

AMNESTY INTERNATIONAL UK

YOUTH FUNDRAISING GUIDE



For young people interested in raising funds for Amnesty UK in school, at home or in the local community

AMNESTY
INTERNATIONAL



WHY AMNESTY UK NEEDS YOUR SUPPORT

Amnesty International works across the world to expose human rights abuses and campaign for freedom and justice. Donations make this work possible – and the vast majority come from supporters just like you.

It might be a regular donation, buying a book from our Amnesty shop or organising an event. It all adds up – and shows the world that human rights are important to you. This guide gives you ideas on how to organise a fundraising event.

GET STARTED

Fundraising comes in all shapes and sizes but there are some steps to ensure any event goes off without a hitch.

Choose your fundraiser

As a group, decide what you want to do (see page 3 and 4 for inspiration). Think about fundraisers you've seen work and how you can make them even better.

Where and when

The right venue is key. What do you need and where suits best? Schools have rooms, resources and flexibility of dates.

Promote

Let as many people as possible know what you are doing and how they can donate. Make event posters, shout about it on social media and ask family and friends to share too.

Plan for the day

For small fundraisers, a clear plan is straightforward. Larger events are more complicated. Assign roles and responsibilities to a team to help it run smoothly.

Wrapping up

Store the money raised safely and thank everyone involved. When you have a fundraising total, share the good news.



Group raises over £3,000 in a year

In 2024, students at Freman College raised an amazing £3,270 for Amnesty at a variety of events including a Live Lounge talent show, a quiz night and a candy cane delivery service. We asked student and group secretary Jasmine Gant for the secrets to this success.

“ Making an event fun and engaging as well as educational makes it special. Also using the different skills of the group as well as the school and wider community can further any event. Our achievements are due to our communication and our core members who really care about raising money for Amnesty. ”



FINDING INSPIRATION

There are too many ways to fundraise to list here but let's start with a few ideas to inspire you.

AmnesTea

Put the kettle on and host a bake sale with themed treats, like cookies decorated with peace symbols or Amnesty's iconic candle logo. Use the opportunity to tell people about Amnesty's human rights campaigns.

Walk for freedom

Plan a sponsored walk or run themed around 'freedom' tying it to a specific human rights cause like supporting refugees.

Declutter for rights

Sell items via a car boot sale or online auction, donating the proceeds to Amnesty.

Human rights quiz night

Host a quiz focused on global human rights issues, using it as way to raise awareness about Amnesty's work and why it matters.

Gaming for justice

Run a gaming marathon, stream it online and encourage viewers to donate.

Sweepstakes

Organise a sweepstake for a sporting event or televised competition and donate the proceeds.

Amnesty's Got Talent

Invite students at your school to showcase their talents – song, dance, magic tricks and so on. Sell tickets in advance and refreshments on the night.

Dress down or up day

Hold a non-uniform day where everyone wears an item of Amnesty yellow clothing.

Freedom sports day

Incorporate human rights into traditional sports day events, such as obstacle courses with educational elements about freedom and equality.

Teacher challenges for rights

Auction off fun dares for teachers such as wearing a silly costume or performing a dance.

Art for Amnesty

Encourage the children to draw a portrait of their teacher and feature their artwork on a calendar or tea towel to sell at events.





COME UP WITH YOUR OWN IDEA

Sometimes choosing a fundraiser is daunting but this activity can help sort out a plan in just half an hour.



As a group, talk through ideas and narrow down a shortlist.



Each group takes a turn to pitch their event to everyone.



Break into smaller groups, each taking one of the ideas. Brainstorm an events plan. Work out where you'd hold your event, what you'd call it, and how you'd promote it and link to Amnesty.



Vote as a group for the best – and you've chosen your activity.

Fundraising on your own? Spend five minutes jotting down ideas, pick the top three and make short plans for how these could work. Go with the one that you'll enjoy and will raise the most.

AMNESTY WALK RAISES £1,300 FOR HUMAN RIGHTS

Students at **Notting Hill and Ealing School** hold a regular sponsored walk which also draws attention to a particular Amnesty campaign or issue. In 2024 they raised awareness of the campaign against the death penalty in Iran, which clearly resonated with people because the donations came flooding in.

Organising a sponsored walk is easy and fun. Just pick a local route, set up a [JustGiving](#) page and share the link as widely as possible.

Read about our current campaigns at [amnesty.org.uk](https://www.amnesty.org.uk)



USEFUL INFORMATION

Whatever event you decide on, the community fundraising team is here to support you. We can provide advice, tips and free branded materials – we've got posters, stickers, collecting tins and much more.

Order and read more at [amnesty.org.uk/youthfundraising](https://www.amnesty.org.uk/youthfundraising)

Get in touch

Email fundraise@amnesty.org.uk Call/WhatsApp 07827 694313

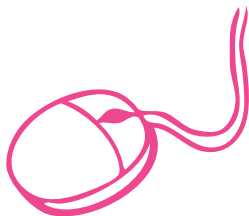
SENDING US THE MONEY YOU RAISE

Online fundraising pages



The funds you raise on your online page will automatically be sent to us – you don't need to do anything. Remember the more personalised your page, the better, set a target and share what you're doing and why you're supporting Amnesty. Set up a JustGiving page www.justgiving.com/amnesty

Pay by BACS



Transfer to Amnesty International UK Section Charitable Trust

Sort Code: 30-65-41

Account Number: 38867868

Please include a reference (your surname or school name) with your transfer and email fundraise@amnesty.org.uk telling us about your donation.

Pay by post



Send a cheque payable to 'Amnesty International UK Charitable Trust' to:

Freepost RLUB-JKSB-HLCH

The Supporter Communications Team,
17-25 New Inn Yard, London EC2A 3EA

Include a note explaining who you are and what you did to raise the funds so we can send you a proper thank you and certificate for the students involved in raising the funds.

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