

RefuAid
Hope.Resilience.Unity

Fundraising Pack



Our footprint is global.

Our focus is local.



We are now witnessing the highest levels of displacement on record.

65.3 million people around the world have been forced from their homes. Among them are nearly 21.3 million refugees, over half of whom are under the age of 18. There are also 10 million stateless people who have been denied a nationality and access to basic rights such as education, healthcare, employment and freedom of movement.

Persecution, conflict and poverty forced over 1 million people to flee to Europe in 2015. Many came seeking safety for themselves and their families, risking their lives and facing a treacherous journey.

Over 300,000 have risked their lives trying to reach safety in Europe by sea so far in 2016.

In the first half of 2016, more than 3,200 lives have been lost in the Mediterranean.

Currently 40% of the world's displaced live in camps, that's 24 million people, most often because there is no alternative. Refugee camps across the globe are diverse. They take the form of settlements, government run facilities, self-settled camps and non-profit run facilities. The typically defining characteristic of refugee camps is a limitation on rights and freedoms and therefore a limitation on people's ability to make meaningful choices about their lives. Pursuing alternatives to refugee camps means working to remove restrictions so people have the possibility to live with dignity and independence as members of the community.

RefuAid support locally led organisations and community groups in affected communities in order to increase local capacity and respond to an unprecedented humanitarian crisis. RefuAid works with host communities, governments and non-profit organisations to focus on alternatives to camp-centric projects. Where camps are established RefuAid will work with the community, state and NGOs to plan how a refugee camp can be a stepping-stone for future development and ensure that people are given the opportunity to live independently with access to housing, healthcare and education as soon as possible. RefuAid collaborates and works with all involved actors and crucially the refugee and host communities, to build linkages between both communities in order to provide needed services and a platform for cohesion and development.



Current Projects

AN OVERVIEW OF DEVELOPMENT INITIATIVES OUR TEAM ARE CURRENTLY WORKING ON



REFUGEE & IMMIGRANT LOAN SCHEME



EQUIPMENT FOR HOSPITALS IN GREECE -
SUPPORTING BOTH REFUGEE AND HOST
COMMUNITIES



SOCIAL PHARMACY - DISTRIBUTING
MEDICATION TO THOSE IN NEED



KOLONITA - A COOKING PROJECT



SOCIAL MEDIA FOR SOCIAL GOOD - A
SCHOOL SPEAKER CAMPAIGN



SPORT INITIATIVES - GREECE



HOUSING INITIATIVES GREECE - WORKING WITH LOCAL
ORGANISATIONS TO ENSURE THOSE LIVING IN SQUALID CAMPS
ACCESS SAFE, WARM AND SECURE HOMES



SUPPORTED STARTS UK - PROVIDING GRANTS TO ENABLE REFUGEES IN
THE UK LEARN ENGLISH AND GAIN ACCESS TO EMPLOYMENT AND/OR
EDUCATION

TOP FUNDRAISING IDEAS



A list of the most successful - and fun fundraising events and activities!

1

ABSEIL/BUNGEE JUMP

Organise a sponsored abseil and push yourself and drop from daring heights for a good cause.

2

BATTLE OF THE BANDS

Love music or know somebody who does? Why not organise a 'Battle of the Bands' with ticket prices donated to a great cause.

3

CAROL SINGING

Embrace the festive season and carol-sing with friends and family to raise money for those less fortunate.

4

CAR BOOT SALE

Clear out the house and make money for charity in the meantime. The money you make for selling your old items could change somebodies life!

5

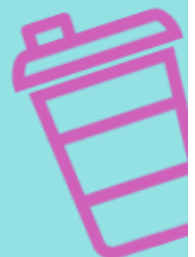
CHARITY PUB GOLF

Who doesn't love pub golf! Ease the morning-after headache knowing it was all for a great cause.

6

COFFEE MORNING

Coffee and cake is a great way to raise money and spend a lovely morning catching up with good friends. Coffee mornings can also be an amazing way to raise awareness amongst family and friends of a cause close to your heart.



OTHER IDEAS INCLUDE:

FANCY DRESS DAYS, KARAOKE NIGHT, OPEN-MIC NIGHT, SKY DIVE, RAFFLE, COMEDY NIGHT, TALENT CONTEST, CHARITY LUNCH OR DINNER, DIY DINNERS.

POINTS TO REMEMBER



- **Find the ideal event space** - Think carefully about the sort of space you'll need. Indoor or outdoor? Big or small? What facilities do you need? And don't forget to tell the venue it's for charity – you may get a reduced rate.
- **Give yourself time** - Before you set the date, make sure you've given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Pick a date that's easy for people, like the weekend – or a Friday, if you're doing something at work.
- **Make a budget** - Work out what you hope to raise, once you've covered your costs. If you need equipment, see if you can borrow it rather than buying stuff. You can also cut costs by asking local businesses to donate prizes.
- **Set your target and share it** - Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.
- **Spread the word** - Tell people why you're doing your event. Your personal reasons will really help motivate your supporters. Facebook and Twitter are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn't have to be a masterpiece; it just keeps your supporters involved. For material, download our free materials from refuaid.org/fundraising. brilliant for community noticeboards, cafés, shops windows or the office.
- **Get in the press** - Your local media can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Everybody wins! Just send a simple press release to the local paper, radio or TV stations – they'll all be in your local directory.
- **Gift aid** - Any UK tax payer who donates to you can include Gift Aid, which means the taxman adds 25% to their gift. That's another £1 for every £4 you raise! It makes a huge difference. So please make sure any UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address including postcode – we need this information to claim the Gift Aid.
- **Double Up** - Lots of companies run a Matched Giving scheme, which could double the amount you raise. Find out if yours is one of them – and if not, why not suggest they do? It's tax-efficient for them too, which might help convince them!
- **Raise money online** - Setting up an online fundraising page with BTMyDonate is a quick and easy way to collect donations. It'll save you hours of asking for sponsorship money and keeps your friends and family updated about your fundraising challenge. Plus, it's totally secure and enables people living anywhere in the world to donate to you at their own convenience. Did you know that people tend to give more when they donate online too? **Follow this link to set up your own fundraising page** <https://mydonate.bt.com/charities/refuaid>

REFUAID

THE VALUE

**£40 - PAYS
FOR A
MATTRESS
IN A NEW
APARTMENT**

**£150 - ENSURES
THE SAFE
DELIVERY OF A
LORRYLOAD OF
PRESCRIPTION
MEDICATION TO
AN ISLAND
HOSPITAL IN
GREECE**

OF

**£250 - PROVIDES
PRIVATE
HOUSING IN
GREECE FOR AN
ENTIRE FAMILY
FOR ONE MONTH**

YOUR
DONATION.

**£45 -
PROVIDES A
FIRST AID
BAG FOR A
PARAMEDIC
IN GREECE**

www.refuaid.org

FUNDRAISING DIARY

ASHER'S ACCOUNT - HOSTING A DIY DINNER

During the summer, a friend and I decided that we wanted to try our hands at fundraising for RefuAid and so we thought we'd organise a charity dinner party. We considered putting on a gig or a club night but decided that sharing a dinner was more apt; it allows people to chat and talk about where their money is going and allows the event to be a bit more intimate. In mid-September, Lily and I decided upon the date of November 4th; it gave us enough time to organise and missed any major essay or exam dates. We knew that all of our guests were going to be friends of ours who don't have a large expendable income so we wanted to make sure that the price was reasonable and that everyone felt as if the night was an actual event rather than just a dinner in a friends flat. The event took place in Lily's flat which had a fairly big living room and in the end we could fit in 25 people. We charged £20 for a three course meal and pre-meal cocktail therefore making us £500. On top of this we decided to sell drinks. We bought reasonable wine by the crate and then added an extra £1.50 to make profit. Majestic wine also let us rent wine glasses for free with our order. In the end, this cost us £4.50 and we sold them on for £6. We also sold beers for a pound. By the end of September, two other friends offered to help organise, cook and wait for the evening. Jamie had experience catering and was up to the challenge of cooking the main and desert. We decided to give the night a Syrian theme. Although this played into the narrative of Syrians being the only refugees we felt it was important to have a clear theme that we could base the night on, I also made it clear in the speech that Syrians were by no means the only refugees in Europe that we were fundraising for. For the starter we had a mezze where we made our own homemade hummus, Mutabal, muhammara, falafels and we bought Lebanese flat breads. The main course was seared lamb rack with cherry sauce, pumpkin puree, burnt chickpeas and spiced cauliflower. For dessert, Jamie made baklava ice-cream with a coffee crumble. The meal was fancy but luckily Jamie had a lot of experience catering and all the gear for cooking for 25 people. Fizz helped design invitations that we gave to people once they had bought a ticket, organised the tables and hired the plates and glasses. All four of us spend the day dinner cooking and setting up the living room. During the dinner it probably would have helped to have an extra person to help with the cooking, plating up, serving and clearing the table. However, everyone who came seemed to have a great time and were willing to spend money on buying drinks etc. I gave a small speech on where the money would be going and how positive it's effect would be. I also printed out lots of information on the various different RefuAid schemes and where RefuAid spent money in early October. Overall we spent roughly £350 and doubled our money (selling drinks is key).

**ASHER AND LILY RAISED AN INCREDIBLE £900
MONEY THAT WILL SUPPORT TWO REFUGEES ACCESS
ENGLISH LANGUAGE QUALIFICATIONS AND PROVIDE
ACCESS TO EMPLOYMENT & EDUCATION**



PAYING IN THE MONEY RAISED

ONLINE

You can pay in **online** at: <https://mydonate.bt.com/donation/start.html?charity=140799>

BANK ACCOUNT DETAILS

COUTTS AND CO
Reference: RefuAid

Account No: 80996260
Sort code: 18-00-02

Please ensure you include the reference RefuAid or we will not receive your donation.

CHEQUES

Please could you make any cheques out to RefuAid and include your email address so we may send you a gift aid declaration. Please send any cheques to:

Camilla Elwood
RefuAid - Prism the Gift Fund
20 Gloucester Place
London W1U 8HA