

# FUNDRAISING UPDATE



September 2021

Fundraising is incredibly important to Amnesty International UK. We are a membership organisation that depends on the support of groups and individuals to fund all the work you take part in and read about in these mailings. Youth fundraisers are some of our most creative and passionate so we're always excited to hear about a youth group getting involved with fundraising.

Last year was a tough year for fundraising in schools. For much of it we were in some version of lockdown and many traditional fundraising events were no longer possible. Despite this, we did see many youth groups step up and organise virtual fundraising events including quizzes, walks and personal challenges that raise important funds. We are hopeful that things will be different this year and all youth groups will be able to organize fundraising events. Read on for some ideas of events you could try and info. on how you can get support for your fundraising.

## Fundraising Ideas to get you Started

There are so many ways you can fundraise – don't be afraid to get creative and try new things. If you're struggling for ideas, that's ok too. See below for a few ideas that you can try to get you started with your year of fundraising:

**Quiz:** Quizzes are great fundraisers – they're cheap, fun and can raise a lot of money. To hold a quiz at your school, you just need to write some questions, book a room and encourage as many teams as possible to enter. You can charge for entry and ask local businesses to donate a prize for the winning team. Quizzes work well as after school fundraisers involving teachers and friends/family. You could even arrange for food to be served by teaming up with a local takeaway.

**Sponsored Walk/Run:** get out in the open air and raise money at the same time with a sponsored walk! Last year many groups held sponsored walks to fundraise under lockdown restrictions. You just need to pick a route and tell as many people as possible what you're doing and how they can support you. [Setup a Just Giving page](#) to take donations online.

**Gaming Tournament:** video gaming tournaments are great fundraisers Get everyone involved to pay to enter and then play a knockout type tournament on the game of your choice – FIFA and above sports games work well. You could then use some of the pot to buy a prize for the winner and the rest could go to Amnesty International UK. You can hold an event like this online too.

**Learn a Skill:** set yourself a target to learn a skill and post-videos of your progress on Instagram. Ask people to sponsor you to hit certain targets. You can do this with anything, as long as it's impressive enough for people to want to donate. Try learning an instrument, juggling, running a set distance or anything else you've always wanted to try.

**Live Music/Talent Show Stream:** live music events take a bit more work than some fundraising events but they're worth the effort. Ask around school for bands, musicians and anyone else with a talent they'd like to showcase to perform. Then you just need a venue – hopefully you'll be able to hold it in your school! – and

GET IN TOUCH: [fundraise@amnesty.org.uk](mailto: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)



# FUNDRAISING UPDATE



September 2021

you can start selling tickets to your fellow students, friends and family. Charge for entry and raise extra funds with a raffle and by selling refreshments.

**Non-Uniform Days:** These are easy to organise so long as you have the support of your Headteacher. Everyone in the school pays a set amount to come to school in their own clothes for the day and the money raised goes to Amnesty International UK. You could run an assembly about human rights on the day to let people know where their money is going.

## Sending in Donations

If you have raised money with your Amnesty Group in the last year and haven't got around to sending those funds to Amnesty International UK, now's the time to do so. We rely on support of individuals and groups like you to fund our work.

You can send a cheque to 'Amnesty International UK Section' to the Supporter Communications Team, Amnesty International UK, 17-25 New Inn Yard, London, EC2A 3EA' or make a BACS payment using the details below:

Account Name: Amnesty International UK Charitable Section  
Account Number: 38862568  
Source Code: 30-65-41

Reference: CFR \*insert school name\*

Let us know when you make a donation and what you did to raise the money you're sending us.

## 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](mailto:fundraise@amnesty.org.uk) or call 020 7033 1650 to speak to someone who'll be happy to help!

GET IN TOUCH: [fundraise@amnesty.org.uk](mailto: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)

