

FUNDRAISING UPDATE



September 2020

Fundraising is incredibly important to Amnesty International UK. We are a membership organisation that depends on the support of groups and individuals to fund all the work you take part in and read about in these mailings. Youth fundraisers are some of our most creative and passionate so we're always excited to hear about a youth group getting involved with fundraising.

Because of Covid-19 and the social distancing measures introduced to keep us safe, fundraising looks different to how it used to. We're hopeful that we can get back to normal at some point in the future, but for now we're having to be creative about what we do. Get together as a group to have a think about what fundraisers you could do as a school. Remember to speak to your school about the measures they have in place and to make sure you comply with these.

Fundraising Ideas to get you Started

There are so many ways you can fundraise – don't be afraid to get creative and try new things. If you're struggling for ideas, that's ok too. See below for a few ideas that you can try to get you started with your year of fundraising:

Gaming Tournament: video gaming tournaments were great fundraisers before social distancing came in and fortunately they work remotely too. Get everyone involved to pay to enter and then play a knockout type tournament on the game of your choice – FIFA and above sports games work well. You could then use some of the pot to buy a prize for the winner and the rest could go to Amnesty International UK. You can hold an event like this online.

Learn a Skill: set yourself a target to learn a skill and post-videos of your progress on Instagram. Ask people to sponsor you to hit certain targets. You can do this with anything, as long as it's impressive enough for people to want to donate. Try learning an instrument, juggling, running a set distance or anything else you've always wanted to try.

Virtual Quiz: Quizzes are great fundraisers – they're cheap, fun and can raise a lot of money. Of course, it's not necessarily going to be possible to hold a quiz in the traditional way with everyone in the same room. That doesn't matter though because you can organise a virtual quiz. Virtual quizzes were all the rage at the start of lockdown so people are familiar with the concept and mostly know the tech. you just need to ask people to donate to your page to take part.

Live Music/Talent Show Stream: live music events are great fundraisers but they're definitely not on the cards for the time being. However, you can do these remotely too. Ask around school for bands, musicians and anyone else with a talent they'd like to showcase to perform. Stream this live (or make a video from contributions from different



A live streamed, socially distanced performance for the University of Leeds Jamnesty

GET IN TOUCH: fundraise@amnesty.org.uk / 020 7033 1650

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musicians) and ask people watching to make a donation to your fundraising target. Watch the [video of the virtual music event organised by the University of Leeds Amnesty group](#) for inspiration.

Non-Uniform Days: These are easy to organise so long as you have the support of your Headteacher. Everyone in the school pays a set amount to come to school in their own clothes for the day and the money raised goes to Amnesty International UK. You could run an assembly about human rights on the day to let people know where their money is going.

Sending in Donations

If you have raised money with your Amnesty Group in the last year and haven't got around to sending those funds to Amnesty International UK, now's the time to do so. We rely on support of individuals and groups like you to fund our work.

You can send a cheque to 'Amnesty International UK Section' to the Supporter Communications Team, Amnesty International UK, 17-25 New Inn Yard, London, EC2A 3EA' or make a BACS payment using the details below:

Account Name: Amnesty International UK Charitable Section
Account Number: 38862568
Source Code: 30-65-41

Reference: CFR *insert school name*

Let us know when you make a donation and what you did to raise the money you're sending us.

Help with Your Fundraising Events

Whatever you decide to do to raise money for Amnesty International UK, our Community and Events Fundraising team is on hand to help. We can provide you with advice and free fundraising materials. Email fundraise@amnesty.org.uk or call 020 7033 1650 to speak to someone who'll be happy to help!

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