



# Fundraising Pack

*A guide to fundraising for refugeeEd*

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# Fundraising for refugeeEd

**Thank you so much for choosing to fundraise for refugeeEd. Every pound you raise will go a long way towards supporting education for people on the move. It's people like you that allow small grassroots projects like ours to work.**

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## What first?

So, you've decided to do a fundraiser. Amazing! The first things you need to decide now are;

- What is your fundraising target?
- How would you like to raise the money?

This pack is full of tips and ideas to get you going and to support you in your fundraising efforts. If you need more guidance, do not hesitate to reach out to us at [info@refugeeed.com](mailto:info@refugeeed.com).

## Remember

**£50** could purchase a dongle to enable a new cohort of teachers to access our CTT programme with limited internet access.

**£200** could purchase a projector so that teachers can engage and participate in our CTT programme.

**£500** could cover a coordinator's stipend for one month; our two coordinators manage the operations of the organisation, and without their full time commitment we would not be able to do our work.

**£1,000** could fund our advocacy work for 1 year

**£1,500** could fund the entirety of refugeeEd's operations; both the CTT and Capacity Building Programme, for 1 month.

# Events

Events are a fantastic and fun way to hit your fundraising target. Here's some support and ideas that require a fairly low time commitment from you, but can bring in some valuable cash.

## Steps

1. Choose a fundraising target and an event idea (see below for inspiration).
2. Encourage your friends or family to help you with organisation.
3. Find your location, choose a date and time and schedule your event.
4. Create a budget and decide your prices, work out how much you need to raise to reach your goal.
5. Print off any refugeeEd materials (see our Printable Materials) that you need to promote your event, or design your own!
6. Spread the word (online and offline!) - tell your family and friends, put up posters, handout flyers, make a Facebook event or share on Instagram. Send us the materials and we'll promote it on our channels, too.
7. Organise your team and make a plan for the day.
8. Run the event and have fun! Take lots of photos with consent so we can share on our social media.
9. Thank everyone for coming, and ensure everyone knows the total amount raised.
10. Transfer the funds to refugeeEd - get in touch and we'll send over the details on how best to do this.



### Ideas!

**Supper club:** You could cook Greek food, or food from one of the regions many people are migrating from (e.g, Syria, Afghanistan, the Congo), and invite friends round to share a supper and contribute £10-50.

**Movie night:** Think about whether you could screen a relevant film. Ask your local community spaces or pub if they would let you use their space for free. Promote it on social media and charge £5 a ticket.

**Bake sale:** Get some friends involved and bake some cakes! This is a great option for schools, universities, or in your workplace.

**Quiz night:** These are always popular. Pick a theme, decide on your questions and launch your night! Your local pub might host you for free.

**Coffee morning:** This could be run alongside a bake sale or an information event about the situation in Greece. You could run this in a local community space or even your living room.

**Hold a class:** yoga, music, boxing, meditation, use your skills!

**Bingo, karaoke or games tournament, BBQ, cocktail night, art exhibition, football match, poker night, poetry day, potluck, treasure hunt, sports day....get creative!**

### Tips and advice:

- Make the most of refugeeEd's posters and materials, or use your own creative energy. Colours and images always hold people's attention.
- Ensure you have information about refugeeEd's work and the situation in Greece readily available on online events and at the physical event - it's important to be aware of what they'd supporting.
- Beyond Facebook and Instagram, you can send more personalised invitations through Whatsapp or email, or reach wider audiences through platforms such as Eventbrite.
- If you're planning to go big, you could even contact your local newspaper to promote your event and spread the word about refugeeEd's work.
- Keep legality and safety in mind; it's always advisable to carry out a risk assessment before your event, ensure your location is fire safe and has first aid provisions, that any licences (such as to sell alcohol) are obtained and any food served adheres to food safety regulations.
- Keep your event accessible! Think of the ways you can ensure that LGBTQIA+ people, people with disabilities, people of colour, women, and people with children are able to access your event. Consider providing free childcare, ensuring disability access or providing clear access information (i.e. toilets on ground floor/gender neutral) and that your event is working to be as safe a space as possible.

# Sponsored Challenges

**Sponsored challenges can range from very low commitment to something more demanding. However far you want to push yourself - these are a really fun way to raise funds.**

**The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page. We recommend using JustGiving to draw in online sponsors, as they don't charge fees to charities and we get all the money!**

**Use our charity page on the JustGiving website to create your own individual donations page.**

## Steps:

1. Choose your challenge! Check out our ideas below; you can join an event that's already out there or come up with your own - find something that pushes you out of your comfort zone!
2. Go to <https://www.justgiving.com/refugeeed> and follow the instructions to set up your page.
3. Choose your fundraising target and page title.
4. Tell people why you are fundraising for refugeeEd, why education for refugees and people on the move is so important, and how their donations are going to make a difference. You can use information from our fundraising materials, posters, or reach out to us directly for help at [info@refugeeed.com](mailto:info@refugeeed.com).
5. Ensure to tell people how hard your challenge is. Think about doing a training blog or updating your social media daily about your challenge progress.
6. Once your page is set up, send the link to your friends, family and colleagues, share it on your social media and ask your friends to share it too! Finally, ensure you send it to us, so we can promote it on our social media and in our mailing list.



### Ideas!

**Organised Events:** marathons, half-marathons, 10Ks, sponsored bike rides, Ironman, Tough Mudder, swims, etc

**Personal Events;** sky dive, sponsored silence, cycling challenges, go veggie/vegan, shave your head, hike, learn something new, go alcohol free, quit smoking, wear a costume for a week...find something that challenges you!

### Tips and advice:

- People are more likely to give if they have seen other people give. Before you share your fundraiser with the public, share it with personal contacts who you know will give generously. Once you have secured 5 donations, go ahead and share your fundraiser more widely.
- Be positive and build hype. Give lots of updates about your financial progress:  
*"Amazing! We've reached £300 in 3 days!. Can you spare £20 to help me reach my target?"*
- Always set a deadline. Lots of people give at the last minute as the pressure mounts. Have a countdown and keep updating people on social media:  
*"There's just 1 week to go to raise the £500 I need to reach my target!"*
- Update your social media, make use of refugeeEd posters, but also never forget the power of personalisation - don't be afraid to ask people individually or face to face, show people that you care about their contribution.
- Always thank donors for what they have given. Individual emails and messages tell people that their donations are appreciated. Posting thanks on social media makes other people want to be part of the group that are being thanked.
- Give updates to your donors. Show pictures of the event on the day to encourage last minute donations, and afterwards to show people what you've achieved.

# At School/Work

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At schools or in your workplace are the perfect place to collect a fair amount of money with very little time investment! Here's a couple of ideas to spark your imagination.

## Ideas!

**Bake sale or coffee morning:** use our posters and flyers to spread the word about refugeeEd and charge for cake and coffees.

**Dress-up or non-uniform day:** Explain in assembly what the cause is, send letters to parents and charge £1 per person.

**Dress down Friday in the office:** Send some emails out, pop-up posters and announce what you're doing in the team meetings. Charge £2-5 per person.

# Other Activities

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There are many more fun and creative ways you can fundraise for refugeeEd - here's just a few..

## **Sell second hand clothes on Ebay or Depop:**

Gather up clothes from your family and friends, take some high quality photos and sell them online!

**Go busking:** Use your musical talents and take to the streets - make sure you have a permit from your local council if necessary.

**Make and sell:** Jam, jewellery, lemonade - whatever you fancy - make and sell your treats and trinkets.

**Birthday giving:** If your birthday is coming up, consider asking for money towards refugeeEd rather than gifts this year.

**Car washing:** Offer your car washing services one weekend, hand out flyers about refugeeEd and let people



refugeeEd

# Thank you

If you need any more support or tips, please get in touch at [info@refugeeEd.com](mailto:info@refugeeEd.com)

Check out the Printable Materials on our fundraising page for posters and flyers for your events! We are also happy to provide approved images, logos and case studies to help support your fundraising.

Let us know when your fundraiser needs promoting, and we'll share on our socials.

Finally, good luck, and thank you for using your time to fundraise for us!

