

1GOAL, Send my Friend to School and RESULTS

Send My Friend to School is a campaign run by the Global Campaign for Education (GCE), which sees school children and teachers in the UK join in a 'global lesson' every year to raise awareness of the millions of children in the developing world who cannot go to school. Usually these lessons happen during the GCE's 'Global Action Week', which is in April. However, 2010 is a special year for campaigning on global education – as well as the upcoming election in the UK, there is going to be a unique opportunity to generate mass popular support for the issue this year.

During the 2010 World Cup, the GCE will be joining with FIFA (the international federation of football associations) to mount a global campaign that will reach billions of people worldwide. The aim of the campaign is to ensure that the 2010 World Cup, which is the first ever to be held in Africa, leaves a legacy of education for all the continent's children.

The campaign will see the GCE and FIFA join with ordinary people around the world, as well as footballers and celebrities, to call for a renewed commitment to education for all. It aims to put pressure on governments in the developing and developed worlds alike – for the former to increase the percentage of their budgets that are spent on education and for the latter to deliver on their promises to provide sufficient aid to fill the 'financing gap' (see action sheet) and enable every child to realise their right to education.

In the UK, Send My Friend to School is therefore encouraging schools to hold joint Send My Friend/1GOAL events between 11th June and 11th July during the World Cup. This will allow the school events to reinforce and use the massive publicity that the 1GOAL campaign is going to generate, as well as students' and teachers' enthusiasm for football.

RESULTS is a member of the Global Campaign for Education, and we are therefore excited to be getting involved in 1GOAL. As grassroots activists with an excellent in-depth knowledge of education for all, our grassroots members are ideally placed to help schools to capitalise on their events and ensure that the message gets through loud and clear to local politicians.

For now, we are asking our grassroots members to get in touch with any schools that they have a connection with, and encourage them to sign up to 1GOAL (see action sheet for details of how to do this) and start arranging a 1GOAL event for June or July. Our action in June is also going to focus on education for all, and at that point we will be asking you to help with ensuring that specific asks for improvements in the UK government and international efforts to reach education for all get through to our politicians. This will help to sustain the interest in global education that 1GOAL is going to create in the UK political sphere.

2010 is set to be a massive year for our campaign to achieve education for all – we hope that you are as excited as we are!