Your Fundraising Guide

Solidarity with all people seeking sanctuary

People Power can change the world
Wherever we come from, we all have a right to feel safe. That’s why we are building a more welcoming UK for people forced to flee their homes. And you can help us get there!

Our networks are made up of thousands of ordinary people all around the country who are stepping up to support people seeking sanctuary in our communities.

We coordinate, support and grow these networks of welcome: from community groups to schools and universities, local councils to libraries and theatres, we work in every area and in every sector to encourage inclusivity, solidarity and compassion for people seeking sanctuary. With your support, we can make this network even stronger.

In this guide, we’ll inspire you on your fundraising journey with lots of ideas, tips and tricks.

For our small team, your support truly means the world. So thank you very, very much!

Sian

Sian Summers-Rees, Chief Officer
“I am an ICU nurse working in London. Working as a healthcare professional in the NHS, I see people from all walks of life and I have cared for refugees and asylum seekers in my work and heard their stories firsthand. I firmly believe everyone has the right to seek sanctuary, feel safe and live a happy and healthy life.” Steph, as she prepared to run a half marathon to support City of Sanctuary UK
**Time to get started...**

1. **Plan your event.** What are your skills, interests or passions? Set yourself some goals - will you run 10k or sell 10 cakes? Do you hope to raise £100 or £1000?

2. **Set up your fundraiser.** You can quickly and easily set up fundraisers for us via our JustGiving or Facebook. Don’t forget to tell us about it as we can help publicise!

3. **Spread the word.** Tell your friends and family about your event. Set up social media posts, send emails or put up posters at work. For help with resources, reach out to comms@cityofsanctuary.org. Your passion is infectious, so explain that you want to help build a welcoming UK for people fleeing war and persecution

4. **Smash your targets!** Now is the time to undertake your challenge. Every penny you raise will help us create welcome, solidarity and support for people seeking sanctuary. You’re the best - thank you.
3 Useful tips

Be passionate

The more passionate you are, the more likely your loved ones are to dig deep. Your support will help us to make the UK a place of welcome for people fleeing war and persecution. By working with the institutions right at the heart of our communities we’re creating real long-lasting positive change for people in the asylum system. From scholarships and trauma-informed classrooms to platforming refugee playwrights - we do all we can to ensure people seeking sanctuary are met with understanding, solidarity and a warm welcome. Because everyone benefits when compassion is a priority.

Keep people in the loop

Communication is really important. If you’re training for a race, let your supporters know how you’re getting on. These regular updates will foster a greater sense of community and trust which in turn could lead to a bigger grand total. Let us know too - we can share your fundraisers on our social media!

Say thank you!

Show your appreciation to all your incredible supporters! Let us know when you’ve completed your fundraiser and we’ll give your supporters a shout out too. This isn’t just about being courteous, it’s essential for nurturing positive relationships and encouraging ongoing support.

If you need any support with your fundraiser, don’t hesitate to contact: comms@cityofsanctuary.org
You can do it!

Raising vital funds for us is a doddle. Try out these simple suggestions to supercharge your fundraising and help build this movement of welcome. How much will you raise?

£50
- Is it your birthday soon? Ask for donations instead of gifts. You can quickly set up a birthday fundraiser for us on Facebook.
- Place a collection jar or box in your workplace and encourage your colleagues to lighten their pockets!
- Share your fundraiser on payday. Everyone feels more generous when they’ve just been paid!

£100
- Run a bake sale at work or uni - no one can resist a slice or two. Get your friends involved and hold a competition for the best decorated cake.
- Have a clear out. Head to your local carboot sale and flog your unwanted clobber. You’ll be surprised by how much you’ll raise!
- Host a film or games night and then charge a small entry fee. Everyone’s a winner!

£250
- Donate your talents. Offer your skills and services to friends, family, or local businesses in exchange for a donation.
- Raffles or auctions. Contact local businesses to donate prizes. Set a minimum bid or ticket price to ensure you reach your fundraising goal.
- Community car wash or gardening. Clean up your community for a small donation.

“City of Sanctuary is my lifejacket. The best and most positive experience for me in a new country, to be involved with very kind, honest, expert and lovely friends, and to again feel confident. City of Sanctuary is my second family and really aptly named.”

Lubna, a City of Sanctuary lived experience Ambassador
Now shout about it!

Shine on socials

- **Speak from the heart.** Bring your fundraiser to life by telling your followers why you want to build welcome.
- **Don’t be camera shy.** Photos and videos will create excitement around your fundraiser,
- **Post regularly.** You’re doing something amazing, so be proud. Shout about it all the time!

Make headlines

Local news outlets are always on the hunt for a good story. Reach out to local journalists and explain your motivations for fundraising. Write a concise and punchy press release explaining who you are, what you’re going to be doing and why. Remember to include photos of yourself.
Want to go the extra mile?

Run  Whether you’re building up to your first 10k, or taking on a full marathon, every penny you raise will help us to build welcoming and compassionate communities.

Cycle  Hop on your bike, burn some rubber and help us provide empowering opportunities to people who have fled war and persecution.

Swim  Are you tackling a cold water swim or hoping to beat your personal best in the pool? Ask your friends to chip into your fundraiser and help us to make welcome widespread.

Joseph ran the Derby 10k and raised hundreds of pounds to support our work. As a previous trustee for City of Sanctuary UK, Joseph wanted to do everything he could to support us. You rock, Joseph!

Could you take part in your local 5k or 10k race?

Top tip!
Wear your City of Sanctuary t-shirt to show your solidarity with people who have been forced to flee. Click here to explore our merchandise collection.
Serve up food that reminds you of hope and home and ask your friends, family and neighbours to chip into support our work.

Put your talents to good use and use ticket sales to raise funds to support people seeking sanctuary!

Waste not want not. Charge a small entrance fee, reduce clothing waste, get a funky new wardrobe and support our work – what’s not to love?

Non-stop boardgaming or dancing. What could you do for a whole day and night in order to raise funds?

Shhh! Get sponsored to keep shtum – a harder challenge for some than for others...

This group of friends in Bristol hired a local community kitchen and ran a supper club to raise funds to support our movement of welcome.

Do you love to cook? Set yourself a challenge and run a supper club at home for friends and family.
Ready to get to work?

Bake sales
Sell home bakes at work, because no one can resist a slice.

Got a window?
Put a QR code in your shop/office window allowing people to scan and donate easily. Contact comms@cityofsanctuary.org for help with this!

Charity of the year
Pick us as your charity of the year, so when you host your workplace festive party, donations are collected for us - you could even make an award for best dressed and get all the entrants to chip in.

This primary school in Suffolk made beautiful illustrated packets and sold sunflower seeds in order to support our work with schools. They sold them at their summer fete and even reached out to their local Lush store to sell them there.

Could your class or workplace run a seed or cake sale?

Top tip!
Our mugs, art prints, t-shirts and more make great prizes for your workplace competitions and challenges. Explore our full collection here.
Malka, one of our fantastic lived experience Sanctuary Ambassadors, has written two books of poetry and has chosen to donate her royalties to us.

Could you donate a percentage of profits from your book or art project?

Malka

Birthdays
Don’t need another pair of socks? Ask for donations instead of gifts. You can quickly and easily set up a birthday fundraiser for us on Facebook.

Baby showers
Hold a Sanctuary baby shower and ensure families just like yours are given the welcome they deserve.

Getting married?
Don’t need another toaster? Ask your guests to donate to us instead!

Noah raised hundreds for us by undertaking 10 challenges before his 10th birthday - including running a whopping 10k. Go Noah!
Look back with love

Include us in your will
changes lives for the better.

Collect in memory
Many families collect donations in memory at a loved one’s funeral or celebration of life as a special way of remembering them.

The Keith* family collected donations for us in lieu of flowers at the funeral of their mother by including a link to our website on the order of service. Their mother was born in Ukraine before WW2 and had been supporting our work for several years. We were incredibly moved and grateful for this family’s generosity.

Thank you so much

*Not their real name
You did it!

You’ve completed your fundraiser and you’re now a certified hero. Thank you so much. Now it’s time to send us your donation...

- **JustGiving/Facebook** - if you raised funds for us via our JustGiving or Facebook platforms, you don’t need to lift a finger, the funds will automatically come our way.

- **Cheque/bank transfer** - use these details to send us money you raise independently. Our address is: City of Sanctuary UK, PO Box 384, Leeds LS26 1GJ. Account name: City of Sanctuary UK (RCN: 1184613). Sort code: 60-83-01. Account no: 20484486

Thank you
You’re helping us to ensure even more people who have fled war and persecution are met with a warm welcome, empowering opportunities and a strong and understanding community. This work truly changes lives - and we couldn’t do it without you at our side.

Thank you again for being part of the team.