



HOW TO FUNDRAISE FOR EMERGENCY UK



EMERGENCY UK
Life Support for Civilian Victims of War and Poverty

Dear Volunteer,

Welcome and thank you for choosing to support EMERGENCY UK!

Your efforts will contribute towards EMERGENCY's work of providing free, high quality medical and surgical care to the victims of war, landmines and poverty. By fundraising, you will help save lives, delivering healthcare to those who would otherwise have no access to it.

We appreciate that there may be some challenges, which you may face, and we have therefore prepared this guide, which outlines what EMERGENCY does and provides lots of tips on how to fundraise.

In addition to this guide, you can download a communications guide, PDF flyers for specific activities from our website and ask for more informative material and merchandise when needed.

If you would like any additional information or have any queries or feedback than please do not hesitate to get in touch with our Volunteer Coordinator: volunteer@emergencyuk.org.

Good luck with your fundraising!

Best wishes,

The EMERGENCY UK team



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ABOUT EMERGENCY

Healthcare is a universal right enshrined in the Universal Declaration of Human Rights. Despite this, however, the reality is that many people live without even the most basic healthcare, either because there are no accessible hospitals/health centres or because people are too poor to pay for medical services.

Since 1994 EMERGENCY, a humanitarian non-governmental organisation, has worked around the world providing free, high-quality surgical and medical care to the victims of war, landmines and poverty, treating over 6 million patients. That's one patient every two minutes, for 21 years.

Most of EMERGENCY's humanitarian projects centre on the construction, support, and operation of permanent hospitals, mainly in conflict and post-conflict areas. By providing specialised personnel, drugs, and instruments, EMERGENCY has also given short-term emergency assistance to existing hospitals in critical need.

Recognising the 'Right to be Cured' as a basic and inalienable right of every human being, EMERGENCY is committed to delivering and advocating for a human rights based medicine, upon the principles of equality, quality, and social responsibility.

EMERGENCY rejects the use of violence, terrorism, and war as instruments to resolve the disputes between individuals, peoples, and nations. Instead, EMERGENCY believes in a culture of peace and respect for human rights.

Since its creation EMERGENCY has worked in 16 countries including Afghanistan, Algeria, Angola, Cambodia, Central African Republic, Eritrea, Iraq, Italy, Libya, Nicaragua, Palestine, Rwanda, Serbia, Sierra Leone, Sri Lanka, and Sudan.

EMERGENCY currently operates programmes in Afghanistan, Iraq, Libya, Central African Republic, Sierra Leone, and Sudan, as well as providing healthcare to migrants and refugees who arrive in Italy.

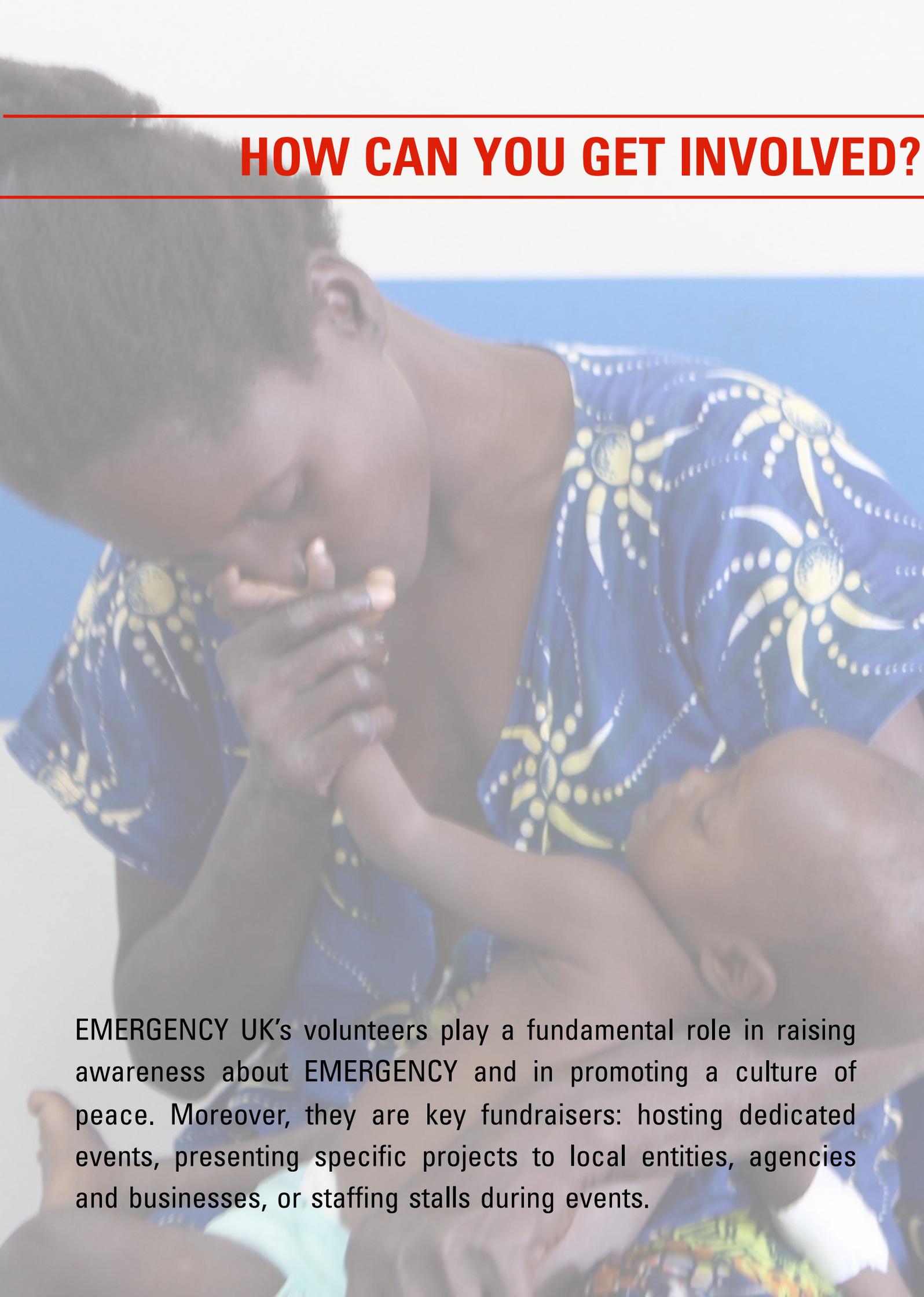
EMERGENCY UK is a Registered Charity in England and Wales (no. 1148818) and one of EMERGENCY's international affiliates supporting EMERGENCY's international healthcare projects with campaigning, fundraising, and the recruitment of medical staff for EMERGENCY's overseas work.

"Everyone has the right to a standard of living adequate for the health and well-being of himself and his family, including food, clothing, housing and medical care..."

Article 25, Universal Declaration of Human Rights, 10 December 1948

WHAT DOES EMERGENCY DO?

- It provides **FREE** healthcare, never charging for its services;
- It provides **HIGH QUALITY** healthcare, matching if not improving upon the standard of healthcare found in the most developed countries;
- It provides **SUSTAINABLE** healthcare, setting up projects with the intention of handing them over to national healthcare systems; training local doctors, nurses, and midwives, leaving a legacy behind through the hospitals it builds;
- It provides **REHABILITATION** and **SOCIAL REINTEGRATION** for people with disabilities, employing many of them in its own hospitals and setting up long-term economic and social support projects.

A woman with dark skin, wearing a blue dress with a yellow and white pattern, is shown in profile, holding the hand of a young child. The child is also looking down. The background is a bright blue sky. The image has a semi-transparent white overlay.

HOW CAN YOU GET INVOLVED?

EMERGENCY UK's volunteers play a fundamental role in raising awareness about EMERGENCY and in promoting a culture of peace. Moreover, they are key fundraisers: hosting dedicated events, presenting specific projects to local entities, agencies and businesses, or staffing stalls during events.

10 GREAT WAYS TO GET INVOLVED

There are so many different ways you can get involved with EMERGENCY UK, and we're always open to new ideas! Here are ten of our favourites.

1 TWEET OR POST FOR EMERGENCY

It only takes a second, but spreading the word about EMERGENCY's work is hugely important. So take a moment to share with friends and followers a little something about EMERGENCY. If you're not feeling inspired simply retweet or repost from EMERGENCY UK's pages! And don't forget to like our page on Facebook and follow us on Twitter.

Tweet @EmergencyUK

Facebook: Emergency UK

2 CAKE SALES AND COFFEE MORNINGS

Who doesn't like a bit of cake with their tea or coffee? Get baking for EMERGENCY UK! Whether it is a cake sale at work or school, you'll easily find willing cake-eaters. Alternatively, organise a coffee morning where your friends donate to EMERGENCY UK what they'd usually spend on a coffee and cake in a coffee-shop. And if you're an extra-keen baker, you can take it to the next level and hold a bake-off!

3 PUB QUIZZES

These are great fun and easy to organise. Most pubs will be happy to let you host a quiz night or bingo night in their pub as you'll get extra customers in through the door. All you need are a few rounds of questions, a couple of prizes and some competitive people with good trivia knowledge. We suggest pricing tickets at around £5. The same thing can be done for little events with drinks and finger food, not necessarily involving a quiz. For more elaborate events, please always contact the office and ask for our support.

4 SPONSORED ACTIVITIES

Are you a chatterbox? If so, why not have a sponsored day of silence where your friends and colleagues sponsor you to keep quiet? Or maybe you have a sweet tooth? How about giving up desserts for a week/month and then asking for sponsorship? The number of activities that might be sponsored is endless – we have had volunteers going vegan for a week or dyeing their beard purple - use your imagination and challenge yourself whilst raising money for EMERGENCY UK!

5 CLOTHES/BOOKS SWAP

A clothes swap involves getting friends together and swapping your clothes – because remember that one man's junk is another man's treasure. You can either charge participants a small entry fee or charge for items, individually, specifying that the funds raised will be donated to EMERGENCY UK. Organise your event at home, work or charity-friendly venue. There are many 'swishing' groups popping up, for more information check out the swishing phenomenon online. The same thing can be done with books. You get the hang of it, clothes swap, books swap, plant swap, cake swap, and the list goes on!

6 REQUEST A SPEAKER

Some of our staff from the field deliver talks on their experiences on mission with EMERGENCY. If you can get a big-enough group of people together we'll try and send one of our nurses or doctors who have been in the field to come and talk at your event.

Please always contact the office before organising anything of this kind.

7 USE YOUR SKILLS OR BORROW SOMEONE ELSE'S

Whether you're artistic or your friend is a chef or your neighbour is a dancer, use these skills to organise a learning workshop. It could take the form of a pasta-making workshop, or a drawing class or a salsa lesson. Whatever it is, share your skills or your friend's skills and fundraise for EMERGENCY UK!

8 DONATE OR SELL YOUR HANDMADE CREATIONS FOR EMERGENCY UK

These past years, some of our wonderful volunteers have donated their DIY creations to EMERGENCY UK. We received handcrafted jewellery, ceramic creations, and even knitted animals to be sold at our stalls. Be creative!

9 BORROW SOMEONE ELSE'S EVENT

This is the cheats' way of organising a fundraiser, but also very effective. If you already know of an event that is going on ask the organiser if they'd be willing to donate some of the proceeds in support of EMERGENCY UK.

10 SHOP ONLINE AND GIVE AS YOU LIVE

This is truly the easiest way to raise money for EMERGENCY UK.

You can donate money to our organisation when you shop online, and it costs you nothing. All you have to do is register to the Give as You Live website to shop for the most popular retailers (Amazon, Debenhams, Last Minute, John Lewis, M&S and many others) and the website will donate a percentage of your purchase to EMERGENCY UK at no extra cost:

<https://www.giveasyoulive.com/charity/euk>

Spread the word amongst your friends and raise money for our projects around the world!

WHEN SHOULD I GET INVOLVED?

You can support EMERGENCY all year round, but if you can tie your fundraising to a special event or day, it might be more effective! Over the course of the year the United Nations dedicates certain days as days of observances, in order to promote awareness of important political, social, cultural, humanitarian and human rights issues. Below is a table that lists a few days of observance that are particularly relevant to issues surrounding EMERGENCY's work You can visit: <http://www.un.org/en/sections/observances/international-days/> for the complete list. It would be a good idea to organise an event on one of these days to bring attention to these very important issues and to what EMERGENCY is doing to impact on them.

APRIL 4TH

INTERNATIONAL DAY FOR MINE AWARENESS AND ASSISTANCE IN MINE ACTION

EMERGENCY provides surgical care and social support to the victims of landmines.

Suggested event:

Organise a screening of EMERGENCY UK Trustee Giles Duley's documentary 'Walking Wounded: Return to the Frontline.'

JUNE 20TH

WORLD REFUGEE DAY

In Italy, EMERGENCY provides healthcare to refugees and migrants. In Northern Iraq, EMERGENCY has a key role in providing medical support in refugee and IDP camps.

Suggested event:

Organise a bake sale at your workplace and ask for donations for EMERGENCY

AUGUST 19TH

WORLD HUMANITARIAN DAY

EMERGENCY's staff carry on providing medical treatment even in very insecure places

Suggested event:

Organise a book swap with your friends, charging them a small fee to participate

SEPTEMBER 5TH

INTERNATIONAL DAY OF CHARITY

EMERGENCY UK operates as a charity, working not for profit but for the common good.

Suggested event:

Ask your workplace to support EMERGENCY, start by taking in a charity box to work.

OCTOBER 2ND

INTERNATIONAL DAY OF NON-VIOLENCE

Working in conflict and post-conflict countries EMERGENCY knows what very well what are the effects of violence and as such promotes a culture of peace

Suggested event:

Create a Facebook post and tweet against violence, asking friends and followers to support EMERGENCY UK

DECEMBER 10TH

HUMAN RIGHTS DAY

EMERGENCY holds a rights-based approach to health care; believing that access to healthcare is a universal right

Suggested event:

It's the holidays! Why not raise funds for EMERGENCY UK as part of your office's Christmas party?

GET INVOLVED: IN THE WORKPLACE

GET YOUR EMPLOYERS INVOLVED

Does your workplace support charitable organisations? Whether your answer is Yes or No, why not introduce them to the work of EMERGENCY!

- Perhaps your company holds annual dinners or they might participate in industry events, ask them to involve EMERGENCY UK as partners.
- Ask if your company operates a volunteering scheme, a partnership programme with charities or if they match their employees' donations/fundraising efforts.
- Ask if your company has a charity of the year programme. In bigger companies there are usually charity boards that you can approach. Donating money is not the only way to support EMERGENCY UK: we welcome donation of services, expertise, equipment and spaces.

For further information about how to involve your company, please contact our Fundraising Manager:

serena.leone@emergencyuk.org

GET YOUR COLLEAGUES INVOLVED

There are lots of ways to get your colleagues involved with EMERGENCY UK:

- Why not take a 'step' for EMERGENCY UK and get your colleagues to take the stairs rather than the lift for a week – anyone caught taking the lift has to pay a fine! Any other challenge of this kind is a fun way to raise funds.
- Hold an EMERGENCY bake sale - bake cakes, cupcakes or cookies and ask your colleagues for a small donation for EMERGENCY UK so that everyone gets to eat yummy treats while learning about EMERGENCYs work!
- Organise a raffle at your office – contact our office if you need ideas for the prizes.
- Invite your colleagues to join an EMERGENCY UK event with you or invite them to join our running team!

In 2015, we had the whole department of a financial company running a half-marathon for EMERGENCY UK: they had the time of their lives!

5 TOP FUNDRAISING TIPS

1. SET UP AN ONLINE DONATION PAGE

When raising money for a specific event such as a run or through a sponsored activity, it is usually a good idea to **set up an online donation page**. In this way your family, friends and colleagues can support you and donate in a very immediate way. The link can also easily be shared via e-mail and social media, so that everyone you know will learn of your challenge or activity and might choose to support you!

Donating online is easy and safe, so don't miss this fundraising tool.

EMERGENCY UK uses JustGiving, the largest online platform for charities. You can set up a page yourself or ask us for help - just drop an e-mail to our office and we'll set it up for you.

This is an example of JustGiving page for EMERGENCY UK: www.justgiving.com/Riccardo-Rossi

Remember to tell your supporters to get Gift Aid when they donate!

They simply need to be UK taxpayers and tick the Gift Aid box when they sponsor you.

2. KEEP UP YOUR CONTACTS UP TO DATE WITH YOUR PROGRESS

Publish on social media or send an e-mail to all your contacts with the progress of your activities. If you are running for EMERGENCY, for example, send pictures of your training and short stories about how you feel and what you wish to achieve. People will feel more involved in what you are doing and will be more willing to donate and spread the word about your fundraiser.

3. THANK YOUR SUPPORTERS

Whether you received money, moral support, time or any kind of help from them, **always thank your supporters**. This can be done with a letter, a thank you card, a picture, a video or even a simple e-mail but don't forget to do it! The success of your fundraiser depends on your supporters so their contribution deserves to be recognised – not to mention this might encourage them to support you again in the future.

4. TELL PEOPLE WHY

Don't just randomly ask people for money; tell them *why* you chose to support EMERGENCY UK. Tell them what we do and why our cause has inspired you so much. You can find all the information you need about our projects on the annual Activity Report and on our Facebook page.

5. DOUBLE YOUR MONEY!

Ask your employer if they have a matched giving scheme. Many companies support charities doubling the money their employees raise. This could double the amount of your donations, so don't forget to ask!! If you need a document from EMERGENCY UK stating that you are raising money for us, please contact our Fundraising Manager.

CONTACT US

ADDRESS

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