

wear  
something  
**WOW**



**WOW**

what will you be wearing?

[www.wearwow.com](http://www.wearwow.com)

**World Orphan Week  
4-10 February 2008**

Add a little **WOW** to your outfit for  
a day during World Orphan Week.



**SOS Children's Villages**  
*the world's largest orphan charity*

World Orphan Week is a volunteer-led  
fundraising campaign with 100% of  
donations going to SOS Children

The  
**Monsoon Accessorize**  
Trust

# Take part in our fabulous campaign and 'wear something WOW' for a day during World Orphan Week

In February 2008, people all across the UK from school kids to politicians, and grannies to postmen, will be wearing something wacky, extravagant or simply out of the ordinary to support **World Orphan Week**, SOS Children's annual fundraiser.

## What is WOW?

**WOW** stands for **World Orphan Week** - a time when you can make a real difference to vulnerable children worldwide.

And it couldn't be easier. Encourage everyone you know to 'wear something **WOW**' for a day in exchange for a suggested donation of £1 per child and £2 per adult.

Put a feather in your hair, wear the **WOW** necklace from Accessorize, don a fabulously loud tie, swap clothes with your partner or decorate your school bag - whatever your choice just make it shout **WOW**!

## When is WOW?

The next World Orphan Week takes place **4 - 10 February 2008**.

Go on, bring some colour and sparkle to the month of February!

## How to WOW

Choose a day during **World Orphan Week** and get your family, school, office, local shops and clubs to join in and 'wear something **WOW**' for a day.

You can register online at [www.wearwow.com](http://www.wearwow.com) or call **01223 365589** and we'll send you a free fundraising pack with tips on how to make your day really **WOW**, a paying in slip, stickers and a poster. Or just text **WOW** to 85222 to donate £1.50\*.

WOW Supporter Phil Spencer



## Who will WOW help?

Every penny raised during **WOW** goes entirely to **SOS Children's Villages**, the world's largest orphan charity. We provide a family and a home for children who have lost their parents through war, famine, disease or poverty. We care for street children, AIDS orphans, child soldiers and victims of natural disasters.

Suggested donations of £1 per child and £2 per adult to take part in 'wear something **WOW**' will benefit many SOS projects including the building of a new SOS Children's Village in Chipata, Zambia, where 10% of the country's children are orphans. The village will include 15 family houses for up to 10 children and SOS mother in each. There are also plans to build a small nursery and primary school, and run support programmes, all of which will benefit the local community as well.

Every pound you raise helps us to help even more children.

- **£6.40** provides a child's food for a month.
- **£28** pays for 10 mosquito nets.
- **£300** ensures 1200 children's education for a month.
- **£1000** vaccinates all the children at an SOS Village against polio.

**Register now and make a difference!**

WOW Supporter Lisa Butcher



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Donate by post, online or by texting **WOW** to 85222

\*Texts cost £1.50 plus one text message at your standard rate.



## SOS Children

- cares for more than 60,000 children in over 450 SOS Children's Villages
- is run by local staff in each of the 123 countries in which we work
- supports children who have lost their parents through war, famine, disease or poverty
- uses 100% of your donation for the children; administration costs are covered by Gift Aid
- is a non-political and non-denominational organisation with over 55 years' experience of caring for vulnerable children.

## What we do...

- **Build a village**  
Each SOS Children's Village has on average 15-20 family homes.
- **SOS mothers**  
Each home has a caring parent who gives the children the love, support and guidance they need.
- **Brothers and sisters**  
Each family house provides a home for up to 10 children and natural brothers and sisters are never separated.
- **An education**  
SOS Children's Villages gives every child the education and skills they need to shape their own future.
- **Community programmes**  
SOS Children's schools, medical and social centres support the development of local communities.
- **Vocational training schemes**  
These schemes provide new skills and qualifications to help the surrounding communities develop.
- **Family strengthening programmes**  
Families in the local community are offered support to prevent child abandonment.
- **Emergency relief**  
In times of war, famine or disaster, we are quick to provide emergency assistance to the most vulnerable and continue to support communities in the long-term.



Registered charity number 1069204



**SOS Children's Villages**  
the world's largest orphan charity

...giving children a family for life