

# FUNDRAISING FOR AMNESTY YOUR GUIDE





I personally joined Amnesty International about 30 years ago when I suddenly realized how nice it was to live in a country where people didn't come to your front door at 2am in the morning, and take you away and hand you over to people who've been specially trained to hurt you as much as possible. Now Amnesty International for those of you who don't know, is a worldwide organization, and it gives a chance for people like you and me to have our voices heard about human rights

John Cleese, actor

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# WHY FUNDRAISE?

## Christmas fair

*To celebrate the UDHR 60th anniversary we organised a Christmas Fair. We had a raffle, awareness stall, Christmas music, cake sale and all topped off by an immensely popular but messy chocolate fountain! The girls never anticipated the amount of interest such an event would create – it felt like we were behind the tills in the January sales!*

Hannah Taylor – the Dr Challoner's High School Amnesty Group raised £620

## Yoga sessions

*'The idea for our Amnesty Yoga School came from a chat over coffee with some of my yoga friends – why not each donate our fees from a session rather than pocket it ourselves? I got together with five other local yoga teachers and we each ran a yoga session and gave the proceeds to Amnesty.'*

Yoga teacher Emily Chaplain, raised £520

## What does Amnesty do?

Amnesty International is a movement of ordinary people standing up for humanity and human rights. Our purpose is to protect individuals wherever justice, fairness, freedom and truth are denied.

We need you to raise money in your community to help our campaigns for and with people like these:

- **Shi Tao**, a Chinese journalist, jailed for 10 years for sending an e-mail.
- **The Deep Sea community**, a shanty town in Nairobi, and home to 7,000 people who live under constant threat of illegal forcible eviction as private companies attempt to gain land for development.
- **A group of protesters** who have spent nearly a decade in prison after holding a peaceful demonstration in Laos.

## Where does our money go?

We are a campaigning organisation so the money you raise is vital for us to take action focused on ending grave abuses of human rights.

Every penny raised helps us work towards our vision of a world in which every person enjoys all the human rights enshrined in the Universal Declaration of Human Rights and other internationally agreed human rights laws and principles.



Shi Tao



Guantanamo protest



The Deep Sea community

## Success stories

Every year, we receive messages of thanks and solidarity that inspire our members to keep working for human rights. Such messages show the positive effects of our work and that, together, we can make a difference.

*Mahjoub Sharif, a poet jailed without charge or trial in Sudan, was released after an Amnesty campaign. He said:*

*'It made a big difference in prison. The guards were not scared of hurting people they thought were not known. But they saw that if anything happened to me, the world would know.'*

## This guide...

This booklet has been compiled with the help of Amnesty supporters whose stories and failsafe tips will inspire you to get involved.

Whether you are fundraising on your own or in a group, whether you have a grand budget or no money at all, whether you're planning a small tea party with friends or a concert for hundreds, we hope this guide will help both novices and experts to help raise funds to protect human rights worldwide.

### Ebay winner

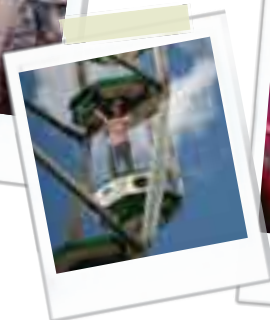
*'I couldn't bear to see my old cello gathering even more dust in the corner of my dining room. So when I heard that I could sell it and donate the proceeds to Amnesty I dusted it off, took a photo and posted it on e-bay. I decided to donate 50% to Amnesty which gave them £1,000. The young girl who received it as a birthday present was thrilled. As was I to know that it was actually being used. Everyone's a winner!'*

Katherine Brook, Swansea

### Music night

*'We held a Soul Night in an East London pub. The music was superb, the atmosphere was amazing, the dancing was spectacular and there was even an impromptu dance-off at one point in the evening.'*

Kerry Barner, London, helped to raise £814





Trek



Theme party

### Sponsored trek

*'The work that Amnesty does is not important...it is vital. However, it cannot continue without funding or support that comes from events such as sponsored treks. That is why I chose to take part in the Peru Trek. So, if you're thinking of taking part in a trek or a run or a bike ride or any other sponsored event, all I can say is, do it now. I had an amazing time and have already signed up for the Iceland trek in 2010'*

Matt Worth raised £2,700 on his Peru Trek

### Lunch event

*'We fundraise for Amnesty as we passionately believe in fighting for human rights. Hosting a lunch is a great way to get friends and acquaintances together and involve them in Amnesty's fight. Everyone appreciates the chance to meet new people with similar interests and values.'*

Ceridwen Roberts invited people to an Amnesty lunch and raised £2,800

### Relax-for £1

*'When I first started the weekly meditation class during lunch hour there were just a few people who came along for 20 minutes relaxation and escapism. Soon word spread and I was doing classes twice a week. Most people donated £1 so I raise at least £40 each month for Amnesty'*

Colette Nolan, Belfast

### Comedy night

*'Taking the idea of Amnesty UK's annual Secret Policeman's Ball we set out to hold our own, slightly smaller version! Hiring out one of the student unions and managing to blag an amazing line up, all that remained was to encourage people to come! Everyone in the group took on certain aspects of the preparations with tickets, posters, e-flyers, e-mails, decorations, raffle prizes and much more. The evening was a sell-out! Most importantly of all, the laughter did not die!'*

Glasgow University Amnesty Group's 'Secret Policeman's Ball' event raised £830



Collecting



Gig



Festival

Why fundraise?



# AMNESTY FAVOURITES

## Carol singing

*'Singing carols doesn't sound like the most exciting way to spend a Friday night. But once everyone's braced the cold to turn up in hats and gloves and ridiculous reindeer headgear, song sheets under one arm and mince pies under the other, they realise what it's really about. It always feels good to be doing something meaningful whilst acting like complete lunatics with a bunch of my closest friends!'*

Imogen Charvill Ryall, raised £108 carol singing

## Concert

*'Our highly successful requiem concert in Shrewsbury Cathedral highlighted Amnesty's work in Colombia. The Beaumaris Singers opted to sing Faure's Requiem, and the conductor selected a series of South American songs, which acted as a powerful and poignant accompaniment.*

*Thanks to good publicity through posters, leaflets, e-mails and local media coverage, we ended up with a full church, a tremendous evening, and many more people aware of the situation in Colombia.'*

Paul Francis, Telford, raised £600

## 1 Collections

- You will need a licence from your local authority, at least two months in advance, or written permission from the owner or manager if collecting on private property such as a railway station or supermarket.
- Think about how you can attract more attention – dressing up and sitting in a cage are two Amnesty favourites!
- There is strength in numbers so have many people collecting at one time. Passers-by are still grabbing their pockets for a coin when they pass one collector or two, but they will give to a third.

## 2 Concerts

- Christmas concerts and piano recitals are often a great success and bring together the local community with local schools, colleges and universities (who will often be delighted to play for free).
- Collect contact details from all the performers to approach them again for your next concert.

## 3 Comedy nights

- Up and coming talent is easier to pin down to support the event for free.
- Our Secret Policeman's Ball has inspired many similar events with a collection of performers that you wouldn't expect to see on stage together.

## 4 Parties

- From tea parties and dinner parties to large club nights or karaoke nights, this is a fun way to get friends together to raise money while raising awareness of human rights.
- Theme your party if you want to make it a bit different.

**For step-by-step advice on organising your event see page 8**



## 5 Quizzes

- For ideas on quiz questions [www.quiz-zone.co.uk](http://www.quiz-zone.co.uk)
- Approach your local pub as a possible free venue.
- Raise funds through entry fees and a raffle.

## 6 Sponsored events

- From sponsored silences to sponsored swims, cycles and runs, anything goes!
- It's quick and easy to set up and friends and family can easily sponsor you. See [www.justgiving.com/amnestyintuk](http://www.justgiving.com/amnestyintuk)
- Organise your own event or join one of the overseas or UK challenges organised by Amnesty. [www.amnesty.org.uk/teamamnesty](http://www.amnesty.org.uk/teamamnesty)

## 7 Special days

- Instead of receiving presents for a celebration (be it your birthday, wedding, anniversary or Christmas) ask for people to donate to our work via [www.lifelonggiving.com](http://www.lifelonggiving.com)

## 8 Ebay

- Sell unwanted goods – set up an e-bay account on [www.ebayforcharity.com](http://www.ebayforcharity.com)
- You can donate anything from 10 per cent to 100 per cent from the sale of your goods.

**For more information on each of these fundraising activities, tips from people who have 'been there, done that', plus legal and safety issues, download more info sheets at [www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise) (see back of pack)**

### Quiz night

*'We regularly get invitations to run stalls, but last autumn we tried something different: Ted, a local quiz-master, offered to write and host a quiz for us. Not having run a quiz night before, an experienced quizmaster hosting our first one made sense, so we accepted. The venue we chose is a village hall where Ted has run quizzes before; this had the advantages that local people knew about his quiz nights, and it wasn't expensive.*

*We discussed details including ticket pricing and prizes at a meeting a few months before the event. We considered providing a buffet so we could charge more for tickets, but this wasn't viable when we calculated the additional costs. We opted to run a raffle and make it a bring-your-own-food-and-drink evening instead. We took Ted's advice on the start time of 7pm.*

*Although everything was planned well in advance, we thought it best to leave the publicity until after Christmas, which wasn't much time. We put posters up everywhere possible, and sent a press release to local newspapers and radio stations.'*

The North Lincolnshire  
Amnesty Group

# PUTTING IT TOGETHER

## An idea/theme

*'We tested a few ideas on our friends before we finalised our plans for our event – a talent show at our local church. We asked a range of people so we could test the ideas on possible different audiences before planning the event'*

Adam Bennett, Oxford, raised £45

## Get your team

*'All of our university society pulled together to make our party a success. One of my friends called in favours from DJ friends, another team found the venue, and others took on the responsibility of requesting sponsorship, managing to secure a generous donation from Bates Wells and Braithwaite, a human rights law firm. I even discovered some of my friends' hidden talents: one designed posters and leaflets to publicise the event, and another demonstrated his skills in PR when approaching companies for raffle prizes.'*

Harriet McCulloch, Bloomsbury College of Law raised £630

## Date and venue

*'Several important things influence our choice of dates including who is available to help plan, availability of venue, time of year (no outdoor events in winter!), avoid clashing with other events, and ensuring enough time for publicity, and necessary preparation like obtaining permits, hiring display boards, making things, etc.'*

Julie Ellison, North Lincolnshire Local Group

## Money and budget

*'We were concerned that our event plans would lead to high costs so we tried to think about the best and worst case scenarios such as how many tickets we would need to sell to break even and what we could add to the event to make more money such as a raffle or selling refreshments.'*

*We decided to set ourselves a fundraising target and made sure it was around three times as much as we were spending so that we would make the most out of the event for everyone involved.'*

Celia Lang, Cardigan and North Pembro Local Group

## Tell others about it

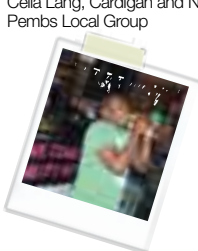
*'I don't think we missed out on any form of publicity for our tea dance! We made posters and flyers to display in our offices, local shops, cafes and gyms. We emailed all our friends, family and colleagues, and also set up an event page on a number of social networking sites. One of our team members even wrote a blog about organising the event, which drummed up a lot of interest. Finally we sent a press release to our local newspaper who were really interested in our story.'*

Nick Milligan and Anna West raised £180

## Let us help you

*'As soon as I contacted the Fundraising team at Amnesty's London office I felt a huge weight lifted off my mind. They were delighted to hear from me and to hear that I was fundraising for Amnesty, and they provided sound advice. They sent materials to brand the concert including balloons, posters and stickers. They also provided me with a letter to prove that I was fundraising for Amnesty, which made it easier for me to approach companies for raffle prizes. I felt really supported by everyone at Amnesty and was so glad I chose to do this for their incredible work'*

Kitt Blackman, Plymouth, raised £600



# STEP BY STEP

## BEFORE

- An idea/ theme
- Date and venue
- Money and budget
- Get a team and delegate
- Tell other people about it
- Let us help you

## DURING

- Have fun – if you do, everyone will. Choose a project you will enjoy.
- Define everyone's roles and responsibilities – get together for a briefing before the start to help it all run smoothly.
- Ask guests to take action - perhaps link to a campaign. Order campaign action cards or individuals at risk cases, [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

## AFTER

- Thank everyone involved and let them know how much you raised. If they feel valued they are more likely to help out in future. Let us know if you think anyone needs a special Amnesty thank you.
- Count up the money and send a cheque to us (see payment form at the back of the book).
- Upload your photos to a gallery on [www.protectthehuman.com](http://www.protectthehuman.com)



### Cross-dressing

*'An event to highlight the 'Stop Violence Against Women' campaign. A fun filled evening where all males dressed as females and vice versa. A fun quirky way to highlight that men and women are, and should be equal. The evening consisted of comedy, lots of dancing and general fun! Another great success!'*

Glasgow University's 'Cross Dress, Not the Line' event raising £110

### Debrief

*'After the event we all met to talk about the event and collect feedback from everyone who helped organise the party. All participants were sent thank you letters and invited to a drinks gathering. Now we are organising another event for Amnesty, I am thankful that we kept a record of contacts and made a note of the difficulties we encountered so that this event will be even better.'*

*It was a resounding success. Not only did we receive messages from people thanking us for the music, but we also had many kind words thanking us for informing and enlightening them – this blew us away!'*

Russell's Protect the Human Week party at Punk nightclub, Soho, raised £360

# FUNDRAISING AT WORK

## Birthday cakes

*'I decided my birthday celebrations at work would be an Amnesty Protect the Human Week benefit. I asked two members of my team to advertise the event to the office, asking people to bake and bring in some cakes, which everyone did! We left the cakes out for the rest of the day and as other people came to the office for meetings etc they contributed. Who could resist!'*

Karen Boutland raised £90

## Sponsored cycling

*'Each year we hold a sponsored cycle ride where nearly 100 men, women and children ride one of two routes across Jersey to raise money for Amnesty. A team of 6 help plan – this includes publicising it, processing registration forms, coordinating with Amnesty's head office to get materials and sponsor forms, approaching local companies to donate refreshments for the cyclists, and collecting sponsorship money. It is always a fantastic event and the atmosphere is inspiring'*

Chris Lucas, Jersey: annual 'Tour de Freedom' raises around £1,000

Fundraising at work is fun — and a great way to bring the team together.

- **Skill auction:** offer your skills and services to the highest bidder
- **Lunchtime clubs:** hold a club over your lunch break and ask for a donation to Amnesty. You could run craft workshops, give head massages or even teach computer skills.
- **Who's the baby:** get everyone to bring a photo of them-selves as babies, then charge people to guess their identities.
- **Join Team Amnesty:** Enter a team in a marathon or running event, or one of our overseas or UK challenges. These events are great for building friendships.
- **Birthday celebrations:** if you're having cakes at work to celebrate a colleague's birthday, make it a mini tea party

## 100 cyclists on a freedom ride



# FUNDRAISING AT SCHOOL

Young people in schools and youth groups are some of Amnesty best fundraisers. They organise every type of fundraiser imaginable, from concerts and parties to juice bars. Some youth groups have been sponsored to give up their freedom for a day and be locked in a cage!

We have so many ideas for fundraising at your school that we have created a guide just for our young fundraisers. To order a copy please contact [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

## Youth Raise-Off

Your group can compete with schools across the country to see who's the best school fundraiser and win a trophy. For more information visit [www.amnesty.org.uk/youthfundraise](http://www.amnesty.org.uk/youthfundraise)

## Youth groups

Many schools, colleges and youth clubs are affiliated to Amnesty through their youth group. Over 600 groups in the UK organise assemblies, write letters and organise events and publicity stunts. To find out more about setting up a youth group visit [www.amnesty.org.uk/youth](http://www.amnesty.org.uk/youth)



## Kick start for group

*'We showed the official Amnesty DVD in a school assembly and explained how we had a new school group organising Amnesty events. To kick-start our group we held a home clothes day and chose 'New Rave Flower Power' as our theme. People paid £1 to dress up for the day. We also did a 'guess the number of sweets in a jar' as well as setting up a stall with our teacher (whose positive enthusiasm was invaluable) with information about Amnesty. It was a brilliant opportunity to raise awareness and gain some new recruits.'*

Izzy Honess and Hettie Barnett,  
year 8, Ashford Senior School,  
raised £350

## Fundraise for freedom

*'Freedom is a human right. It's our duty to help uphold this in whatever way we can.'*

Nick Saunders, Dover grammar  
School for Boys





# FUNDRAISING AT UNIVERSITY

With a student union at your disposal, friends with a range of skills and talents and university-based societies who can help out, what excuse do you have not to fundraise? Students are some of our most creative fundraisers and here are just a few examples of what they do to raise funds for human rights:

- **Concerts, club nights and themed parties at Student unions**
- **Comedy nights** – use the talent lurking in your student halls
- **Open mic nights** – let budding musicians take to the stage
- **Linking fundraising to your studies** – from micro businesses to theatre productions and art competitions.
- **Rag week** – join forces with your RAG (Raising and Giving) society and do some creative fundraising for Amnesty. From collections in fancy dress to jail breaks – being sponsored to get as far away from one location as possible (one group travelled all the way to Hong Kong!)

## Student Raise-Off

We know how competitive you students can be – our annual inter-university fundraising competition more than proves this: Visit [www.amnesty.org.uk/raiseoff](http://www.amnesty.org.uk/raiseoff) and register your university.

## Student activist groups

The student action network of over 100 groups are often our most active campaigning members, showing great creativity and enthusiasm.

For information about setting up a group at your university see [www.amnesty.org.uk/student](http://www.amnesty.org.uk/student)

## Speed dating

*'Fundraising has been the backbone of our university campaigning work, whether it's in our orange jump suits or matching up at speed dating. Collaborating with other societies has increased our fundraising abilities, and we've raised awareness of human rights issues whilst having a great time!'*

Rosie Scammell,  
Manchester University





# SHORT OF TIME? FAST FUNDRAISING

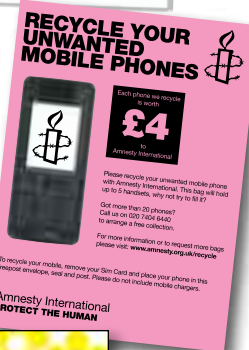
Are you keen to support Amnesty but feel you don't have the time? Here are a few ideas if you only have a little time to spare.

## 5 minutes

- Recycle your mobile phone:  
[www.amnesty.org.uk/recycle](http://www.amnesty.org.uk/recycle)
- Sponsor someone who's taking part in a challenge for Amnesty.  
[www.justgiving.com/amnestyintuk/](http://www.justgiving.com/amnestyintuk/)
- Buy something on Ebay:  
[www.ebay.co.uk/ebayforcharity](http://www.ebay.co.uk/ebayforcharity)
- Use everyclick as your search engine and raise funds [www.everyclick.com/amnestyinternationalukcharitabletrust](http://www.everyclick.com/amnestyinternationalukcharitabletrust)
- Buy some raffle tickets:  
[www.amnesty.org.uk/raffle](http://www.amnesty.org.uk/raffle)



5 minutes  
Sponsor someone



## 30 minutes

- Sell something on Ebay by setting up your own account:  
[www.ebay.co.uk/ebayforcharity](http://www.ebay.co.uk/ebayforcharity)
- Browse the Amnesty shop online at  
[www.amnestyshop.org.uk](http://www.amnestyshop.org.uk)



## 1-2 hours

- Find out what events you can support simply by turning up! Visit [www.amnesty.org.uk/events](http://www.amnesty.org.uk/events) to see what is going on in your area
- Bake some cakes and take them to your school, university, office to sell. To raise extra money order free badges and stickers to sell.
- If you have a couple of hours each month, join a local group and support their fundraising activities. Visit [www.amnesty.org.uk/localgroups](http://www.amnesty.org.uk/localgroups).



1-2 hours  
Cake sale

# KEEPING IT SAFE AND LEGAL

Here it is a brief overview of some legal and health and safety issues to consider if you are putting on an event. For more comprehensive advice please visit [www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise)



## Street collections

If you want to collect money in a public place, you must first obtain permission to do so. To collect in the street or door-to-door, you will need a licence from the local council who will also give you a set of rules to follow during your collection. Street collections are a popular means of fundraising so you need to apply for the licence well in advance. To collect on private property, for example in a shopping centre, you must ask for permission from whoever is responsible for it.

## Alcohol

A licence is needed if you have alcohol at your event. You can avoid this issue by holding your event on licensed premises or asking a local pub to organise a bar at your venue.

## Food

Food safety laws apply when food is available at an event whether it is for sale or not. You need to be aware of these and follow food hygiene procedures. Further information can be obtained from your local authority environmental health department.

## Amnesty branding

Please contact us for guidelines and permission to use the Amnesty logo.

## Insurance

If you organise an event that involves the public in any way, you will need to ensure you have public liability insurance.

## Raffles

If you are holding a raffle the simplest thing to do is to sell tickets at your event. The results must be announced at the event. To sell tickets prior to the event you need a licence. There can be no cash prizes.

## Public event

If you are holding a public event in aid of Amnesty International you are responsible for ensuring that it complies with the law and is safe for all concerned. Amnesty cannot and does not accept liability for your events or responsibility for accidents.

## Risk assessments

A risk assessment involves examining whether anything at your event could cause harm to people attending. If you identify risks you must take steps to avoid accidents.

For advice on carrying out a risk assessment, see [www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise)



## **Extra information**

### **Find out more**

For further advice on fundraising activities and other ideas on how to fundraise, visit [www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise)

### **Thank you**

Thank you so much for deciding to fundraise for Amnesty International.

Your support is so important for all those whose human rights are abused worldwide, and for our work campaigning to support them.

### **Materials**

We have a range of fundraising materials to help brand your event and raise extra funds including:

• Posters • Stickers • Balloons • Badges •  
Collection envelopes • Youth fundraising Guide •  
Mobile Phone recycling envelopes and lots more

To order materials for your event contact us at [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

**Amnesty International**

The Human Rights Action Centre, 17-25 New Inn Yard, London EC2A 3EA  
Tel 020 7033 1500 Fax 020 7033 1503

**Scotland**

Amnesty International, Rosebery House, 9 Haymarket Terrace, Edinburgh EH12 5EZ  
Tel 0844 800 9088 Fax 0131 313 7000

**Northern Ireland**

Amnesty International, 397 Ormeau Rd, Belfast BT7 3GP  
Tel 028 9064 3000 Fax 028 9069 0989

**Wales**

Amnesty International, 5th Floor, Market Chambers, 5 St Mary St, Cardiff CF10 1AT  
Tel 029 2037 5610 Fax 029 2037 5611

Visit us at [www.amnesty.org.uk](http://www.amnesty.org.uk)  
email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)