

**Here’s how to call on your school, college, university, place of work or a business you care about, to adopt a policy against orphanage tourism and volunteering.**

**ASK THEM ON SOCIAL**

You could tweet the organisation you’d like to see support the issue by finding the appropriate twitter handle and directing them to the campaign. There’s a pre-loaded tweet in the challenge it section on the microsite, or copy from here:

**I call on [insert handle] to take action on @Lumos #HelpingNotHelping campaign to adopt policy to end orphanage volunteering and visits which are harmful to children. For more see** [**https://www.helpingnothelping.org/**](https://www.helpingnothelping.org/)

**EMAIL THEM**

**Step 1: Get Googling**

Find out the name of the Headteacher, Principal or Vice Chancellor you want to contact, or the CEO of the company and the best way to get in touch. This may be a “General Enquires” email address or contact form.

**Step 2: Make it personal**

Insert their name and yours where indicated on the draft email, and whether you’re a student, staff member or alumnus. To make your message more effective, tell them why this issue matters to YOU. For example, any experience you have of orphanage tourism or volunteering, or why you support Lumos.

**Step 3: Send and share**

Copy and paste your personalised message into an email and press send. Tell your friends about the action you’ve taken on social media by using the hashtag #HelpingNotHelping. There is a pre-loaded email under the Challenge It section on the home page with the text below that you might find useful.

**EMAIL TEMPLATE**

**--------------------------------------------------------------------------------------------------------------------------------**

To [INSERT NAME]

**Please support Lumos’ #HelpingNotHelping campaign Call to Action on orphanage tourism and volunteering**

Volunteering in or visiting orphanages can be a popular option whilst travelling overseas. However, this can have serious negative consequences for vulnerable children and communities.

Evidence shows that the regular turnover of volunteers and visitors and growing up in an orphanage can harm a child’s development and exposes them to increased risk of abuse. A flow of unskilled volunteers and visitors to orphanages results in significant resources being channelled into orphanages, when it could be much better directed supporting families and local communities.

There is also growing evidence highlighting that the financial incentives associated with running an orphanage results in children being removed from their families to attract donations and visitors. In such situations, volunteers and visitors to orphanages may unknowingly contribute to child trafficking and exploitation.

**#HelpingNotHelping** is a campaign from Lumos, the international children’s charity founded by J.K. Rowling, which aims to change social attitudes and prevent orphanage ‘voluntourism’.

As a *pupil / student / staff member / alumnus/employee/customer* [DELETE AS APPROPRIATE], I want to help end this harmful practice and protect children from unnecessary risk. Therefore, I call on you to support this campaign by **adopting the following organisational policy against orphanage tourism and volunteering**:

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| --- |
| *In recognition of the harm caused by institutional care for children (such as so-called ‘orphanages’), and the growing evidence of children being trafficked to and from such institutions, we commit to the following:** *Actively support causes that strengthen families and build local communities.*

* *Ensure that we do not promote or engage in volunteering and/or visits to institutions for children.*

* *If relevant, we commit to carefully plan and safely redirect existing support to institutions into alternatives that support families and communities.*

* *Educate our key stakeholders, staff and board about this organisational stance, and the harms of so-called ‘orphanage tourism’ and institutional care.*
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This wording could be incorporated into any existing policy around Corporate Social Responsibility, Modern Slavery and Human Trafficking, Child Protection, Volunteering or other relevant policies and guidance. More information and support can be found at the Helping Not Helping website [here,](http://www.helpingnothelping.org) or by contacting Lumos at HelpingNotHelping@wearelumos.org

The small step of having a robust policy will make a huge difference in solving this problem and protecting children globally. I urge you to take action today and support #HelpingNotHelping and share your support @Lumos

Yours sincerely, [INSERT NAME]