
Amnesty International

FUNDRAISING GUIDE

ACTIVISM TEAM, Amnesty International UK
HRAC, 17-25 New Inn Yard, London EC2A 3EA



Human Rights Education in Burkina Faso and Sierra Leone

Organising a Fundraiser

Intro

Until 18 July, the UK Government will match your donation to help end FGM and forced marriage in Burkina Faso and Sierra Leone. So join the revolution today – and you can double your impact.

Get Involved

As we have this amazing opportunity to raise funds for the scheme under the aid match scheme we wanted to involve all groups and local activists. We have prepared the action to help plan an event which will support the work of Amnesty International in Sierra Leone and Burkina Faso. Donations made within the specified period will be matched funded by DfID. Once the three-month period is over, the UK government will no longer support this project so start organising events now.

What can you do?

There are loads of ways you can raise money and anything raised in this period can help contribute towards this important work.

Here are a few ideas to get you started:

Collections: all you need is permission from your local authority and a team of willing collectors and you can raise hundreds of pounds in a day. Collections are always more successful if you have something a little extra to draw in donors. Try applying for a busker's licence and having some music at yours

Quiz nights: these are always popular and are a great way to raise money. You can rent a space or ask your local pub to host you for free.

Sponsored walk/run: either join an existing race or come up with your own route. Ask friends or family to sponsor you. Tell them about the work they'll be supporting when asking for donations.

Meals: partner with a local restaurant and put on a fundraising evening. Charge a set fee with some of the money covering the rest of the restaurant's costs and the rest going towards the project.

Live entertainment: music, comedy and poetry evenings are fantastic fundraising events. Tell venues and acts about the cause they'll be supporting and they might be willing to give their space or time for free.

If you have any other ideas of how you could raise money for this work, please get in touch with our fundraising team using the details in this mailing.

Organising a fundraising Event

For practical fundraising advice and more ideas on how to raise money for this project, please consult our fundraising guide (See April Mailing and available as a hard copy via MDA) and our guide to fundraising safely and legally (See April mailing).

How to donate

Donations towards this project must be made between April 18th and July 18th. You will be able to donate online by going to:

Local Groups - www.amnesty.org.uk/grouprevolution

Youth Groups - www.amnesty.org.uk/schoolsrevolution

Student Groups - www.amnesty.org.uk/unirevolution

Alternatively, you can post cheques to:

The Supporter Care Team
Freepost RLUB-JKSB-HLCH
Amnesty International UK, DFID Appeal
The Human Rights Action Centre
17-25 New Inn Yard
London
EC2A 3EA

Please clearly indicate in a covering letter who you are, which group you are attached to and that you would like your donation to support Amnesty's UK Aid Match project.

Get in touch

If you have any further questions, please contact Richard Glynn in the Community Fundraising team.

Email: richard.glynn@amnesty.org.uk

Phone: 0207 033 1650

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- Guide to fundraising
- Guide to planning even
- Find out more

GOT QUERIES OR WANT TO DO MORE?

If you have any queries about this action and for updates please contact
richard.glynn@amnesty.org.uk / 020 WWW/ 0207 033 1650
Local group's monthly mailing can be downloaded from:
www.amnesty.org.uk/groups

MONTHLY ACTION

Background Information

Thousands of girls in Burkina Faso and Sierra Leone face being married off while they're still children. To 'prepare' them for womanhood they also face having their genitals cut – a process known as Female Genital Mutilation (FGM).

Traditionally girls must undergo FGM to be considered suitable for marriage. Some girls are forced to marry around the age of 10 or 11 - often to men who might be old enough to be their grandfathers. Once married, they're expected to leave school and perform backbreaking labour all day, every day. And they're expected to go to bed with their husband at night.

Girls who are married young are more likely to be denied the chance of an education – including the chance to learn about contraception or safe sex. This leaves them at higher risk of contracting HIV or other sexually-transmitted infections. Others may die in childbirth – either from the complications of being cut, or because their bodies are simply too young to cope with the trauma of giving birth.

These girls are being denied their basic human rights. They aren't getting a say in what happens to their bodies – or their lives. They are suffering lifelong pain and injustice. In extreme – but not uncommon – cases they are dying in the name of tradition.

The one piece of good news? We can help to stop this. And we've already started.

WHY ACT NOW?

Right now, we have a unique opportunity to help stop this. Every pound Amnesty International UK supporters give to this appeal before 18 July will be matched by the UK Government. Public donations will support all of our work across the world and the matched funds will go directly to our Human Rights Education work to help end FGM and child marriage.

Great progress has been made in recent years, with the governments of Burkina Faso and Sierra Leone committing to end child marriage and FGM. However, these practices will continue as long as parents, community leaders and others continue to see tradition as more important than girls' rights.

But Amnesty International is working to change that – and we're already having a positive impact.

WHAT AMNESTY IS DOING

What are we doing? We're backing a revolution. A revolution that starts with young girls saying no, and grows into something bigger. An unstoppable force of girls, boys, women and men working together to end FGM and child marriage. An unstoppable force that is already making a difference. How are we doing it? By supporting a grassroots movement of young girls and others in their communities who are standing up for women and girl's rights. We know that this approach works. Over the past few years our Human Rights Education programmes in Sierra Leone and Burkina Faso have already helped to drive forward change in dozens of communities.

However, we need to raise £500,000 before 18 July to help these programmes grow and reach their potential, so that thousands more girls can stand up for their rights and be heard.

Amnesty International is working with schools to make sure every girl knows her rights, and how to claim them. And we're working with communities to build support among parents and traditional leaders, so that they speak up for girls' rights when it matters most – and commit to ending these harmful practices.

But it won't happen without your support, or the financial backing of Amnesty's amazing supporters. Together, we can help to end FGM and child marriage in Burkina Faso and Sierra Leone once and for all.