



Support 1 in 11

Take part in the #1in11 Keep Ups Challenge!

As you're reading this, 1 in 11 children across the world are out of school and not getting the start in life they are entitled to. That's 58 million children who will not get the chance to fulfill their potential.

'1 in 11' is a unique partnership between global organisations UNICEF, the FC Barcelona Foundation and Reach out to Asia (ROTA). We have come together to harness the power of sport and education to ensure that every child has the opportunities they deserve in life.

We're calling for your support to join Lionel Messi, FCB Player, UNICEF Goodwill Ambassador and President of the Leo Messi Foundation, and Serena Williams, UNICEF Goodwill Ambassador, by taking the #1in11 Keep Ups Challenge. All you need is a ball (of any kind), a smartphone or a camera and your imagination to support our campaign.

All you have to do to join in is:

1. Create your film

Film your attempt at the #1in11 Challenge or get a friend or colleague to film it for you.

Remember to be creative – you don't have to use a football, all you have to do is be as imaginative and make your video as original as you can!

2. From January 10th – our official launch of the campaign - upload your film with #1in11

Once you've filmed your attempt upload it to Twitter, Instagram or Facebook

Make sure you use the hashtag #1in11 and nominate two friends when you upload your entry

3. Make a donation

All donations made will go directly to supporting our 1 in 11 programmes

There is no set donation fee, just as much as you can afford to give

4. Visit our campaign website to see if you are a winner!

We'll be announcing competition winners on a weekly basis through our campaign website

Competition entries will also be featured in an inspiration gallery on our website – your video must include the hashtag #1in11 to be featured

All donations made will go directly to helping some of the most marginalised and vulnerable children get the start in life they deserve.

Please help us spread the word by sharing on Facebook and Twitter to encourage your friends to take part in the campaign.

Thank you for your support.