

# FUNDRAISING UPDATE



November 2022

**The human cost of the war in Ukraine – help Amnesty International to expose war crimes and protect civilian lives by raising funds with your group.**

For a limited time, we are asking local groups to contribute to a ring-fenced appeal which will go directly towards funding our work on the human rights crisis in Ukraine. Between now and the end of the year, any events you organise can raise money for this work.

Read on to learn about how Amnesty International are responding to the human rights crisis in Ukraine and how your group can contribute.

## **Failure to abide by the laws of war is a war crime**

We are now over seven months into the conflict in Ukraine. Over seven months of heartbreak, loss and bloodshed in Ukraine – and many instances of failure to abide by international humanitarian laws (also known as ‘the laws of war’), resulting in many civilian deaths that could - and should - have been prevented. As harrowing daily reports of indiscriminate attacks on homes, schools and hospitals continue to pour in, we see the horrific impact on civilian lives as armed forces fail to meet their obligations under the laws of war. This is a humanitarian crisis that demands a strong response from Amnesty International and the global community. Your group can help.

*“Everything started to suddenly crumble and fall. The children screamed. For several seconds it was like there was silence and time stood still. Then I dragged my children out from under the rubble. Blood was flowing down me, and I dragged my children out. Everything was destroyed, and the door was knocked off. Not a single window was left, and some balconies were totally torn off”*

- A Ukrainian mother of three

## **Exposing war crimes**

From the first day of Russia’s invasion of Ukraine on 24 February 2022, Amnesty International rapidly mobilised our resources to protect human rights and the lives of civilians in Ukraine.

Our investigators have been on the ground and our specialist Crisis Evidence Lab continues to harness the powers of technology to document human rights violations as they happen. The Russian government falsely claims to use only precision-guided weapons. However, by using crucial video and photo evidence, our Crisis Evidence Lab has identified multiple sites where the invading Russian army has used ballistic missiles and banned cluster bombs, killing and wounding civilians, including children. Amnesty International’s responsibilities to defend human rights also meant that we exposed the endangerment of civilian lives by the

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Ukrainian military establishing bases and operating weapons systems in residential areas. Being in a defensive position does not exempt the Ukrainian military from respecting international humanitarian law.

*“...there were immediate explosions. You see everyone is covered with blood, everything ... It kills me the fact it's a kindergarten. What's this they shot at? At military objects? Where are those?”*

- Recounted to an Amnesty International investigator on 26 February after the bombing of Sonechko nursery and kindergarten in the town of Okhtyrka in Sumy Oblast.

Documenting and exposing war crimes and the impact on civilians is a vitally important part of how we can help protect lives and human rights in Ukraine.

Your contributions to this restricted appeal will help fund satellite technology and our on-the-ground investigators, gathering evidence of war crimes in Ukraine and bringing this to the attention of the international community. Your group could also help to:

- Raising public awareness of the human rights situation in the affected countries and educating the public on related human rights issues (such as international humanitarian law, refugee law)
- Undertaking research, including research on the conflict itself and research on appropriate policies to adopt to help guide the Amnesty International movement and human rights community's response
- The provision of human rights findings and advocacy of human rights recommendations to governments and intergovernmental organisations
- Support for individuals, in particular human rights defenders, who are impacted by the conflict (in line with existing movement approaches to 'relief funding')

## Supporting this work

Amnesty groups have an important role to play in both raising funds to support this work and raising awareness of the issues in your local community. Every pound your group raises for this appeal will directly support this work through the Amnesty International UK Section Charitable Trust.<sup>1</sup>

If every Amnesty group in the UK raised £500 towards our Ukraine appeal, it would contribute an amazing £70,000, helping Amnesty International investigators expose the truth of what's happening in Ukraine and provide the evidence that could hold the perpetrators of war crimes to account.

<sup>1</sup> Should more funds be donated through this appeal than are currently needed to fund our working prompting human rights in Ukraine, the appeal will be closed and any funds donated above the threshold of funds needed will go towards other work covered under the Be There campaign run by the International Secretariat through the Amnesty International UK Charitable Trust.

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What you do to raise money for this appeal is up to you! We're always amazed by the sheer variety of fundraising events Amnesty groups organise every year. Here are a few fundraising ideas to get you started:

- Quiz – these work in pubs, cafes or anywhere you can setup tables and a PA system. Charge teams to enter and ask the venue or a local business to donate the winner's prize. You can raise extra funds on the night with a raffle (getting raffle prizes donated by local businesses) and by the venue donating a percentage of meals or drinks sold.
- Sponsored Walk – choose a route and invite people to join you on a walk, with participants needing to get sponsored by friends, family, or colleagues.
- **AMNESTEA** – everyone likes tea and cake! Get people together for a cuppa and a discussion on the human rights situation in Ukraine. Invite them to donate for a slice of something delicious or raffle your baked goods.
- Live music/poetry – if you're feeling ambitious, you could try and hold a music, poetry or other live event at a local venue, raising funds through ticket sales and boosted by a collection (contactless or cash) on the night. The venue may agree to sponsor the event, helping to cover your costs
- Collections – bucket collections are the bread and butter of local group fundraising and funds collected can be directed to this appeal.
- Get Creative – it's impossible to list all the different things your group could do to raise money towards this important work. Meet up as a group and brainstorm ideas for how your group can raise funds.

Remember to make it clear on any promotional materials you produce for these events that funds raised will support Amnesty International's work on the human rights crisis in Ukraine. We recommend including the following text on all materials promoting your event and at the event itself:

*'All funds raised will be donated to Amnesty International UK Section Charitable Trust, a company limited by guarantee registered in England and Wales (03139939) and a charity registered in England and Wales (1051681) and Scotland (SC039534), in support of its work protecting human rights and civilian lives in Ukraine. Should more funds be raised than are needed, donations will support work on other human rights crises around the world'*

Whatever your group decides it wants to do, our Community Fundraising and Events team is on hand to help! We can offer advice, support and free fundraising materials including t-shirts, collection buckets, badges and contactless card readers. Get in touch using the details below to discuss your fundraising ideas and to see how we can help:

Email: [richard.glynn@amnesty.org.uk](mailto:richard.glynn@amnesty.org.uk) (please state 'Ukraine appeal' in the subject bar)  
Phone: 07827 694 313 during office hours, Monday to Friday

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## **Sending us the money you raise**

All money raised from the public specifically for this work must be sent directly to Amnesty International UK, ideally using the [dedicated donation form](#) or sent with a note identifying it as Ukraine appeal funds. You may also donate funds held in your group bank account, provided they were not raised for any specific purpose other than Amnesty International.

Please write a cheque payable to 'Amnesty International UK Charitable Trust' and post it along with a [Ukraine Appeal Donation Form](#) (or a note explaining it is for the Ukraine appeal) to:

*The Supporter Communications Team  
Ukraine appeal  
Amnesty International UK  
The Human Rights Action Centre  
17-25 New Inn Yard  
London  
EC2A 3EA*

## [Download a Ukraine Appeal Donation Form](#)

Alternatively, you can send funds raised via BACS to the account below:

*Account Name: Amnesty International UK Section Charitable Trust  
Sort Code: 30-65-41  
Account Number: 38867868*

If donating via BACS, please include the reference 'LGDonUAppeal' and email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) letting us know how much money you've sent and how it was raised.

Please note, this appeal will fund our work on the human rights crisis in Ukraine. Should excess funds be raised, they will go towards supporting our *Be There* programme that provides swift and effective responses to human rights crises around the world.

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