



YOUR FUNDRAISING



**REFUGEE
ACTION**

THANK YOU FOR TAKING ACTION



YOU ARE JOINING A MOVEMENT OF BIG-HEARTED PEOPLE WHO ARE STANDING WITH REFUGEES. WELCOME TO TEAM REFUGEE ACTION.

By fundraising for us, you are changing lives. Because of you, we will ensure that refugees and people seeking asylum can get justice, live free from poverty and rebuild their lives here in the UK.

We are living in the worst refugee crisis since WWII. Persecution, violence and war leave people with no choice but to flee their homes and everything they know. After trekking across continents in search of safety, some come to Britain. But once they arrive, a new struggle begins.

Applying for asylum in the UK is no easy feat. The asylum system damages, de-humanises and disempowers so many of the people who go through it. A lack of information and support means that many end up homeless, destitute and in poverty.

At Refugee Action, we're determined to ensure that Britain is a country that truly welcomes refugees. By supporting us, you are helping to make that a reality.

By fundraising for us, you are standing up for humanity. Thank you for being a part of Team Refugee Action.

THIS PACK WILL GIVE YOU ALL YOU NEED TO ORGANISE YOUR REFUGEE ACTION FUNDRAISER. WHETHER YOU'RE RUNNING, COOKING, PARTYING OR CRAFTING, YOUR ACTION WILL CHANGE LIVES. TOGETHER WE WILL ENSURE THAT HUMANITY CAN WIN.



STANDING UP FOR HUMANITY

OUR STORY

We were founded in 1981 to help refugees from Vietnam. Since then, Refugee Action has made a real difference to the lives of thousands of refugees – including families fleeing war in Bosnia and Kosova, people escaping Montserrat's volcanic eruption and the continuing refugee crisis where huge numbers of people have left countries like Syria.

OUR VALUES

We believe in humanity. That's why we support survivors of violence, disaster and persecution to access their human rights and live free from poverty. With us beside them, they can build safe, productive lives in the UK.

Our vision is a future where refugees and people seeking protection are welcomed and given the compassion, justice and support to live with dignity.

SMALL BUT POWERFUL

As a small charity committed to helping one of the most marginalised communities in the UK, every gift we receive is truly appreciated. Your support means we can continue delivering our frontline services, providing advice and support to refugees and people seeking asylum. It allows us to campaign and advocate for refugees' rights, and boosts us as we work in collaboration with other refugee organisations across the country.

A HISTORY OF CARING

We have a proud record of supporting refugees in a range of ways.



Fighting for fairness – from advocating for refugee status and pushing for fair financial support, to battling the bad decisions that force people back to face the torture and persecution they've fled.



Coping with the system – we help to navigate the endless government bureaucracy that can devastate the lives of desperate people.



Helping children – we provide targeted support for young refugees, including help with education and health, as well as opportunities to make local friends.



Speaking out – we give refugees a voice and raising awareness.



Connecting communities – we help to build networks, connect with neighbours and support local organisations, so they have the capacity to deliver more and better services to help refugees.



Someone to talk to – we listen, advise and inform.



Finding the facts – our research uncovers the issues refugees face and aims to address them

MAKING CHANGE HAPPEN

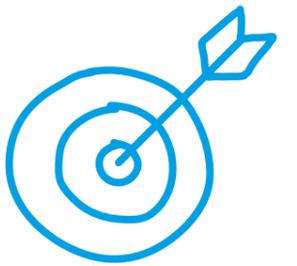
WHY WE NEED FUNDRAISERS LIKE YOU

Men, women and children fleeing war, disaster or persecution need our help. Your fundraising will mean that they're not alone. With your support we can give traumatised families a warm welcome and the support they need to start afresh. Together we can help them rebuild their lives.



Fatima fled her home country with her two daughters, aged 3 and 7, after receiving death threats and witnessing unimaginable atrocities. The horror of what they experienced, and their journey to the UK left her eldest child, Sara, completely mute. Desperate, Fatima arrived in the UK, where she dreamt they would be safe. Instead with no support and no advice, they were street homeless, destitute and alone. Thanks to supporters like you, Refugee Action was able to secure her housing, help with her asylum claim and get therapeutic support for her daughters. Fatima has now been granted refugee status and is rebuilding her life in safety in the UK.

THE POWER OF YOUR FUNDRAISING



EVERY PENNY AND POUND YOU CAN RAISE COUNTS. SO, SET A FUNDRAISING TARGET AND DO EVERYTHING YOU CAN TO SMASH IT! HERE ARE SOME HANDY EXAMPLES YOU CAN SHARE, TO SHOW HOW DONATIONS COULD HELP REFUGEES IN DESPERATE NEED.

£10 could provide a family with essential supplies such as blankets, nappies and food from our destitution fund.

£25 could help train a volunteer, so they are fully equipped to provide support and advice for families with vulnerable children.

£50 could help a family find accommodation, so they do not end up living on the streets and can work towards rebuilding their lives with dignity.

£100 can help pay for an interpreter to attend five advice sessions and translate for a refugee, helping them to receive informed advice.

£500 could help pay for volunteer expenses for 2 months, ensuring refugees have someone to talk to and ask for advice.

£1,000 could cover the project cost of interpreters for one year, ensuring that we provide critical support to help refugees out of destitution and homelessness, in a language they understand.



“So many doors have opened for me over the past year. I feel that my life has been transformed. I have been given a home, I have been given freedom and my dream of a better education is finally coming true.”

Rahma



“I am very happy that we are now in the right place, where it is safe for us and our children after so many years of exhaustion and extreme suffering in the countries we lived in.”

Safaa

FUNDRAISING IDEAS

YOU CAN MAKE, YOU CAN BAKE. YOU CAN BIKE, YOU CAN HIKE. WHATEVER YOU DO, IT WILL HELP RAISE MONEY TO WELCOME REFUGEES TO THEIR NEW LIFE WITH DIGNITY.



Friends and Family Fundraisers

Celebration time. Ask for donations instead of gifts for your wedding, anniversary or birthday. Facebook has a great tool for this!

Host an event. Gather together for a film screening, coffee morning, gala dinner or open-mic night.

Get selling. Run a swap shop, a nearly-new sale or sell something you've made, like handmade cards, jewellery or plants.

Top tip: Make sure you ask for Gift Aid – it makes donations worth 25% more!

Workplace Fundraisers

Raffle. Keep it simple with the tried and tested raffle. Use your contacts to bag some fantastic prizes from local shops and businesses, and sell tickets to your colleagues.

Share your skills. Are you a whizz at Excel, incredible with customers or a connoisseur in coffee making? Offer your skills to your workplace for the day, and request donations in return.

Pub quiz. Gather your colleagues together for a pub quiz, with an enticing prize for the winner. You can either host your own quiz, or piggyback on one that already exists.

Top tip: Many workplaces offer a matched funding policy, so whatever fundraiser you choose, ask your employer if they will match the cash you raise.

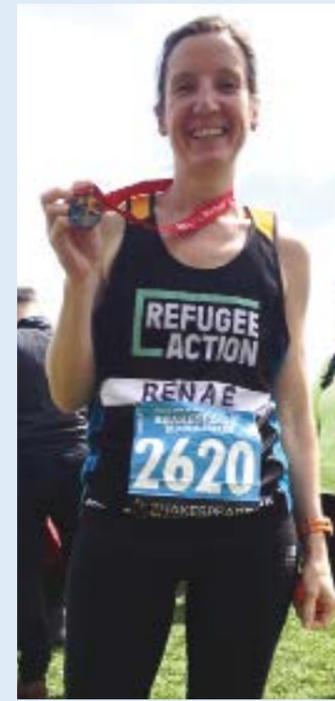
School Fundraisers

Non-uniform day. Let pupils come to school in their own clothes for the day, with each child donating to take part.

Get arty. Run an art competition based around the theme of welcoming refugees. We'd love to see what you come up with!

Talent show. Let pupils and teachers show off their talents with a lunchtime talent competition.

Top tip: Get in touch with us to request our handy school resources.



Challenging Fundraisers

Be adventurous. Have you always wanted to do a skydive, cycle from Land's End to John O'Groats or do something daring like shaving your head? Now's your chance!

Get active. Grab your trainers, hop on your bike or pull on your wetsuit. Take on a sporty challenge and ask for sponsorship.

Live below the line. Test yourself by only spending £1 on food per day for a week. Ask friends and family to sponsor your endeavour.

Want to get physical? Take part in one of our challenge events, and be a part of a team of human rights heroes. You can see what events we have coming up at www.refugee-action.org.uk/events

Top tip: Make things interesting with a sweepstake. Ask participants to donate to guess your finish time, or how long you'll last.

Foodie Fundraisers

Bake sale. The tried and tested bake sale is guaranteed to raise funds, and make you very popular!

Supper club. Celebrate international cuisine with a feast for refugees. You could even share the cooking amongst friends, and ask guests to come armed with their favourite global dish.

Cooking class. Does everyone drool over your curry, or beg for the secret of your falafel? Throw a cooking class and ask for donations in return.

Top tip: Try to save money by asking your local supermarket to donate the ingredients.



Seasonal Fundraisers

Lent. Whether it's chocolate, caffeine or your favourite tippie, give it up for refugees. Donate the money you save, and ask for sponsorship.

Refugee Week. Throw a fundraiser during Refugee Week in June. Embrace summer with a barbeque, mini festival or sports day.

Christmas. Gather together for some carolling, dedicate your Christmas party or get your friends and family to donate instead of Secret Santa gifts.

Top tip: Remember to take lots of pictures and share on social media with a link to your fundraising page.

PLANNING YOUR FUNDRAISER

HERE IS OUR HANDY CHECKLIST FOR TURNING YOUR FUNDRAISING IDEA INTO LIFE-CHANGING ACTION.

Decide on your action

Choose a fundraiser that will play to your strengths, appeal to your networks and that you will enjoy organising. Decide on how much you want to raise as well. Having a target will keep you motivated and inspire more donations!

When, where and who?

 Decide on when and where your fundraising will take place, and who you will ask to support you. A date just after payday is ideal!

Get in touch

We want to hear all about what you've got planned! Get in touch with us at fundraising@refugee-action.org.uk so that we can support you in your fundraising. We can send you a t-shirt, running vest, stickers and other useful resources. We'd also love to hear about your fundraising on social media – so be sure to tag us on Facebook and Twitter!

Your budget

Weigh up the possible costs of your event. Keep costs low by trying to secure your venue for free, and by asking local businesses to donate food, drink and raffle prizes.

Keeping it safe

Whatever your fundraiser, it's important to keep yourself and those around you safe. Have a look at Page 9 for our guidance on this.



Get promoting!

Shout about your fundraiser on social media, email your colleagues and use your local community to spread the word. Using JustGiving is a great way to raise money, and there are more tips on this on Page 10.



On the day

Make sure you've got enough helping hands for the day, and everything you need to make it a success. Put together a list of equipment needed and a schedule if necessary.

Consider the environment



Make sure you don't do anything that could have a negative impact on the environment, for example littering or letting balloons off. Encourage any attendees to go plastic free and ensure that everyone tidies up after themselves!

Pay in your money

You can send your fundraising into us through bank transfer, online payment or cheque. If you've been raising your funds through an online fundraising page, it will come directly to us. More details on paying in your funds can be found on Page 11.



KEEPING IT SAFE AND LEGAL

IT'S IMPORTANT TO KEEP YOUR FUNDRAISING SAFE AND ABOVE BOARD. HERE ARE SOME THINGS TO KEEP YOU ON TRACK!

Handling cash

Make sure you keep any cash you receive safe, and that you are always with another person when transporting it. Please pay any cash into our bank account as soon as you can, and let us know when it's been paid in so we can link it to your fundraising.

Collections



If you plan to hold a bucket collection in a public place, bear in mind that you will need to get permission and possibly a license for this. Get in touch with us if you plan on hosting a public collection, and we can give you a helping hand!

Raffles and lotteries

There are quite a few rules around raffles and lotteries, so please make sure you're up to date with these before going ahead! If your raffle is held within a 24-hour period, in one venue and as part of another event, you are good to go. If your raffle lasts longer than 24 hours, you will need a local lottery licence and printed tickets.

Licences and insurance

For events involving live music or selling alcohol, you may need a licence. If you are planning an event that involves the general public, you will need to get public liability



insurance as well. Just ask any high-street insurance company. It won't cost much, but will give you peace of mind!

Food safety

Do make sure that any food you are providing or selling at your event has been prepared and served safely. It's also vital to ensure any allergens, such as nuts, eggs and dairy are clearly marked.



Assessing risks

Hosting a big event, or taking on something physically challenging? You must carry out a risk assessment! Get in touch with us at

fundraising@refugee-action.org.uk and we can give you a hand with this.

Further information

Further information about fundraising guidelines can be found at the following websites:

The Charity Commission
gov.uk/charity-commission

Institute of Fundraising
institute-of-fundraising.org.uk

The Fundraising Regulator
fundraisingregulator.org.uk





FUNDRAISING ONLINE

WHATEVER TYPE OF FUNDRAISING YOU'RE DOING, WE RECOMMEND SETTING UP AN ONLINE PAGE TO ENCOURAGE DONATIONS. SETTING UP YOUR PAGE IS QUICK AND EASY, AND CREATES A SENSE OF EXCITEMENT AROUND YOUR CHALLENGE.

JustGiving™

JustGiving is easy to use and well known. Anything you raise through JustGiving is sent directly to Refugee Action, and donors can choose to add Gift Aid to their donation if they are a UK taxpayer.

Gift Aid adds 25% to every donation, meaning your fundraising can have even more impact for people seeking safety in the UK! To set up a page, visit www.justgiving.com/refugeeaction and select the 'fundraise' option.

Our top tips for fundraising online

1 Tell your story. Let everyone know why you're fundraising for Refugee Action. Give people a reason to support you by taking them on the journey with you, and showing them how hard you're working.

2 Get visual. Add photos and videos of yourself to your page, especially ones representing your challenge. Grab your lycra, whip on your apron and strike a pose!

3 Aim high. Set your fundraising target higher than what you're aiming for, and ask someone close to you to make the first donation a generous one. This will inspire others to donate more!

4 Tell the world. Share your page far and wide – text it to your friends, share it on social media and email it around at work. Add it to your email signature to get maximum exposure. Make sure you share it before and after the event.

5 Say thank you. Be sure to say a huge thank you to everyone who supports you. Let them know how much their donation means to you, and what difference it will make to people seeking safety here in the UK.



HOW TO PAY IN YOUR FUNDRAISING



Online fundraising

Any money you raise through JustGiving or VirginMoneyGiving will come directly to us – so there is no need for you to do anything!

On our website

You can pay money in on our website by visiting www.refugee-action.org.uk/events-donation. Do let us know more about your event in the free-text box, so that we know how you raised the money!

Cheques

We ask that you don't send cash in the post, but you can send us a cheque or CAF voucher to: Community and Events Team, Refugee Action, Victoria Charity Centre, 11 Belgrave Rd, London SW1V 1RB



Bank transfer

You can pay money into our bank by going into your local Natwest, or by bank transfer. Please use the following details, and let us know when you have paid the funds in by emailing fundraising@refugee-action.org.uk and use your name as the reference

Refugee Action Current Account
Natwest Bank PLC
Sort code: 60-12-01
Account number: 88075079
Reference: Your name



Gift Aid

To maximise your fundraising efforts, don't forget to ask your supporters and colleagues to Gift Aid their donations. Gift Aid is fab! It means charities like us can claim back the UK tax that supporters have already paid on their donations. So £10 becomes £12.50 at no additional cost to the donor.



THANK YOU FOR TAKING **ACTION** FOR REFUGEES



You are a human rights hero, and we can't thank you enough. Your fundraising is going to make the world of difference to people seeking safety here in the UK.

Together, we can show that humanity can win.

 [refugeeaction](#)
 [refugeeaction](#)

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