

The Fair Traders Cooperative

the cooperative with a difference, making a difference

TAKE A STEP with a Fairtrade Football – KeepyUppy Challenge

Guidelines for schools and education groups

The focus for [Fairtrade Fortnight 2012](#) at The Fair Traders Co-operative is **footballs** – and how they can make a difference to the lives of children and families in Pakistan and Sri Lanka.

WHAT IS THE KeepyUppy Challenge?

KEEP the ball in the air, on the move, for as long as you can – **and** show your support for Fairtrade.

USE Feet and heads (as in football) OR Hands only (as in volleyball) OR Hand to hand (as in paralympic/wheelchair)

WHEN?

Any time between now and the end of March 2012

WHO CAN TAKE PART?

ANYONE – IN THIS OR ANY OTHER COUNTRY

- TEAM of **ONE** ; just you by yourself
- TEAM of **TWO** : you and another person – friend/brother/sister/other family member/teacher/
- **GROUP TEAM** – class/whole year group/sports team/scout or guide/brownie or cub/ /after-school club
- **SCHOOL/ACADEMY TEAM** – whole school/organisation

WHERE?

ANYWHERE SAFE

- In the park or playing fields
- In a back yard or garden
- At your school
- Outside your house
- At a local or famous place

WHY?

- To learn more about Fairtrade and tell as many people as we can about Fairtrade footballs - to make a difference to the lives of people in Pakistan, Sri Lanka, India
- Read stories about how the Fairtrade Premium helps children and families. Visit our [blog pages](#) to read about -
 - People like Mohammed, (a football stitcher in Talon, Pakistan) and his brother Rezwan who set up a laundry
 - People like baby Mordacus, born at a good hospital in Sialkot
 - People like Shymala, who works in the New Ambadi latex factory, who hopes her granddaughter will train as a nurse
- Read about the [International Football Tournament in Ghana and Kenya](#) this July – planned by SANDLANDERS FOOTBALL CO-OP
- To have some fun at the same time
- To keep fit and healthy



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TAKE PART

- Use a Fairtrade football or buy one or more from www.thefairtraderscooperative.co.uk are fantastic footballs, at great prices. Have your football/s delivered for £3.95 or choose 'Collect from store' in the Delivery dropdown box. Or shop in person at 32 Huddersfield Road, Holmfirth HD9 2JS. We will include the stories of the football stitchers and rubber tappers with your purchase.
- Practise keeping the ball moving and in the air!
- Make sure someone times your best efforts

ENTER THE CHALLENGE

WHAT TO TELL US –

- WHO took part – just first names if you like – and HOW MANY in your team
- WHERE and WHEN it took place
- Your age group – **11 AND UNDER** or **11 to 18**
- YOUR CHALLENGE TIME – HOW LONG in minutes and seconds you kept the football moving and in the air
- The NAME of the teacher or other adult who saw you do your challenge
- ONE thing you have learned about what Fairtrade means to the people who make the rubber or sew the footballs
- How to CONTACT you – school name or email address

HOW to tell us. This is up to you, so long as you remember the theme of 'TAKE A STEP' You must be able to post it to us or email it to info@thefairtraderscooperative.co.uk

You could -

- Draw around your foot on a large piece of paper. Cut it out and write the information on the foot
- Draw a picture of you both – and the place you did the challenge
- Have a photo taken of your team's feet or shoes
- Make a short video of your team!

Remember. If you are under 18, you must have permission from a parent/guardian for any photo or video you make

WHAT WILL HAPPEN to the entries you send? We will post a selection of them on our website, to share the great things about the KeepyUppy challenge and spread the **Fairtrade football message** even further. We will also give a PRIZE of a £20.00 voucher for each age-group (11 and under/ 11-18) to spend at The Fair Traders Co-operative!

GOOD LUCK!

Send entries by 31 March 2012 by email to : info@thefairtraderscooperative.co.uk OR
Send entries by post to arrive by 31 March to : KeepyUppy Challenge, The Fair Traders Co-operative, 32 Huddersfield Road, Holmfirth, West Yorkshire, England. HD9 2JS