

FUNDRAISING UPDATE



October 2021

In this month's local group fundraising update we're celebrating the return of two classic local group fundraising events: the street collection and the **AMNESTEA**. Since lockdown restrictions were lifted groups have been gradually re-emerging and making up for lost time by organizing fundraising events like these. Fundraising events are one of the main ways groups recruit new members and they raise vital funds to support work done in communities all across the country. They also provide a very useful contribution to Amnesty International UK. Like many other similar organisations, Amnesty International UK missed out on income when the country went into lockdown. Any event you can organise and any money you can spare helps us emerge from this difficult time to face the challenges of the modern world. Our community fundraising team is on hand to help you with your efforts. Read on for stories of fundraising success and to learn more about how your group can get involved.

St Albans Amnesty Group Collection and others

Physical cash collections used to be the single biggest source of income for Amnesty local groups. Almost all local groups organised one sort of collection, from small, local collections that would raise £100 or so to massive city-wide events that would raise thousands. These collections have given Amnesty International a presence on UK high streets for years and have helped fund human rights work in local communities and across the world.

Lockdown put a stop to collections overnight but they've made a strong comeback! The St Albans group are one of the most recent to organise one, raising about £150 with their efforts. The Wharfedale group also have a big collection planned in the West Yorkshire town of Ilkley that we're excited to hear the results of.



The St Albans Amnesty Group out collecting

We can help you organise collections in several ways:

- Lending contactless donation devices: we have devices that can take contactless donations that we can loan to local groups.
- Recruiting volunteers: we can send emails to supporters near you asking them to volunteer as a collector. This can help raise extra money and bring in new members.
- Collection materials: we have stickers, tabards, collection tins and buckets that we can send to groups interested in organising collections.
- Permit applications: public collections usually require a permit from the local council or other licensing body. We can help you with these applications to ensure you get the slot you want for your collection

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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Contact us using the details below to discuss your group's next collection and to get support to make it as successful as possible.

AMNESTEA and the Amnesty Shop

AMNESTEA events (Amnesty International themed tea parties/bake sales) were another extremely popular local group fundraiser that stopped happening under lockdown. Some groups did try and organise remote versions of this popular fundraising idea involving deliveries and even online baking classes, but sadly the **AMNESTEA** suffered in a similar way to the cash collection under lockdown. But now they're back too!

The Minehead and North Norfolk Amnesty groups both recently organised successful **AMNESTEA** events and we're hearing about more and more every day. Contact us using the details below for help organising and promoting your **AMNESTEA** events.

If you want to make your **AMNESTEA** events extra special, you can go to the [new and improved online Amnesty Shop](#) where you can buy **AMNESTEA** branded aprons and loads more. Local groups can get a 10% discount on all purchases as well.



Susan Mew and Cherry Bird of the Minehead group at their **AMNESTEA** event

Help with your Fundraising Efforts

For help with all your fundraising plans contact Richard in our Community Fundraising and Events team on the details below:

Email: richard.glynn@amnesty.org.uk

Phone: 020 7033 1650

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