

Swap one
green
paperclip
if you

Believe in
children



Barnardo's

Turning nothing into
something amazing.

Challenging you to
work together to help
some of the UK's most
vulnerable children
and young people.



Information for students



Thank you for requesting your **onegreenpaperclip** information pack! This pack includes all the information you need to start your swapping.



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Enterprise...

Barnardo's is opening the **onegreenpaperclip** challenge as part of Global Entrepreneurship Week 2009, an annual UK-wide week of activities and events, aimed at encouraging young people to have ideas and make them happen.

The Barnardo's **onegreenpaperclip** challenge is based around Social Enterprise Day, which takes place on Thursday 19 November. However, activity will span throughout the academic year and, if you missed the start, don't worry, you can take part at any time in the academic year.

For more information about Global Entrepreneurship Week visit the website at: www.gew.org.uk

Skills you will develop

You can develop skills in areas such as creativity, problem solving, risk taking, financial capability, resourcefulness, taking the initiative and selling ideas. Taking part in this challenge allows you to showcase your skills and make your mark!



Help make a big difference to the lives of disadvantaged children

The money raised from this challenge will go directly towards helping vulnerable children and young people throughout the UK.

The onegreenpaperclip challenge is a fantastic way to take what you've been learning in the classroom and bring it to life.



The challenge!

You are challenged to turn **onegreenpaperclip** into vital funds to help Barnardo's continue its work helping the UK's most vulnerable children and young people to improve their lives. Working as an individual or in a team, you will need to persuade, negotiate and blag your way to turn nothing into something amazing.

Make use of all your team's friends, family, tutors and just about anyone else you know to trade your items until you secure something that can be sold. The money raised will be used to help more than 100,000 children, young people and their families across the UK.



The origin of one green paperclip...

On 12 July 2005 Canadian blogger Kyle MacDonald decided to trade the red paperclip holding his CV together for something more valuable – he wanted a house. Fourteen trades and one year later, Kyle had done the unthinkable and held the deeds to his new home.

It was a remarkable achievement, and shows just what can be done if someone is willing to commit to a project, which allows them to use their creativity, persistence, passion, imagination and resourcefulness. Kyle showed all of these qualities and more – can you?

How did he do it?
It only took a
blog and these
14 swaps:



Swapping one green paperclip

The challenge...

The idea of this challenge is to start with your green paperclip and carry out a series of swaps or trades that acquire something of a higher value each time. Obviously we don't expect you to be able to swap a paperclip for a sports car in one go – the idea is to build up steadily to something fantastic by swapping with friends and family or local companies. So you may swap your green paperclip for a CD with your brother, then swap the CD for a DVD with your neighbour, swap the DVD for a mobile phone with someone at the local shop, and then continue swapping until the end of the challenge when you will end up with one final item.

After trading is over, you will sell your final item to raise money for Barnardo's. The length of time allowed to do the trading and selling is up to you to decide – remember though, it is a challenge so don't make it too easy.

This is a fantastic opportunity to develop skills in negotiation, challenge and financial capability, while having fun.

Key points to remember

- You can take part in the challenge individually or in a small group (no more than four) if you prefer.
- You may decide how long you will allow yourself or your team to do the trading and the selling
- You need to ask each person you trade with to fill out a trade form (you will need to send these to Barnardo's at the end of the challenge so please keep these in a safe place). Trade forms to photocopy can be found at the back of this pack.
- Your welcome letter also acts as your authorisation letter so please take this to show to anyone you trade with. This proves that you are taking part in this event for Barnardo's.

- At the end of trading you will need to sell your final item to raise money for Barnardo's. You will then need to send a cheque made payable to Barnardo's for the full amount raised and send to Student Programmes Assistant, Barnardo's, Four Gables, Clarence Road, Horsforth, Leeds, LS18 4LB.



Handy hints and tips

- Be open to anything, there is always someone who will want a specific item, remember the snow globe!
- See if local businesses are willing to trade an item.
- Tell everyone you know what you are doing – someone might come to you.
- Get on Facebook, MySpace, Bebo or any other networking site and let people know what you are up to. The larger the audience you have, the greater your chance of finding the elusive 'top item'.
- Be creative and ambitious.
- Ever toyed with asking out that really cute guy or girl and decided, 'They can only say no'? Take that sentiment to heart in this challenge.
- Like a good boy scout, be prepared! Check out what's selling like hot cakes at a particular moment.
- Read through the information about Barnardo's and remember to inform potential swappers about how the money made will help disadvantaged children.
- Get as much exposure as you can so lots of people will know what you are doing. For instance, if you have a college newspaper or radio station, why not ask them to feature your challenge?
- If you would like to be included on our website or newsletter please take lots of pictures. Any people in your pictures need to sign a photo consent form. This can be downloaded from our website or you can contact us for a copy.
- Does one of your friends or relations have a particular item they would want? Can you get it for them?

PLEASE NOTE YOU WILL BE DISQUALIFIED IF... Any illegal activity is undertaken for this challenge, including swaps for illicit drugs. A trail of swaps should be sent with the cheque so that we can verify that nothing has been undertaken illegally.



Turn your one **green** paperclip into cash for Barnardo's

How to sell your final item

You have done all the hard work and completed all your swaps, now it's time to turn your final item into cash to help disadvantaged children.

We have come up with a few suggestions about how you may want to sell your item, however, it's up to you to decide which method best suits your item in order to make the most money for Barnardo's.

- Sell your item on eBay.
- Sell your item to a friend, family member, work colleague or anyone else who may be interested!
- Get together with other students taking part in the challenge and organise a college auction – why not invite local businesses as well as friends, family and college staff?
- Put an advert in the local paper – remember to say that all the money goes to Barnardo's.

- If you have a specialist item, e.g. a rare vinyl record, consider approaching a second hand shop that specialises in selling such items.

Discuss these options with your tutor to decide on which is the best method for selling your item.

Remember, however you decide to sell your item, you need to tell the prospective buyer about how you came

by the item, e.g. what the challenge involved was and that you volunteered to do it. And the more they pay for your item, the more they will be helping Barnardo's. There's lots of information about Barnardo's work in this booklet or you can check out our website for more details.

Remember: if you need any advice about selling your final item, don't hesitate to get in touch with us!



Sending us your money and trade forms

Once you have sold your final item all you need to do is send us a cheque (made payable to 'Barnardo's') together with your trade forms.

Sending a joint cheque from your College/Class

Please make sure you have told your tutor how much your final item made and that you pass on all your trade forms. Your tutor will then need to write the college registration number on the back of the cheque (which should be made payable to 'Barnardo's') and send it to Barnardo's along with all your trade forms.

Sending an individual/group cheque

Please write your registration number on the back of your cheque, which should be made payable to 'Barnardo's'. Then send it to Barnardo's along with your trade forms.

Please also include your full name and email address on a sheet of paper so that we can contact you to thank you for taking part. Remember you also need to send us all of your trade forms, and any photos/comments about the challenge, to the following address:
Barnardo's Student Programme,
Four Gables, Clarence Road,
Horsforth, Leeds, LS18 4LB.



Believe in children

As one of the UK's leading children's charities, Barnardo's believes in children regardless of their circumstances, gender, race, disability or behaviour. We believe in the abused, the vulnerable, the forgotten and the neglected. We will support them, stand up for them and bring out the best in each and every child. We do this because we believe in children.

Barnardo's works directly with more than 100,000 children, young people and their families every year. We run 415 vital projects across the UK, including counselling for children who have been abused, fostering and adoption services, vocational training and disability inclusion groups.

Every Barnardo's project is different but each believes that every child and young person deserves the best start in life, no matter who they are, what they have done or what they have been through. We believe that the lives of all children should be free from poverty, abuse and discrimination. We do this because we believe that every child deserves the chance to transform their lives and fulfil their potential.



Katie's story (aged five)

When Katie was three years old, she often went hungry. But no one noticed. She often cried. But no one heard. That's what it's like being the child of drug-dependent parents.

Katie has seen things no child should ever have to. She's seen her dad go for her mum with a pair of scissors. She's seen strangers kicking down her door and demanding money.

She's had to learn to look after herself. To get herself dressed in the morning and to find her own food. By the time she was just four years old she was not just taking care of herself, but also her baby sister, Hannah. Looking after a two-year-old is hard work for most adults. Imagine what it is like for a four-year-old child.

Then one day her dad was imprisoned for drug related

offences. This turned out to be the best thing that ever happened to Katie. Away from her partner's influence, Katie's mum, Susan, was able to come off drugs, at least for long enough to realise that this was no life for her or the girls. Desperate to do the right thing for her children, she contacted a health worker who referred them to Akwaaba – one of Barnardo's projects based in Deptford, south east London.

Katie now has somewhere safe to go – even if just for a few hours a day. But she did have massive problems when she first came to the Akwaaba Project. A timid, frail figure, she flinched every time someone brushed past her. It will take a lot of patience and care to rebuild her life. But she is making progress.



How the money you raise will help

Every penny we receive helps us support vulnerable children like Katie. The list below gives some examples of what the money made through this challenge could provide for vulnerable children across the UK.



50p

could pay for a young carer to ring home for the first couple of weeks they attend a support group, so they can check that their parents are fine.

£2.50

will help pay for a young person who is homeless to have a hot dinner provided for them at a Barnardo's project.

£5

could help pay for a child to spend an hour at a Barnardo's crèche or playgroup whilst their parents are attending drug or alcohol services.

£10

will pay for an emergency wash and personal care kit for a young person who is homeless or has run away from home.

£20

will pay for toys and games for a child's play therapy sessions.

£50

allows a child to get involved in confidence-building activities, such as sport, art or drama, for a day.

£120

could pay for two sessions with a professional counsellor to help rebuild a child's life and move them closer to a more positive future.

£150

would help us provide a girl with clothing such as sports wear, tracksuit bottoms, basic trainers and so on; items that help an abused young person think of themselves as an ordinary teenager.

£250

covers the weekly cost of running five community youth clubs for children living in deprived areas.

£300

buys a specially designed car seat for a disabled child.

£450

would pay for a year's supply of emergency toiletries like toothbrushes, toothpaste, sanitary requisites, shampoo and soap for a project working with homeless young people.

£1,000

will buy a climbing frame to encourage motor skills and co-ordination for a family centre.

The Student Programme team

We're here to support you and help, so please give us a ring if you have any questions about this challenge.

College contact

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0131 314 6653

If you're in Northern Ireland, please contact:

Michael Phillips
michael.phillips@barnardos.org.uk
(028) 90672366

Please send your cheque and trade forms to the following address:
**Barnardo's Student Programme,
Four Gables, Clarence Road,
Horsforth, Leeds LS18 4LB.**

For more information about Barnardo's please visit the website at www.barnardos.org.uk





onegreenpaperclip trade form

Name _____

Address _____

Telephone No. _____

Email _____

I hereby agree to trade _____

For _____

As part of Barnardo's **onegreenpaperclip** event, I understand that by leaving my details on this form and signing it, I agree to the trade taking place and that the item becomes property of Barnardo's Student Programme. I agree that my details may be used to verify the legitimacy of the trade.

Signed _____

Date _____

This form needs to be completed by every person that swaps an item with you. Keep all the forms safe until the end of the challenge when you will need to send them to Barnardo's.



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