



Raising Money at your Write for Rights Event

At Amnesty International UK we get the vast majority of our income from individual supporters rather than government or big business. Donations and the proceeds from fundraising events pay for independent research and campaigns like Write for Rights. By organising a fundraising event alongside your Write for Rights event you are supporting human rights work that saves lives, changes unjust laws and upholds justice.

Like many other charities and NGOs we have seen our income fall as a result of the Covid-19 pandemic. Events have been cancelled, our shops were temporarily closed and our supporters have been feeling the pinch. We are always grateful when our supporters raise money, especially in these challenging times

Event Ideas

There are many ways you can raise money, far too many to cover here! Please feel free to get creative and try any ideas you might have. If you're not sure what to do, here are some fundraising ideas to get you started:

- **Fundraising Quiz:** quizzes work really well remotely! You just need to write some questions and agree on a time for a group to get together and take part. You can have teams arranged by household and connect them all with a video conferencing app. To add a fundraising element, have people pay to enter and share the pot between the winner and Amnesty International UK.
- **Digital Bake Contest:** the success of the Great British Bake-Off has shown that people can get excited about cake without eating it! Hold a virtual baking contest as part of your Write for Rights event. Again, have people pay to enter and split the prize between the winner and the cause.
- **Letter Writing Marathon:** challenge yourself to write as many letters as possible over a set period of time and ask people to take part and sponsor your effort.
- **Personal/Physical Challenge:** take on a challenge and ask people to sponsor you. It could be physical – run/cycle a certain distance, as many as press-ups as possible in an hour etc... – or something else entirely like the Amnesty supporter who is learning and reciting all of Shakespeare's 154 sonnets! Use Just Giving or Virgin Money Giving for these fundraisers.



An Amnesty Fundraiser celebrates finishing a lockdown marathon

Support for your Fundraising Event

Whatever you do to raise money, our Community Fundraising and Events team is on hand to help you. We can offer advice, practical support and we can send you free fundraising materials. Get in touch using the details below:

Email: fundraise@amnesty.org.uk

Phone: 020 7033 1650