

FUNDRAISING UPDATE



April 2020

Like many non-profits and charities, Amnesty International UK has had its income impacted by the COVID-19 crisis. Our bookshops have had to close, groups have had their events cancelled and events like the London Marathon have been postponed. If you're able to, please do consider organising some sort of fundraising event to help protect our movement's income over this challenging period. Of course, we understand that it's a hard time to fundraise as people's attentions are understandably elsewhere. The focus of any successful fundraising event during this period is going to be on keeping people's spirits up. See [last week's mailing](#) for some remote fundraising events you could try as a group.

Balcony Marathon

It's been heartening to read of the many examples of communities coming together during this challenging time to support each other. There have also been some great examples of people staying active and expressing solidarity with those on the frontline of this crisis from the confines of their homes. Like the story of the [man in France who ran a whole marathon on his 7m balcony!](#) It was his way of expressing gratitude to the medical professionals at the frontline of the fight against coronavirus.

You could do something similar as a group. A full marathon might be a bit much, especially if you're short on space! But you could organise a group stroll around the flat or garden, potentially while on a group call. It's important to keep active if you're stuck at home and group activities are a really good way to do this. Add a challenge element and setup a fundraising page to encourage people to donate. You could try and cover a set distance, either individually or as a group, and ask people to donate to keep you going.

Facebook Fundraising

You can setup a page via Facebook's fundraising feature raising money directly for the Amnesty International UK Trust. Just go to the [Amnesty International UK facebook page](#), click on the 'fundraisers' tab and click the 'raise money' button to start setting up your page. For more detailed instructions on how to set-up a fundraising page go to the [facebook website](#).

You can personalise your Facebook page to talk about your group and what you would normally be doing in the community if it wasn't for the lockdown. You can also highlight any campaigns you're interested and [our work on the human rights impact of the coronavirus pandemic](#).

Other Remote Fundraising Ideas

For the duration of this period of social distancing, we're going to be sending you remote fundraising ideas you can try out as a group. Below are two we think could work well:

Digital Pub Quiz: keen quizzers across the country have taken to conference call apps like Houseparty, Zoom and Skype to continue hosting quizzes now the pubs have closed. You could host one of these as a group and setup a JustGiving or Virgin Money page to make it a fundraiser in aid of Amnesty International UK. [This](#)

GET IN TOUCH: fundraise@amnesty.org.uk / 020 7033 1650

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[article](#) has a great guide to organising a virtual pub quiz and you can get in touch with our Community Fundraising and Events Team directly if you would like any help getting your event off the ground.

Sponsored Exercise: when practicing social distancing, it's important to get exercise where you can. Not only is it good for your physical and mental health, it can also work as a fundraiser and keep you connected with friends and family. Set yourself a challenge that works for you. It could be a certain number of laps walking around the garden, a run around your local park, a sit-up/press-up/squat challenge or anything else that works for you. Set yourself a target and setup a fundraising page where people can donate to help push you to hit your target.

Please let us know if you see any ideas that you think might work or if you try any. We'd love to write about a group who are raising money remotely during this difficult period. These sorts of stories inspire others and will help us get through.

Matched Funding Appeal Update

The [matched funding project](#) that we announced in the February mailing is still running. Because many groups have had to cancel, we've decided to extend the deadline until the end of May. If your group has funds that were earmarked for events that are no longer happening, you can send them in and have them doubled by a group of generous donors. These matched funds will support human rights research in Syria.

Thank you to the Manchester group who donated a remarkable £2,480 towards the project. They had planned a Syrian meal event in partnership with Manchester-based organization Rethink Rebuild that works towards rebuilding the lives of refugees living locally. Unfortunately, the event had to be cancelled, but most of those who had bought tickets agreed that the money could go directly to the appeal and one supporter made an additional donation of £2000!

[Read more about this appeal and how to donate.](#)

Get in touch

The Amnesty International UK office may be closed, but we're still working and are on hand to support your fundraising efforts however we can. See below for contact details:

Phone: 020 7033 1650

Email: richard.glynn@amnesty.org.uk

Facebook: www.facebook.com/amnestyuk

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