

FUNDRAISING UPDATE



July 2025

We have news of two classic fundraising events organised by local groups in their communities this Summer. It's the unusual fundraisers that get attention but it's often the tried and tested fundraising events that are the most successful. Read on for two examples of successful fundraisers you could use as inspiration for your group's next fundraising event.

Church Stretton AMNESTEA

One of our favourite local group fundraisers is the classic **AMNESTEA** bake sale. These events work well all year round, but Summer offers the chance for outdoor events in parks, private gardens and other beautiful venues. The Church Stretton Amnesty Group recently held an **AMNESTEA** fundraiser in the secluded gardens of Park House raising £300 in support of human rights and gathering together local human rights supporters.



Human rights supporters gathering for tea and cake in Church Stretton

These sorts of fundraising events are easy to organise and give people the chance to get together and discuss human rights in a more informal and less intimidating environment. This can make them excellent events for recruiting new members. They can also be very effective fundraisers, raising funds to enable vital human rights work.

Jazz in Scarborough Town Centre

Cash collections are the bread and butter of local group fundraising. Up and down the country groups raise funds collecting in supermarkets, town centres, train stations and just about anywhere else with good footfall. The switch to digital payments has reduced takings for these somewhat (though we can loan card readers to groups who want to take card payments at their collections) but they can still raise a lot of money. Collections are more likely to be successful if you get people come to you! The Scarborough Amnesty Group managed this by having jazz musicians join them. We spoke to Keith from the



Musicians and collectors in Scarborough Town Centre

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

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Scarborough Group to find out how they made this happen:

“The organisation included contacting the local authority to book a suitable place in the precinct, apply for the pitch, complying with conditions and an application for a cash collection licence. We also secured the services of the musicians.

“The aim on the day was to raise the profile of Amnesty International by engaging with passers by who hopefully stopped to listen to the excellent music. We had seven jazz musicians and a local youth music group.”

The first step for events like this is contacting your local council or whoever manages the space you'd like to collect at to secure permission/a permit. Then you can contact local musicians or other performers to see if they would like to join you.

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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