

#teamamnesty

YOUR



FUNDRAISING

GUIDE



# TAKE ON A CHALLENGE

To protect human rights for everyone, everywhere



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'Thank you for the opportunity to run the London marathon with Amnesty UK. The support and training I received were really first class. I am looking forward to my next challenge.'

*Cathy, London Marathon runner*



'My son and I walked the Thames Path Challenge and raised over £500 for Amnesty. We enjoyed the day a lot though it was a long walk and quite tough in the later stages.'

*Lucy, Thames Path Challenge walker*



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I love running for Team Amnesty because I know they make a difference. Representing people who are marginalised and without a voice. Caring enough to cheer in your corner.

*Harv, Royal Parks Half Marathon runner*

# WELCOME TO TEAM AMNESTY

**Thank you for joining Team Amnesty. Your support means you've taken an important step towards a safer, more just world.**

Whatever challenge you've set yourself, every penny you raise will help Amnesty International UK defend human rights and change lives for the better.

This guide contains ideas and inspiration to help you get started and reach your goal.

**Thank you and good luck.**

'I'd say to anyone, do it. Enjoy the experience of taking part in something peaceful and communal for a great cause.'

*Jan Richardson, Royal Parks Half Marathon, pictured, right, with husband Steve*



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# GET STARTED

## Fundraising basics

### Ready...

Create your online fundraising page for Amnesty International UK on Just Giving: [justgiving.com/amnesty](https://www.justgiving.com/amnesty). Personalise it with a target, photo and short story about your challenge.

### Steady...

Write a plan. Break down your target into smaller amounts by thinking of several ways to raise funds. Plot planned activities in your diary.

### Go!

Share your page with the world. Make the most of key dates – birthdays, pay days, training milestones, a countdown to the big day and, of course, the triumphant finish.




Becky, London to Cambridge Cycle



Belal, Royal Parks Half Marathon



 **Tip** Share your fundraising on social media with [#teamamnesty](https://twitter.com/teamamnesty) and tag [@AmnestyUK](https://twitter.com/AmnestyUK)



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For more online tips and guides on how to organise an AmnesTea, clothes swap, street collection and pub quiz, visit [amnesty.org.uk/teamamnesty](https://www.amnesty.org.uk/teamamnesty)

### Other ways to raise funds

Raise more money with these tried and tested ideas

#### Pub quiz

You can often secure a pub space for free; find quiz ideas online

#### Raffle and auction

Ask local shops and businesses for donations; include as part of an existing event

#### Sell your stuff

Have a clear out and sell unwanted items via eBay, a car boot sale or a clothes swap

#### Company matching

Many companies match funds raised by employees to double the total; talk to your employer



**Tip**

Keep things simple. Choose something you enjoy and can easily organise at work or in your community


#### Cake sale


Sell cakes at work or host an AmnesTea

#### Collection

Ask a local supermarket or shop if you can collect on their premises or put an Amnesty collection tin on their counter

Set up free and simple fundraisers on social media to raise extra funds for Amnesty International UK.

 Go to the Amnesty International UK **Facebook** page, click 'Fundraisers' then 'Raise Money' to set up and share your fundraiser with contacts in minutes.

 Post an **Instagram** Story about your fundraising and add a Donation Sticker for Amnesty International UK. You can post multiple stories about your progress or add one to your Highlights.

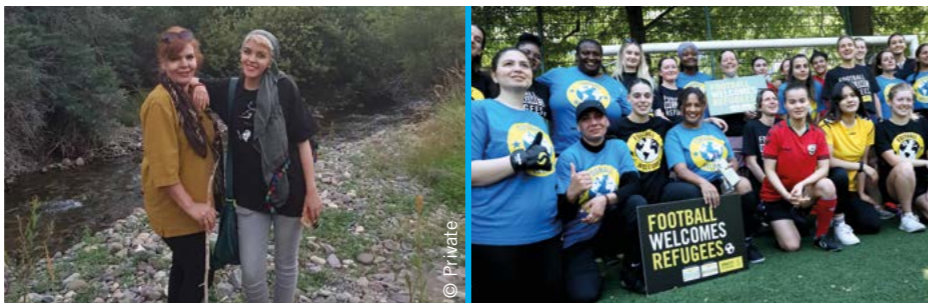
# YOU'RE MAKING A DIFFERENCE

Running a marathon, abseiling for the first time or trekking a coastal path is a great personal challenge. Taking it on as part of Team Amnesty means you'll be making a wider impact.

Together, we can help humanity defeat injustice: we can free the falsely imprisoned, overturn unjust laws, welcome refugees and protect human rights defenders. That's just the start.

Your fundraising will also get the message out there: by showing the world that human rights are important to you, you'll inspire more people to join Amnesty. And when we act together, there's no stopping us.

Read about our current campaigns and the impact you make at [amnesty.org.uk](https://www.amnesty.org.uk)



In February 2023, Iranian women's rights defenders **Yasaman Aryani** and her mother **Monireh Arabshahi** were released after nearly four years in prison. They were arrested after being filmed unveiled while sharing their hopes for the future. Amnesty subsequently launched a petition and over one million supporters around the world took action for Yasaman and Monireh, demanding their freedom.

Amnesty's annual **Football Welcomes** month sees around 200 football clubs, county FAs and local organisations across the UK organise community events to welcome refugees and people seeking asylum. Its success initially led to a three-year community programme with five football clubs to tackle isolation year-round. We are now looking to expand that into even more community programmes with even more clubs.



Share your inspiring fundraising stories with us  
[@amnestyuk](https://www.instagram.com/amnestyuk)

# USEFUL INFORMATION

We can provide free branded materials including sponsorship forms, information booklets, posters, stickers and collection tins. Order at [amnesty.org.uk/resources](https://www.amnesty.org.uk/resources) or by emailing [team@amnesty.org.uk](mailto:team@amnesty.org.uk)

**Still have questions or would like more ideas?**

We're here to help. Contact the Community and Events Fundraising team.



Email [team@amnesty.org.uk](mailto:team@amnesty.org.uk)  
[amnesty.org.uk/teamamnesty](https://www.amnesty.org.uk/teamamnesty)

## Pay in your fundraising



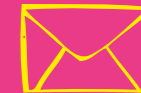
### Online fundraising pages

The funds you raise on your online page will automatically be sent to us – you don't need to do anything.



### Pay online

Go to [amnesty.org.uk/donate](https://www.amnesty.org.uk/donate) and select 'Once', then 'I fundraised this donation'



### Pay by post

Send a cheque payable to: Amnesty International UK, 17-25 New Inn Yard, London, EC2A 3EA

**Thank you** for your support and **good luck**



## **Contact us**

[amnesty.org.uk/teamamnesty](https://amnesty.org.uk/teamamnesty)

[team@amnesty.org.uk](mailto:team@amnesty.org.uk)



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