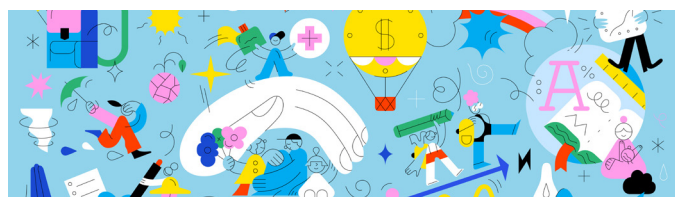




# Finding your way around



## Vision

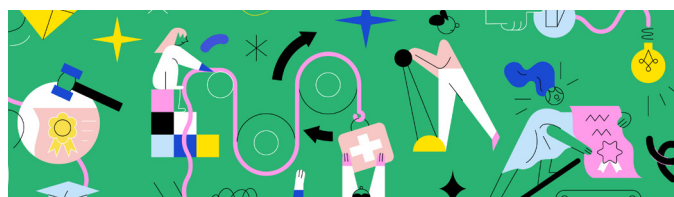
Dig into UNICEF's conception of SBC, key results, ethical considerations, tools for advocacy, fundraising and budgeting, and your role within it.



The Big Picture

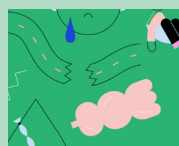


Advocacy & Fundraising



## Understand

Read up on the fundamentals of SBC, including the UNICEF mindset on SBC and the key SBC approaches to achieving your results.



The Fundamentals of SBC



SBC Programmatic Approaches

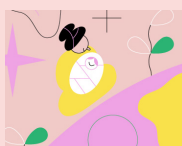


## Create

Find guides on how to create your SBC plans and strategies to maximize impact.



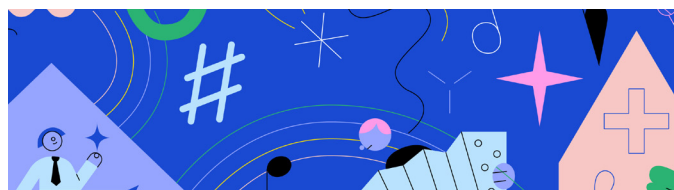
Diagnose



Define Success



Design



## Do

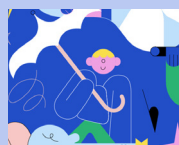
Explore a toolkit for putting SBC into action and internal guides for UNICEF operations.



Implementing Strategies



Partnerships



SBC In Emergency Settings



Build Capacity and Supportive Systems