

FUNDRAISING UPDATE



March 2021

Amnesty International's 60th birthday is coming up in May. This is the perfect opportunity to organise a fundraising event celebrating the achievements of the movement and committing to the challenges that we face in the modern world. All going well, the UK will be partially emerged from lockdown by this point and you'll be able to hold events in the real world again! This month's mailing features some ideas of events you could organise to celebrate the birthday of our movement and also some stories from groups who have already organised successful fundraising events.

60th Birthday Fundraising Ideas

- **60km for 60-Years:** sponsored walks are great Spring/Summer fundraisers. They're easy to make socially distant, cheap to organise and there's an easy way to link them to our birthday by using the number 60 (or 6 if 60 is a bit much!) For a one-day event, all you need to do is agree on a route near you and recruit people to walk it on a set day. Alternatively, you could take on a challenge as a group to cover a 60km distance over a set period. Maybe 2km a day for the month of May?
- **60 questions for 60-Years:** fundraising quizzes are always popular – the Woking group recently had success with one they ran over Zoom. They are fun and accessible so are the perfect fundraiser for a birthday celebration. All you need to do to put on a quiz is a venue (or streaming platform!), a question master to write/read out the questions and teams to pay to enter and compete. You could have sixty questions to link it Amnesty International's 60th birthday but that isn't essential.
- **Sing for Sixty:** live music, either streamed or performed in person at a venue always works well as a fundraising event. It's unlikely that you'll be able to get people into a venue by May, but streamed events have worked well for many groups – see previous fundraising updates for more details – so you could go down that route. You'll need contacts who can perform if you're running a music events and someone who's confident enough with IT to setup a stream – though we can help with that if you're struggling.
- **Other ideas:** there's loads of events that might work for a 60th birthday fundraiser so please feel free to come up with your own ideas! Let us know what your group comes up with and we'd be happy to see what we can do to help.

Whatever it is you do to raise money on our 60th birthday, we can help you by offering advice, promote your events to the wider public and offering free fundraising materials, including contactless collection devices. You can use the [Just Giving platform](#) to setup a fundraising page to work with all of these events. These allow you to take donations, claim Gift Aid and keep a live fundraising total to see how your event is going.

Church Stretton's 60th Birthday Sponsored Walk

One group are ahead of the game and have already organised a 60th birthday fundraiser. The Church Stretton Amnesty Group held a 50km sponsored walk through the Shropshire Hills for Amnesty International's 50th birthday back in 2011 that raised over £2000 and they're following that up with a 60km walk this May to mark our 60th. We can't wait to see how this year's event goes!

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

We are committed to the highest standards in fundraising.
Read our promise to you: [amnesty.org.uk/promise](https://www.amnesty.org.uk/promise)



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Comedy for International Women's Day

In the last mailing we mentioned the Islington & Hackney Group who were organising an evening of comedy for International Women's Day. On March 8th a stellar line-up featuring: Sindhu Vee, Rosie Jones, Yukio Kotani, Sophie Duker and Esther Manito performed an evening of comedy over Zoom hosted by the wonderful Sajeela Kershi. The event raised well over £1500 for Amnesty International UK. If you missed it, the group are working to make a download available so look out on their socials.



Sindhu Vee Performing on Zoom

Financial Return Form

Every year, local group treasurers fill out a form that outlines their group's income and expenditure for the year. Ordinarily we send this out at the end of the year with an appeal for donations. This didn't feel appropriate this year so instead we're including it in this mailing. You can find a PDF form and a link to the digital version of the form. Please fill out and return this for by April 30th. If you have any questions, get in touch using the details below.

[Download a PDF of the Financial Return Form](#)
[Follow this link to fill out a digital version of the form](#)

Get in Touch

If you have any questions about your group's finances or would like help organising a fundraising event, then please don't hesitate to get in touch with Richard, our Community Groups Fundraiser, using the details below:

Email: richard.glynn@amnesty.org.uk
Phone: 020 7033 1650

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