraising page.

WHAT IS THE DEADLINE TO SEND IN DONATIONS?

We encourage you to make regular donations for the duration of the project. You can then compare the funds raised with other restaurants. The deadline to send in donations is **November 4, 2011**.

HOW DO I SEND IN DONATIONS MY RESTAURANT COLLECTED?

You will be sent a Payment Form prior to the campaign with simple instructions on how to make a donation. If you need a new copy of your Payment Form, please email breadforgood@unicef.org.au after September 16.

The deadline to submit donations is **November 4, 2011**.

DOES MY RESTAURANT RECEIVE A TAX DEDUCTION FOR ITS PARTICIPATION?

If restaurants submit donations from patrons, they are acting as a transfer agent for UNICEF Australia, and are not eligible. If a restaurant chooses to make an independent contribution, that contribution will be tax deductible. UNICEF Australia recommends that you consult your tax attorney or accountant for further assistance or clarification.

WILL MY RESTAURANT BE RECOGNISED FOR ITS PARTICIPATION?

After registering, your restaurant's name will be posted in the "Restaurants" section of www.breadforgood.com.au. Additionally, there will be coverage of participating restaurants on UNICEF Australia and Fairfax websites and social networks.

WHAT IF I HAVE QUESTIONS OR NEED ADDITIONAL MATERIALS?

Visit www.breadforgood.com.au for the most up-to-date information about participation in the campaign, resources, etc. For further support, you may also email UNICEF Australia at breadforgood@unicef.org.au

*If the funds raised exceed UNICEF's funding requirement for the East Africa appeal the money will go to UNICEF's general emergency fund.

STAFF TALKING POINTS



HERE ARE SOME KEY TALKING POINTS YOUR STAFF CAN USE:

- As a participating restaurant of the UNICEF Bread For Good Project, we will be encouraging our customers to donate \$2 or more when they order bread.
- All funds raised support UNICEF's efforts to provide therapeutic food to tackle severe malnutrition, clean water and health services, vaccination campaigns and protection for children affected by the East African crisis.
- Patrons can donate to the UNICEF Bread For Good Project in two ways:
Give here at our restaurant – our main focus.
OR
Online at www.breadforgood.com.au
- When you greet our patrons, call attention to the UNICEF Bread For Good Project when they order bread (if applicable) as well as the Bill/Table Cards and/or menu messaging.
- If integrating into POS: let the patrons know that any donation they wish to make will be added to their bill and will appear on their final bill as a line item.
- If not integrating into POS: let the patrons know they can verbally communicate the amount they would like to donate, and it will appear as a line item on their final bill.
- Customers are not required to participate, but you can encourage their support by reinforcing that **just \$2 can provide enough therapeutic food to keep a child alive each day.**
- When the bill is requested, if a patron has not already expressed their interest in making a donation, you can politely ask if they would like to add \$2 or more per person as a UNICEF Bread For Good Project donation.
- Customers can donate any amount of their choice at our restaurant – but if they wish to receive a receipt for tax purposes, they should do so at www.breadforgood.com.au. Alternatively, customers can mail a copy of their meal receipt, including name and address details to:

UNICEF Australia
C/- Bread For Good
PO Box 488
Queen Victoria Building NSW 1230

- Be sure to add any additional language specific to your restaurant, like information about a staff incentive program if you choose to implement one.



The UNICEF East Africa Emergency Appeal



East Africa is in the grips of one of the worst food security crises in the world today. Across Somalia, Ethiopia, Kenya and Djibouti 12.4 million people, more than half the Australian population, are affected by the devastating crisis, including over 2 million children.

In Southern Somalia a famine has been declared and 600,000 children are on the brink of death, suffering from severe acute malnutrition.

The crisis is caused by the convergent effects of the worst droughts, soaring food prices and the ongoing armed conflict within the country.

Two emergencies are developing – one in over crowded camps for Somali refugees and another in the drought affected villages where lack of water, failed crops and dying livestock has resulted in a lack in food.

Urgent life-saving action is desperately needed.

WHAT UNICEF IS DOING

UNICEF is providing therapeutic food to tackle severe malnutrition, clean water and health services, vaccination campaigns and protection mechanisms for displaced children.

- UNICEF has established 500 feeding centres in the south of Somalia and is working on reaching a total of 100,000 malnourished children.
- Preventing disease outbreak with immunisation campaigns targeting 2 million children up to 15 years of age with measles vaccination.
- Scaling up supplementary feeding to cover the gap of lack of food aid to reach 150,000 households over the next 2 months.
- Expanding provision of safe water and access to sanitation by drilling/rehabilitating boreholes, water trucking, water vouchering and hygiene promotion to reach 300,000 children and their families through Outpatient Therapeutic Programs, 50,000 people at IDPs at camps/transit points and 30,000 people in host communities.





UNICEF/Somalia/2011/Vigurs

Story from the field

BABY KOWSARS STRUGGLE TO SURVIVE

By Jessica Mony & Kate Vigur, Somalia

Kowsar is 17 months old and has never known life outside the temporary camp her family calls home. Fadumo, Kowsar's mother was pregnant with her when she fled conflict in Mogadishu for this camp in the centre of Somalia. Kowsar and her seven brothers and sisters are struggling to survive.

Kowsar is smaller than she should be for her age due to malnutrition. Children who suffer malnutrition are much more vulnerable to disease and we see her mother is clutching UNICEF Oral Rehydration Sachets (ORS) to combat her dehydration caused by diarrhoea.

The UNICEF-supported mobile child and mother health team is in the camp as part of our campaign to provide basic health care and vaccinations to 1.2 million children across the country in the coming weeks.

Fadumo says of the aid efforts, **'Kowsar has a bad cough and diarrhoea. It is due to the environment where we live.'** We ask Fadumo how much food her family is getting and she says simply, **'We don't have enough food.'**

We ask Fadumo what she thinks of the aid efforts, **'UNICEF gives us medicines, vaccinations and ORS, I am very happy about this.'**

Kowsar is safe today but like millions of children across this region the struggle for life will continue until we can raise more money to ensure we can reach each and every child.