

SAFE PASSAGE: WINTER DONATIONS

SAFE **CAUSE**
PASSAGE **CREATE**

*young
creative
council*

BRIEF

INTRO

Safe Passage help unaccompanied child refugees find safe, legal routes to sanctuary and support their transition to a new life when they arrive.

They need your creative spark this winter, to think up a fundraising campaign and help them to carry on their vital work.

We are seeking innovative new routes, messaging and ideas to help Safe Passage reach their audience, tell their story and persuade people to donate to the cause.

We need your inspiration to help give child refugees a future they deserve.

THINGS TO CONSIDER

- Audience. Members of the public. Most of Safe Passage's donations are from women aged 25-65.
- If you wish you can narrow down your audience within this bracket to create a more targeted campaign.
- Call to Action: Donate now / here.
- Budget. This is a tiny charity with tiny budgets to make things happen. Don't think big *think actionable*.
- Execution. Get creative with your execution – how can we reach people in new and impactful ways. Let's deviate from the norm.
- Impact. The best ideas are going to be the ones that we can help Safe Passage turn into a reality – quickly and easily.

SUBMISSION

Ideas, designs, campaigns, whatever your creative response may be should be displayed on 1 page displayboard.

Send to: charlottek@youngcreativecouncil.com
Friday 10th November

BACKGROUND

Safe Passage help unaccompanied child refugees find safe, legal routes to sanctuary and support their transition to a new life when they arrive. The refugee crisis is the defining humanitarian crisis of our time. Last year, almost 400,000 refugees made the perilous journey into Europe.

30,000 were unaccompanied minors, having spent months alone, crossing countries and continents. Some as young as 8 years old.

When armed police evicted the Calais 'Jungle' in October 2016, hundreds of minors were scattered amongst the chaos, and many are still sleeping rough on the streets of Calais, or in local woodland.

They experience abuse, neglect, and police violence on a daily basis, as well as the threat of exploitation and trafficking. They have no: safety, security or warmth, access to clean water or regular meals, and medical facilities.

In refugee camps across Europe a similar grim situation unfolds as young people await an unknown and terrifying future, with high numbers of young people going missing, at risk of trafficking, disease and serious mental health concerns on the rise.

Yet, many have a legitimate claim to asylum in the UK. Either through:

- Dubs Amendment – a scheme intended to welcome 3,000 unaccompanied children. Although halted in 2016, there is a legal obligation to transfer 280 children to the UK
- Dublin 3 Agreement – which should allow family reunification for unaccompanied children from within Europe. In reality it often takes up to a year for children to be transferred to join family - even though it could/should only take a matter of weeks.

While the government drags its heels, children are living in the woods with no sanitation, food or security. Safe Passage works tirelessly providing vital support to vulnerable young people.

Find out more about Safe Passage:

<http://safepassage.org.uk>

Join their Day of Action on the 24th October 2017:

<https://actionnetwork.org/events/children-of-calais>

DATES & PRIZES

DATES

DEADLINE: Friday 10th November

Finalist Announced: 13th November

Exhibition: 18th November

Winner Announced: 20th November

PRIZES

Top three entries will be showcased in the Impact and Action Gallery at Cause2Creative festival #CreateChange 18th November 2017. Presented on a2 boards for industry eyes to see. We'll also share your work and portfolios on the YCC & Cause2Create feeds.

Winner:

Paid creative placement at a top agency & ticket to D&AD Festival April 2018.

Runners-up:

Book Crit with THREE Creative Director's & YCC goody bag.

... GOOD LUCK!

SAFE
PASSAGE

*young
creative
council*

**CAUSE²
CREATE**