

FUNDRAISING FOR YOUR CHALLENGE

GETTING STARTED

MOROCCO HIGH ATLAS CHALLENGES

Departure dates: 22 June and 23 June 2026



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Thank you for signing up for the Morocco High Atlas Challenge in aid of Amnesty International UK. We're delighted you've chosen to support us this year by raising £1,940 to help protect human rights.

Our work relies on people like you, making donations and raising funds, so we can keep up the fight – to expose human rights abuses and campaign for freedom and justice in the UK and around the world.

Working your way towards a fundraising target over the course of a year is a marathon, not a sprint. We are here to support you along the way. To give yourself the best start, follow these four steps.

1 Personalise your JustGiving page

When you registered for your challenge, a JustGiving page was automatically created, and the link sent to your inbox. Let us know if you didn't receive it.

→ [Read our latest impact report to learn more about what your support helps us achieve](#)



Why is this important? This page is your fundraising HQ – where friends, family and followers can donate directly and see your journey unfold. You can also add any offline donations to your total here.

Personalise the 'Your story' section Tell people why you're doing this challenge and why Amnesty International UK matters to you. Go to [our website](#) and [Amnesty International UK Instagram](#) for stories about our work. The more personal and authentic your page feels, the more you'll inspire people to donate.

→ [Read JustGiving's Top 10 fundraising tips](#) to boost your page's impact.

2 Share your page

Make sure as many people as possible see your fundraising page. Share your link on your socials including Instagram, TikTok, Twitter/X, Facebook, WhatsApp groups, Discord. Don't forget about DMs and email either. Include a few lines explaining what you're doing and why. Ask people to share with their networks too.

Don't worry if donations are slow at first. Be persistent and keep sharing updates – your challenge prep, training pictures, or highlights from Amnesty's work.

Add a creative twist

You can also take on a personal challenge to convince your family and friends to dig deep and donate. In the past, we've seen:

- 5k run or cycle a day for a month
- Head shaves
- 24-hour gaming marathons

→ **Hit £50+ in donations?** Let us know and we'll send you a free Amnesty T-shirt to wear at your next event or fundraiser.

3 Make a plan

Now you've got your page live and your socials buzzing, it's time to make a fundraising plan. It's unlikely you'll hit your target just by sharing your page, so you'll need to think about how else to raise money.

We'll be running a skills and ideas workshop soon, but you can start the planning process now. Look at your schedule for the year ahead and work out when you'll have time to focus on your fundraising.

Important: You must hit your fundraising target by the deadline to secure your place on the High Atlas Challenge.

Departure 22 June 2026 Fundraising deadline 16 April 2026

Departure 23 June 2026 Fundraising deadline 17 April 2026

We're on hand to support you, but it's up to you to plan and reach your goal. **Want 1-1 support?** Get in touch with your charity rep to book a personal planning session.

4 Start fundraising

Let's get that total moving! The sooner you start, the more time you'll have to hit your target – and guarantee your place on the High Atlas Challenge. Aim to hold a fundraiser in the next few weeks. Here are some starter ideas.

Fundraising challenge Pick something bold, fun, visible for November. Share it on your JustGiving page and ask for donations. For example:

No sugar/alcohol/chocolate/anything for a month, daily 5k run, learn an instrument or another new skill, or other ways to give people a reason to donate.

[→ Read our guide to organising a fundraising challenge](#)

Bake sale A classic for good reason! All you need is a table, some sweet treats (bought or homemade) and a space to sell them.

[→ Read our guide to organising a bake sale at university](#)



Sponsorship Ask businesses (especially ones you or friends have connections to) to sponsor you in return for a shout-out on your socials or brand exposure at events.

Get creative Think about what might work at your uni, college and in your teams. Take inspiration from fundraising you've seen or done on campus (or elsewhere) before.

You'll hear from us regularly over the next few months with tips, ideas and stories to help you hit your target. And don't forget: your best support system is each other! You're part of a group of challengers all working toward the same goal – so stay in touch, share ideas and cheer each other on. Speak to your challenge leader for planning help or motivation.

Flexi-payments to reduce your fundraising target

We want everyone to succeed, and we understand juggling fundraising and academic life can be a challenge.

If you'd like to reduce your fundraising target by paying part of the trip cost yourself, Choose a Challenge offers the following flexi-payment options for the High Atlas Challenge.

With flights included:

Flexi-payment 1 £195 – Fundraising target £1,550

Flexi-payment 2 £395 – Fundraising target £1,150

You can also reduce your target by booking your own flights and travel to the challenge. This is ideal for anyone planning a wider trip or not flying from the UK.

No flights included – Fundraising target £1,520

No flights included and flexi-payment 1 £195 – Fundraising target £1,330

No flights included and flexi-payment 2 £395 – Fundraising target £1,130

You can make changes to your payment plan up until your fundraising deadline:

22 June departure: Deadline 16 April 2026

23 June departure: Deadline 17 April 2026

Please note, after the deadline, you will be unable to make any alterations to your booking.

If you're interested in discussing flexi-payment options, contact Choose a Challenge at

✉ team@chooseachallenge.com

What your donations will do

At Amnesty International UK, the vast majority of our income comes from supporters like you. Your fundraising not only makes our work possible, it also allows us to remain financially independent, and address the most pressing human rights issues impartially. By joining the High Atlas Challenge, you're part of a powerful global network of millions standing up for human rights.



Your donations help drive human rights work in the UK and around the world in many ways.

- [Read about the campaigns you're supporting on our website](#) from defending freedom of speech to protecting refugees.
- See the findings of our extensive, independent research in the latest annual report, [The State of the World's Human Rights](#)
- [Visit our international office's site](#) for detailed reports on specific issues.

Support for your fundraising

Whatever you do to raise funds, you're showing the world that students care, and that together we can make change happen.

Our Community Fundraising and Events team is here for you. Whether it's help building your fundraising plan or ordering free Amnesty fundraising resources, contact your charity representative using these details:

- ✉ Email **fundraise@amnesty.org.uk**
- 📷 IG **[@amnestyrich](https://www.instagram.com/amnestyrich)**
- 📞 Call/WhatsApp **07827 694313**

Your challenge leader is also happy to guide and encourage you – don't hesitate to reach out. Finally, remember to stay active in your team WhatsApp group which you should have been added to. Let me know if you aren't on there.

Good luck with your fundraising!