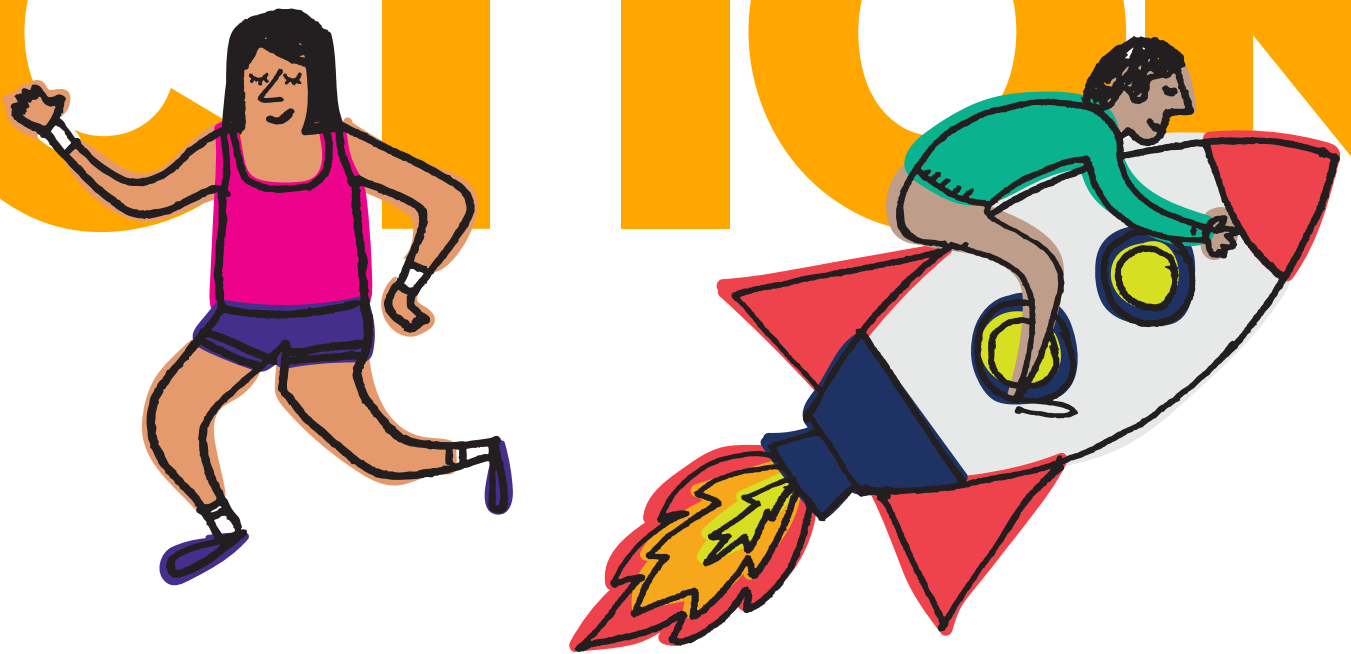


TAKE ACTION



HOW **YOU**
CAN HELP
REFUGEES
ACROSS TYNE & WEAR

action
FOUNDATION

SMALL CHANGE?

BIG

IMPACT!

REFUGEES IN THE NORTH EAST
OFTEN FACE DESTITUTION,
EXCLUSION AND HARDSHIP,
WITH MANY LIVING IN EXTREME
POVERTY, UNABLE TO ACCESS
LEGAL OR COMMUNITY SUPPORT.

actionfoundation.org.uk/donate

Welcome to our Fundraising Guide! My name is Abi, I'm the Fundraising and Grants Officer here at Action Foundation and I'll be supporting you on your journey to becoming a fantastic fundraiser!

We're thrilled that you've decided to support refugees, asylum seekers and other migrants in Tyne and Wear by raising money for Action Foundation.

Refugees in the North East often face destitution, exclusion and hardship, with many living in extreme poverty, unable to access legal or community support.

Thanks to supporters like YOU, we can provide supported housing, free community English language classes and a social drop-in, supporting beneficiaries to avoid homelessness, access vital services, gain independence and integrate into the community.

abi



£720

could fund our migrant **SOCIAL DROP-INS** for a whole week!

£500

could pay for a furniture pack for a refugee moving into **COMMUNITY HOUSING**. Making a house, a home!

£250

could provide a space in our supported accommodation for a **MONTH**! A place to stay and some stability is the first step to living a fulfilled life in the community

£150

could pay for an **INITIAL ASSESSMENT** of legal documents, helping a refused asylum seeker to navigate the complexities of our immigration system

£75

pays for the postage of crucial evidence from overseas which could be the difference between a **NEGATIVE AND POSITIVE ASYLUM CLAIM**

£20

will pay for transport for **TWO WEEKS**! This will allow refugees/asylum seekers to get to important appointments and access services!

Fundraising Guide: How you can make a difference

...HOW WILL YOUR FUNDRAISING
MAKE A DIFFERENCE?

MEET HELEN

AN ACTION LANGUAGE VOLUNTEER AND FUNDRAISING EXTRAORDINAIRE!

A retired French teacher, Helen spends every Friday morning preparing and teaching in our free community English Language school, to a class of around 30 refugees, asylum seekers and other migrants. Having seen the amazing work of Action Foundation first-hand, she was keen to raise money and spread the word about what we do.

Three years ago, Helen launched the first of her incredibly popular annual curry lunches. Helen made some leaflets advertising the lunch and invited her family, friends and neighbours – some of whom she'd never even met before! She invited them to her home in Tynemouth and encouraged everyone to bring a tasty dish. Helen was NOT expecting what happened next... Around 50 people showed up and nearly all of them had brought a curry! With pots and pans adorning every surface area, Helen's home had been transformed into a curry haven. Some of her neighbours had lived on the street for years but never had a chance to meet each other – they were so happy to be invited along and couldn't wait for next year's lunch!

Helen asked her guests to make a donation and was shocked to discover her small community lunch had raised a whopping £700! By inviting everyone to bring their own dish, hosting the event wasn't too much work – all she had to do was give her house a tidy and make sure her guests were comfortable.

"You can do it anywhere – your home, a church hall or community space."

THANK YOU SO MUCH TO HELEN FOR EVERYTHING SHE DOES FOR ACTION FOUNDATION – WE COULDN'T DO WHAT WE DO TODAY WITHOUT SUPPORTERS LIKE HER!

actionfoundation.org.uk/donate

HELEN'S HOME HAD BEEN TRANSFORMED INTO A CURRY HAVEN. SOME OF HER NEIGHBOURS HAD LIVED ON THE STREET FOR YEARS BUT NEVER HAD A CHANCE TO MEET EACH OTHER- THEY WERE SO HAPPY TO BE INVITED ALONG AND COULDN'T WAIT FOR NEXT YEAR'S LUNCH!



03



04

FOR THE FOODIES!

COMMUNITY LUNCH

Ask all your colleagues to chuck in £3 to take part and simply bring in a dish of their choice for everyone to share. It's a great way to sample your colleagues' culinary delights, as well as saving money that you would've spent on a meal deal!

HOST A FANCY DINNER PARTY

Serve up a starter, main and dessert for your nearest and dearest. At the end ask them to pay what they thought their meal was worth (Four In A Bed style!).

BAKE A DIFFERENCE

Whether you compete against your colleagues for Star Baker or simply sell delicious delights – baking is an easy way to get the whole office involved.



CHALLENGE YOURSELF!

VIRTUAL EVENTS

If you'd rather complete a challenge your way, in your own time... we can help. Virtual Events are distance challenges you set as an individual or in a team – you can complete the distance any way you like!



WORK UP A SWEAT!

FOOTBALL FANATIC?

Set up a 5-a-side football match with all your friends and charge a fiver to enter!

RUNNING FOR REFUGEES

Run a 10k, a half marathon or a full marathon and ask your friends and family to sponsor you. From rookie runner to seasoned sprinter, there's a distance for everyone!

JUST KEEP SWIMMING

More comfortable in water than on the running track? No problem! How about a bracing open water swim in the North Sea or a Cumbrian lake?



LET'S GET CREATIVE!

ART ATTACK!

If you're a bit of an arts and crafts creative, why not sell some of your makes at a local craft fair and donate a % of your earnings to Action Foundation!

FACE THE MUSIC

Host a fundraising gig at a local music venue and invite all your music-loving mates. All you need is a collection bucket on the door!

GOING... GOING... GONE!

Ask your crafty friends to all donate an item and hold your own auction! You might end up with a piece of art worth MILLIONS one day...



IN A FUNDRAISING RUT? HAVE NO FEAR!

GET INSPIRED

IN THE OFFICE

DRESS UP! (OR DRESS DOWN...)

Whether your colleagues are more at home in a feather boa and silly hat or their comfiest joggers – there's something for everyone! If you're looking for a theme, we hear orange is the new black...

THE STAKES ARE HIGH!

Get everyone to enter a £1 sweepstake – whether it's the World Cup or Bake Off! Split the winnings between Action Foundation and the winner. A great morale-boosting activity for office or remote working!

TAKE ON A CHALLENGE EVENT!

If your workplace offers a day to spend volunteering with a charity, why not use it to complete that long-distance cycle you've always wanted to do? Or a hiking event? You get to tick an item off your bucket list AND raise money for charity... all in work time!

"I LOVED THE SENSE OF TEAM – IT WAS A HIGHLIGHT OF THE WHOLE EXPERIENCE!"

ACTION FOUNDATION FUNDRAISER



05

WITH FRIENDS & FAMILY

SWAP YOUR NIGHT OUT FOR A NIGHT IN!

Get your friends over and have a relaxing night in with your favourite films, face masks and snacks galore! Donate the money you would have otherwise spent on a night out.

FITBIT CHALLENGE

How about challenging your friends and family to a Fitbit challenge? You could try the 10 x 50 challenge – 10,000 steps every day for 50 days! OR run, walk or cycle 5km a day!

VIRTUAL PUB QUIZ

Why not host a pub quiz for all your friends and family over Zoom?! You can charge them £5 to enter and donate the entry fee to Action Foundation!



06

CASE STUDIES

JUST LOVE NEWCASTLE

"THANK YOU TO EVERYONE WHO HAS CONTRIBUTED AND HELPED US REACH 2,700 MILES! WE CAN'T BELIEVE WE REACHED OUR TARGET DISTANCE SO EARLY."

Whether you're a solo supporter or a group gearing up for a challenge, we can help. Introducing... student group and fitness fundraisers, Just Love Newcastle!

In the middle of the COVID19 pandemic, Just Love Newcastle reached out to us with a BIG fundraising idea. A group of 20 students decided to run, walk and cycle 2,700 miles across three weeks, representing a common journey travelled by refugees from Damascus to London.

They set themselves a fundraising target of £1,000 and began promoting it on their social media, inviting others to join in and help them reach their mileage goal. They were not anticipating what happened next...

The students received an overwhelming amount of support, with over 70 people signing up to contribute a few miles towards their challenge. With so much support from the community, the student group smashed their fitness and fundraising challenge in just two weeks, much to their delight, "Thank you to everyone who has contributed and helped us reach 2,700 miles! We can't believe we reached our target distance so early."

THANK YOU TO JUST LOVE NEWCASTLE – WE LOVED SUPPORTING SUCH AN ENTHUSIASTIC AND THOUGHTFUL BUNCH!



07

INTRODUCING HILARY...

ACTION LANGUAGE VOLUNTEER WITH A PENCHANT FOR THE POOL!

Hilary had been volunteering for Action Foundation for six years before she decided to take the plunge and challenge herself to an almighty swim-a-thon!

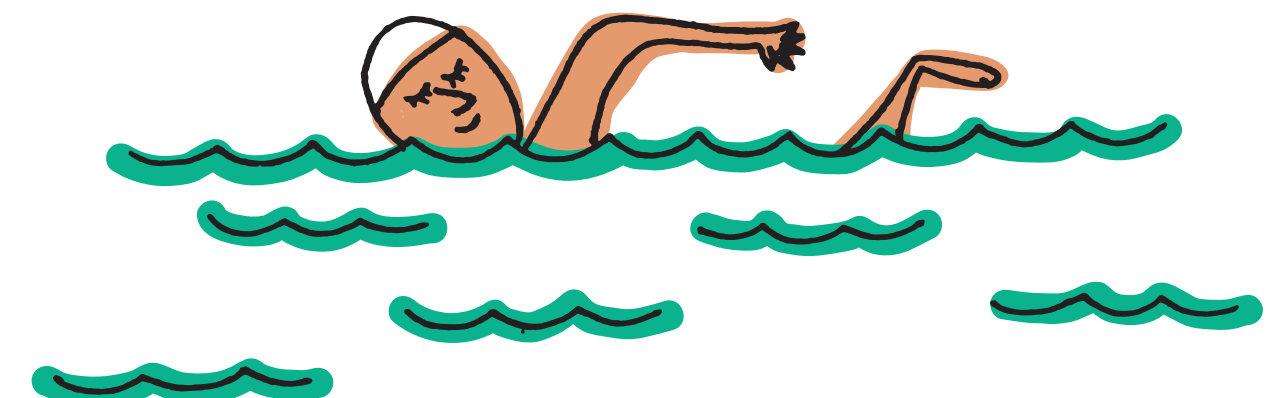
Swimming 22 miles (the distance of the English Channel!) in 12 weeks is no mean feat, but Hilary was determined to challenge herself and raise money for Action Foundation with every stroke!

Hilary set herself a target of £400 but had surpassed this target within two days... A week before she even began swimming!

Hilary loved the flexibility of a virtual event, "I committed to swimming the width of the English Channel, but in the warmth and safety of my local pool – in my own time!"

THANK YOU TO HILARY FOR CREATING AND COMPLETING THIS AMAZING CHALLENGE... YOUR FUNDRAISING HAS MADE A BIG DIFFERENCE!

"I COMMITTED TO SWIMMING THE WIDTH OF THE ENGLISH CHANNEL, BUT IN THE WARMTH AND SAFETY OF MY LOCAL POOL – IN MY OWN TIME!"



08

STEP-BY-STEP GUIDE

YOU'RE JUST SIX STEPS AWAY FROM YOUR FUNDRAISING DESTINATION...

Read through this fundraising pack, get inspired and decide what activity you'd like to do!

1.

SAVE THE DATE!

Decide on a date for your fundraiser, then you're more likely to stick to it.

2.

GET IN TOUCH!

We'd love to support you with your event and share it on our social media!

3.

SET UP A FUNDRAISING PAGE!

We love GoldenGiving.co.uk but you can use any giving platform you like!

4.

SHARE SHARE SHARE!

Share your event with family, friends and on social media.

5.

ENJOY THE EVENT/ACTIVITY

The planning is done, now it's time to get stuck in and have some FUN!

6.

RAISE FUNDS, AWARENESS AND MAKE CHANGE

YOU DID IT! Your fundraising will have a BIG impact.

SENDING IN YOUR MONEY

You've thrown a fantastic fundraiser and raised tons of cash – what next?!

BANK TRANSFER

You can directly pay the money into our account with the following details:

Sort Code: 08 92 99

Account Number: 65839148

Please include a reference (i.e. your name or your organisation's name) and email us at fundraising@actionfoundation.org.uk so that we're expecting your donation!

CHEQUE

You can post/drop off a cheque at:

Action Foundation, CastleGate, Melbourne Street, Newcastle upon Tyne, NE1 2JQ

CASH

You can drop off cash at the above address, but please don't send us cash in the post!



GET IN TOUCH!

FROM FUNDRAISING TINS, T-SHIRTS AND SIGNS – WHATEVER MATERIALS YOU WILL NEED FOR YOUR FUNDRAISER, WE CAN HELP!

**0191 231 3113
FUNDRAISING@ACTIONFOUNDATION.ORG.UK
ACTIONFOUNDATION.ORG.UK**

OR POP INTO OUR OFFICE FOR A CUP OF TEA AND A CHAT (OR VIRTUAL CUPPA OVER ZOOM!)

**ACTION FOUNDATION
CASTLEGATE
MELBOURNE STREET
NEWCASTLE UPON TYNE
NE1 2JQ**

** /ACTIONFDN
 /ACTIONFOUNDATION
 /ACTIONFDN**

DID YOU KNOW THAT YOU CAN LEAVE ACTION FOUNDATION A GIFT IN YOUR WILL? ALL YOU NEED IS OUR CHARITY NAME (ACTION FOUNDATION) AND CHARITY NUMBER (1132051)

**action
FOUNDATION**

