

## Aim

This resource uses the Oxfam Unwrapped catalogue to help learners to critically examine the impact of development projects and explore the language used in fundraising appeals.

## How does Oxfam Unwrapped work?

Oxfam Unwrapped is an innovative charity gift catalogue launched by Oxfam in 2004. The customer chooses a gift from the Oxfam Unwrapped catalogue and sends a gift card or e-card to someone they know. The gifts are grouped into categories according to their theme. The money spent on each gift could fund any of the activities within the category, supporting Oxfam's work around the world wherever it is needed the most.

## ACTIVITY 1

### What impact do these gifts have?

Ask learners to read through a selection of the Oxfam Unwrapped gift cards. Then use a consequences wheel to analyse which projects have the greatest impact on their communities and rank them accordingly. Consequences may be either big or small, positive or negative.

There is additional project information about the gifts on [the Oxfam website](#).

To construct a consequences wheel, first ask what the immediate impacts of the project are. Then ask whether these impacts have additional impacts, and so on. Impacts may be read directly from the Oxfam Unwrapped gift cards or inferred. Finally, add any negative impacts you can think of.



How do Unwrapped gifts like these change people's lives?

- A Goat
- A Farmyard
- Mosquito Net
- A Toilet
- Seeds

See more examples in the zip file.

# Oxfam Education

www.oxfam.org.uk/education

## Unwrapped Example: I Bought You Some Seeds

### Immediate impacts

- Farmers grow crops to eat or sell at market.
- Farmers earn more money by selling seeds to their neighbours.

### Additional impacts

- Farmers can build a house, purchase livestock and buy land with the money that they earn.
- Farmers' level of nutrition improves.
- Farmers can provide work on their land for others in the village.
- Farmers learn how to adapt to climate change and develop their businesses.
- Others benefit by growing the seeds they have bought from the farmer.

### Negative impacts

- Some people in the village might become jealous of the farmers who received the first seeds.
- Some farmers may not have enough money to buy seeds from their neighbours.

See Oxfam GB (2015) – 'Global Citizenship in the Classroom. A Guide for Teachers' p14 Consequences wheel

## ACTIVITY 2

### How do the gifts work?

The Oxfam Unwrapped gifts work by raising funds for our long-term development projects across the world. These projects enable people to lift themselves out of poverty. Sometimes all it takes is a helping hand to get started.

Ask learners to read through the Oxfam Unwrapped gift cards and classify each project under one of the following headings:

1. Earning an income.
2. Basic services such as water, education and health.
3. Training or supporting people to improve their circumstances.
4. Campaigning and persuading people to change their behaviour.

For example:

Unwrapped gift	Category
A Farmyard	Earning an income
A Toilet	Basic services
Beat UK Poverty	Training
Girl Power	Campaigning

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[www.oxfam.org.uk/education](http://www.oxfam.org.uk/education)

Ask learners:

Are any of the projects difficult to classify? Why might that be?

How do the features improve people's lives?

Can you draw conclusions about which types of project have the greatest impact on their communities?

For example, are any of the headings more important than others in helping a community to develop? Is anything missing?

Following the discussion ask learners to look again at the gifts. Which one would they buy and why?

Ask learners to use this activity to write a simple definition of 'development'.

To find out more about how Oxfam spend the money from Unwrapped gifts on long-term development projects see <https://www.oxfam.org.uk/shop/oxfam-unwrapped/how-we-spend-your-money>

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### ACTIVITY 3

#### What is the bigger picture?

In 2015 the United Nations agreed the Sustainable Development Goals (SDGs) to end poverty, protect the planet, and ensure prosperity for all. Altogether there are seven main themes incorporated in the SDGs.

1. Ending poverty
2. Health and wellbeing
3. Education, skills and jobs
4. A just world: gender equality, justice and peace
5. Sustainability
6. The environment: protect the planet
7. The global goals: global awareness

The seventeen SDGs are summarised in full at:

[www.un.org/sustainabledevelopment/sustainable-development-goals/](http://www.un.org/sustainabledevelopment/sustainable-development-goals/)

Ask learners to match the Oxfam Unwrapped projects against the corresponding SDG themes or the seventeen SDGs. To what extent do the Oxfam Unwrapped projects reflect the aims of the SDGs? Are there any SDGs which the Oxfam Unwrapped projects do not contribute towards? If the answer is yes, learners could suggest a new Oxfam Unwrapped project to help meet this SDG.

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## ACTIVITY 4

### The language of persuasion

The Oxfam Unwrapped gift cards and promotional material aim to persuade the public to donate money to Oxfam. In 2017 Oxfam introduced gift cards for children including

- Water Warrior
- Food Hero
- Team Toilet
- Super Girl

(See Unwrapped Children's Range pdf)

Ask learners to analyse one of the leaflets and highlight the persuasive techniques the author has used to highlight the value of the gift. Learners could also compare the gift cards for children to those for adults, or different types of Unwrapped gifts on a number of Oxfam Unwrapped gift cards to see if similar techniques are used in different cards.

As extension work, learners could compare the persuasive techniques used by different charities or alternatively redraft an Oxfam Unwrapped gift card using their own persuasive language.

Tips for persuasive writing: ([www.sfyouth.eu](http://www.sfyouth.eu))

**Be confident**

Believe in what you are writing and ask for an action. 'Now is the time for you to....'

**Be positive**

Focus on showing how strong your points are, not how weak the opposite points are.

**Repeat yourself**

Repeat your main points several times.

**Be personal**

Saying 'I' or 'We' makes people feel you believe what you're saying.

**Use questions**

This engages your audience. 'Why don't all children go to school? Here's why...'

**Use feelings**

Use emotional language: 'It's outrageous that so many children don't go to school.'

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## ACTIVITY 5

### A new idea?

Fundraising is a highly competitive business. Oxfam was one of the very first charities to promote gifts when Oxfam Unwrapped was launched in 2004. Now many other charities have similar catalogues. Therefore, charities are always thinking of new ways to raise money.

# Oxfam Education

[www.oxfam.org.uk/education](http://www.oxfam.org.uk/education)

Ask learners to devise an exciting new fundraising concept. They should pitch it to the rest of the class and outline its aims, target audience and what makes it unique.

Alternatively, learners could explain whether they think Oxfam Unwrapped and other charity gifts are attractive to the public. What different types of fundraising are there, and which types do they think are most popular? [The Oxfam website](#) shows some of the different ways which charities fundraise. Why do they think some types of fundraising raise much more money than others?

## Useful resources

Oxfam Unwrapped best sellers: [www.oxfam.org.uk/shop/oxfam-unwrapped/bestsellers](http://www.oxfam.org.uk/shop/oxfam-unwrapped/bestsellers)

Oxfam Unwrapped: Safe Water: [www.youtube.com/watch?v=ZA6HOsQ4zws](http://www.youtube.com/watch?v=ZA6HOsQ4zws)

Oxfam Unwrapped: Education: [www.youtube.com/watch?v=Ux\\_D7rMbpsM](http://www.youtube.com/watch?v=Ux_D7rMbpsM)

Oxfam Unwrapped: Goat: [www.youtube.com/watch?v=QnK9lx1bU4Q&feature=youtu.be](http://www.youtube.com/watch?v=QnK9lx1bU4Q&feature=youtu.be)

The Sustainable Development Goals: [www.oxfam.org.uk/education/resources/sustainable-development-goals](http://www.oxfam.org.uk/education/resources/sustainable-development-goals)

Frequently asked questions: <https://www.oxfam.org.uk/shop/oxfam-unwrapped/faqs>

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