

FUNDRAISING UPDATE



June 2025

This month's fundraising update features updates on two regular events organised by local groups that we wanted to let you know about. They're excellent examples of local events that engage a wider audience and help grow the group's profile in the local community whilst also bringing in vital funds to help support the work of Amnesty International UK. The best fundraising events will always do this so if you're struggling to engage new members as a group, then fundraising might be something to consider. Read on for two excellent examples and details of how you can get in touch with us to discuss your fundraising ideas with our Community and Events Fundraising team.

Ely Amnesty Group's Annual Speaker Event

The Ely group recently got in touch to tell us about the latest edition of their Amnesty Talks event:

"The Ely group started holding Amnesty Talks in 2017. We aim for three talks from January to March. Subjects have ranged from 'Migrant Smuggling into Europe' to our most recent talk 'Inside Putin's Russia'. The challenge, of course, is finding a speaker and a subject that will draw people in – our audience sizes do vary from a handful more than the Ely group members to the 50 plus who turned out to hear Russian born and educated Marina Burrell talk about what ordinary people think of Putin, his fake historical claims for invading Ukraine and the consequences of that war on both Russia and Ukraine. We have found that the Talks bring in people new to Amnesty, raise the profile of the group and bring in some donations."



Marina Burrell talking to human rights supporters in Ely about life in Putin's Russia

The talks organised by the Ely group are free of charge, but they do ask for donations meaning they always raise a modest amount with the more well attended talks doing very well. It's always worth giving people the chance to donate at any event that showcases the important human rights work Amnesty International UK and Amnesty local groups organise. People will often want to make a financial contribution after hearing about campaigns so give them the opportunity to do this!

GET IN TOUCH: fundraise@amnesty.org.uk / 07827 694 313

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Perth Amnesty Group see in the Summer Solstice and Raise Over £1000

Last month we let you know about the Perth Amnesty Group's plan to climb Moncrieffe Hill to see in the Summer Solstice in the early hours of the morning to raise money in support of human rights. Barrie, group treasurer, got in touch to tell us how it went:

"The weather held out, the midges came out, low flying bats were in abundance, moths were eaten (not purposefully) and deer leaping across the road in the darkness almost brought it to an untimely end, but we did it! Members and friends of our group struggled out of bed in the wee small hours to complete the challenge by trekking up to Moredun Top, an iron age fort at the summit of Moncrieffe Hill near Perth. We were greeted by a dawn chorus and witnessed a spectacular summer solstice sunrise.



Members of the Perth Amnesty Group unfurling an Amnesty International banner atop Moredun Hill shortly after sunrise

"More donations are expected but we have already passed our target of £1000. If other Amnesty members took on the challenge elsewhere we hope they enjoyed it as much as we did."

We love hearing about local and unique sponsored challenges like this! If you're interested in organising something similar with your group, get in touch using the details below to discuss your plans.

Support for your Fundraising

Our Community Fundraising and Events team is on hand to help you make your fundraising plans a reality. Get in touch with Richard using the details below to discuss what you want to do and to order free fundraising materials (including collection buckets and card readers!) and help promoting events:

Email: richard.glynn@amnesty.org.uk

Phone: 07827 694 313

Facebook: www.facebook.com/amnestyukrich

GET IN TOUCH: fundraise@amnesty.org.uk / 07827 694 313

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