

UNITED FOR UNICEF

International charity partnership between Manchester United and UNICEF



We recognise that AIDS is one of the biggest challenges facing mankind today. At Manchester United, we know about reaching out to young people. We have many players who, we believe, are responsible as role models for the younger generation. Together, we can change attitudes, perceptions and ultimately behaviour.

Sir Alex Ferguson

Manchester United Manager

Launch of *Unite for Children, Unite Against AIDS*, Geneva, 2005

Manchester United has been working with UNICEF since 1999 through the 'United for UNICEF' partnership. The club has raised over £2 million (approximately RM 9.78 million) for UNICEF programs which has benefited over 2.2 million children worldwide. To date the partnership is the longest collaboration between a football club and a global charity.

In October 2010, Manchester United re-launched its partnership with UNICEF and committed to raise a further £1 million (RM 4.89 million) to help UNICEF save the lives of some of the world's most disadvantaged children. The £1m will be spent on ensuring that babies and young children in the most vulnerable communities are provided with the services they need to survive the first five years of life. One of the first countries to receive funding from the new £1m commitment will be Senegal, where one child in eleven dies before their fifth birthday. The partnership will equip 35 child survival centres with everything mums and babies need to ensure a child survives their first five years, including basic equipment like malaria nets.

Since the partnership began, Manchester United has actively supported UNICEF campaigns, including the global *Unite for Children, Unite against AIDS* campaign, which aims to protect the rights of all children affected by HIV and AIDS. Manchester United manager Sir Alex Ferguson and players Ryan Giggs and Ole Solskjaer are National Ambassadors for UNICEF UK.

Manchester United's partnership with UNICEF under the 'United for UNICEF' brand is managed by the Manchester United Foundation (Trading) Limited.

<http://www.unicef.org.uk/UNICEFs-Work/Our-supporters/Organisations/Corporate-partners/Manchester-United/>

UNITE FOR CHILDREN, UNITE AGAINST AIDS

In 2005, UNICEF and UNAIDS convened a global campaign "Unite for Children, Unite against AIDS" to provide a platform for urgent and sustained programs, advocacy and fundraising to limit the impact of HIV and AIDS on children and help halt the spread of the disease.

The Campaign calls upon every part of global society to join in partnership to put the care and protection of children, adolescents and young people at the center of the HIV and AIDS agenda. The Campaign was launched in Malaysia on 25 November 2005.



**UNITE FOR CHILDREN
UNITE AGAINST AIDS**

‘UNITED FOR UNICEF’ SUPPORT TO MALAYSIA

Visit to Positive Living, 2009

Manchester United stars Ryan Giggs, Patrice Evra and Federico Macheda as well as Manchester United Foundation Chief Executive John Shiels took time out of the club's pre-season tour of Asia in 2009 to visit PT Foundation's Positive Living program to spend time with ten children from vulnerable backgrounds, including children from families affected by HIV and AIDS, whose parents are sex workers or drug users, as well as street children and refugee children.

The Foundation CEO Mr. Shiels also visited Rumah WAKE, a shelter for HIV and AIDS infected and affected children living in Kuala Lumpur.

The Manchester United personalities used their visits to call for an end to stigma and prejudice experienced by children and families living with HIV and AIDS in the country.

3R-UNICEF All Women's Futsal Playoffs, 2007

In 2007, Manchester United also supported the **3R-UNICEF All Women's Futsal Playoffs**, held for the second time by Malaysia's innovative TV show 3R (Respect, Relax, Respond) and UNICEF. The program reached out to some 1,000 girls and women from across Malaysia through sport and HIV and AIDS education, helping them to take control of their lives and keep safe from HIV.

In addition to vying for the championship trophy and cash prizes, futsal players, their families, friends and loved ones were kept informed with HIV education through quizzes and games carried out by the 3R TV hosts and other celebrities. Playoffs held in Johor Bahru, Penang and Kuala Lumpur were all in support of the Unite for Children, Unite against AIDS campaign.

Youth-to-youth peer educators from AIESEC Malaysia and the 3R TV hosts also carried out a series of education workshops, supported by Manchester United, to bring HIV and AIDS awareness messages to more than 1,000 teenage girls and boys in schools in Johor Bahru and Kuala Lumpur.

PROSTAR Youth Centres, 2007-2008

In 2007, Manchester United contributed US\$ 150,000 (approximately RM 500,000) to UNICEF Malaysia in support of the **PROSTAR¹ Youth Centres** in Malaysia's northern states of Kedah and Perlis.

The PROSTAR Youth Centres in Kedah are the first of its kind in Malaysia, set-up by the Ministry of Health and UNICEF in 2004 to provide children and young people, in- and out-of-school, with a safe space to meet, have fun and access peer-to-peer support for life-skills and information on HIV and AIDS.

Managed under the motto, 'Action by Youth, for Youth and through Youth', the PROSTAR Youth Centres also help empower young people, giving them a sense of pride and responsibility, while providing them opportunities to develop leadership.

Since the launch of the first Youth Centre by Her Highness The Princess of Kedah Dato' Seri Tunku Puteri Intan Safinaz in Pendang in 2004, the Ministry of Health and UNICEF have supported the expansion of the program to Yan, Padang Terap, Baling, Kulim, Kubang Pasu in Kedah and in Kuala Sanglang in Perlis.

With funding from Manchester United, the PROSTAR Youth Centre program in Kedah and Perlis have helped teenage boys and girls get the heads up on HIV and AIDS through a variety of platforms which include leadership camps, peer-to-peer training workshops, and hobby clubs such as motor mechanics, beauty and grooming, handicrafts, and sport activities.

Programs were also carried out for the community's elders, religious leaders, teachers and women to facilitate their support of the youth activities. These included engagement with some 100 Muslim religious leaders as well as awareness raising activities for children and youth in mosques.

¹ Program Sihat Tanpa AIDS Untuk Remaja or Healthy Youth Without AIDS Program