

FUNDRAISING UPDATE



March 2021

This May marks Amnesty International's 60th birthday. During that time, the global Amnesty International movement has freed thousands from prison, changed laws that have transformed people's lives, won a Nobel Peace Prize and run hundreds of important campaigns. There's still a long way to go but with you behind us we're up for the challenge! All of our successes down the years wouldn't have been possible without our supporters. It's thanks to you that governments listen to us and our campaigns are able to have an impact. It's also thanks to you and people like you that we can afford to run campaigns, carry out human rights research and educate the public on human rights. The vast majority of our income comes from individuals who donate or organise fundraisers. Please consider holding a fundraising event on our 60th birthday to help ensure we can continue fighting for human rights across the world.

60th Birthday Fundraising Idea

Birthdays are a great time to raise money! It's a time to reflect and to make commitments for the future. Raising money for Amnesty International UK will fund important human rights work for the coming years. Here are some ideas of events you can organise in your youth group:

- **Birthday Bake Sale:** no birthday is complete without a cake! Of course, social distancing restrictions mean these have to be done a little differently but they can still work! Use gloves when serving people and bake individual cupcakes, flapjacks and other single serve baked goods. If you're in school, you could serve cakes at break times – perhaps after holding an assembly on the 60th birthday of Amnesty International in the morning.
- **Sponsored Silence:** one of the most important human rights is the right to free expression. We're lucky in the UK to be able to enjoy free speech but many the world over face threats or jail for speaking out. Highlight this injustice by doing a sponsored silence in the month of May. [Setup a Just Giving page](#) and ask people to donate in support of your efforts.
- **60km for 60 Years:** running/walking challenges are great fundraisers. Link yours to our 60th birthday by running 60km in a day to mark 60-years of human rights activism. Don't worry, you don't have to run 60km each or at once! Split the distance between as many of your as you can to make it manageable or spread it over the month of May. Hopefully we'll have good weather by then! Again, you can [setup a Just Giving page](#) to take donations from supporters.
- **Have a Brainstorm:** these are just a few ideas, there are loads of things you can do to raise money on our 60th birthday. Anything from quizzes to live music events can work. Get together as a group to work out what you'd like to do to raise money for Amnesty International UK and help stand up for human rights across the world.

Help with Your Fundraising Events

Whatever you decide to do to raise money for Amnesty International UK, our Community and Events Fundraising team is on hand to help. We can provide you with advice and free fundraising materials. Email fundraise@amnesty.org.uk or call 020 7033 1650 to speak to someone.

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

We are committed to the highest standards in fundraising.
Read our promise to you: [amnesty.org.uk/promise](https://www.amnesty.org.uk/promise)

