

# FUNDRAISING UPDATE



January 2019

## Thank you for your support in 2018

It feels appropriate to start the first fundraising update of 2019 with a thank you. Last year, local groups donated almost £120,000 to Amnesty International UK. Thank you! This contribution helps fund human rights work that wouldn't happen otherwise. This year our main focus is the BRAVE campaign, supporting human rights defenders across the world. They, like you, are driven by the need to build a fairer world. Hard-won rights are being weakened and denied every day, and human rights defenders are fighting back. Your donations help this fight back happen.

Of course, that £120,000 is just the tip of the iceberg. Much of the money raised by local groups is spent in communities across the country giving Amnesty International a presence it couldn't have otherwise. Events organised and paid for by local groups help convince MPs to support our work and educate thousands of people about human rights. They also encourage people to take actions on campaigns. Keep up the good work and remember that we're here to help you raise money for Amnesty International UK and for local human rights work.

## Contactless Donation Labels

In the last year or so we've had feedback from groups who organise street collections saying that people are increasingly unlikely to carry cash. This has led to a slow but steady decrease in takings from some street collections. In response to this feedback, we're exploring technological solutions to the problem. One of the potential solutions we've found comes from a company that produces contactless donation labels. These have QR codes that can be read by most mobile phones equipped with cameras and NFC chips that can be read by most modern smartphones. They look like this:



Currently these labels can only be used to raise money for the Charitable Trust not for the Section or for your local group's funds. If they prove successful, we will explore using them to take money for groups and for the section.

Contact Richard (contact details below) in the Community Fundraising Team if you're interested in trialing these with your group.

**GET IN TOUCH:** [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) / 020 7033 1650

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## Local Groups and Fixed Site Fundraisers

We have recently started contacting local groups when there are fixed site fundraisers working in areas covered by them. These fundraisers are paid and work exclusively for Amnesty International UK. They work in private sites (train stations, shopping centres etc...) for a set period (usually a week) speaking to the public and trying to convince them to support Amnesty International UK with a regular donation.

Unfortunately, they're limited in what they can do by strict rules imposed by the owners and operators of the sites on which they work. This means that only registered fundraisers can work on the site and so we cannot offer local groups a presence on their stalls/stands. However, with permission from the site owners, they can give out material produced by local groups with details of upcoming meetings or events. They can also speak to interested parties about local group activities in the area. We're working on a system to give local groups sufficient notice to prepare materials for our fundraisers.

In order to help us do this as effectively as possible and not miss any groups, please could you get in touch to let us know whether or not you'd like us to let you know when fundraisers will be working in your area, what areas you consider your group to cover and who the best person is to contact about planned fundraising activity. We will be letting groups know by email so please ensure that the contact you suggest has an email address that they check regularly. Send this information to Richard in the Community Fundraising team using the details at the bottom of this page

## Borth Amnesty Group Boxing Day Swim

The Borth Amnesty Group went to dramatic lengths to shake off the Christmas cobwebs with a Boxing Day dip in Cardigan Bay. Twenty-seven people braved the cold, donned their swim wear and took the plunge at noon on Boxing Day. They used the event to raise awareness of the Borth Amnesty Group and money for Amnesty International UK.

Sponsored events, like swims, are a great way to draw attention to your group and to raise money for Amnesty International UK. In the past, we've had groups organise sponsored walks, sponsored head shaves, sponsored fasts and much more. The more eye-catching and exciting the activity, the easier it's going to be to get sponsors. Have a think at your next group meeting of what you could ask people to sponsor you for.



The swimmers line up ready to brave the cold seas

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