

# FUNDRAISING PACK



**HOPE FOR JUSTICE**



**“You are  
doing  
something  
that will  
change  
lives!”**

**Thank you for considering fundraising for Hope for Justice this year!**

By taking part, you are part of a movement of people that is bringing freedom to those affected by human trafficking and modern slavery around the world.

This is your opportunity to raise money in whatever way works for you! You can have fun and change lives at the same time.

Whether it's a fun challenge you've always wanted to do, a personal best you've been aiming for, or maybe even a world record you think you can smash... this is your year! This pack is full of tips and advice to help you make your fundraising the best it can be.

Remember, the money you raise goes directly to our frontline work, making a life-changing impact for individuals and helping to end modern slavery forever.

I am always moved and overwhelmed by the dedication, imagination and drive of our amazing supporters as they get stuck in to fundraising. As you will see in this resource pack, every fundraising event makes a life-changing difference, whether it's a continent-spanning endurance epic, or a social event in a community hall, or your first bungee jump!

We want to live in a world free from slavery. That is why we choose to ACT, and why we now run award-winning, evidence-based programmes across four continents. These programmes are powered by money raised by ordinary people, which is why every fundraiser is so important!

Thank you for being part of Hope for Justice and **#UnlockingFreedom!**

**TIM NELSON**  
*Chief Executive*







# 1. BE INSPIRED

*ON YOUR MARKS...*





## D.I.Y. FUNDRAISER

### Do you like to take charge and do your own thing? Then set up your own challenge!


Start a fun run or walk with a group of friends. Do it with a twist – gunge, colour, mud, assault course – the possibilities are endless. Charge for people to take part or set a minimum sponsorship to boost your fundraising.

**Part of a gym?** Get your gym buddies to take part in a challenge: climb Everest on a cross trainer, row the length of the English Channel on the rowing machine – as long as you are racking up the miles then anything goes!

Maybe you are a keen cyclist or part of a club. Why not challenge yourself to go further than you've ever gone before. Land's End to John o' Groats, London to Paris? Coast to Coast?

If setting up your own thing isn't for you then **don't worry**, there are so many amazing organised events that take place all over the country for you to get involved in.

Find that local 10k run/swim/cycle, do the triathlon you have always wanted to do or that colour run that looks fun! **Sign up, get training and then get friends and family to sponsor you.**



It's totally up to you!

# TOP TIPS

## WHEN?

If you are picking a date, consider public holidays and what the weather might be like. You want to make sure you can get as many people as possible involved so give plenty of notice.

## WHERE?

If you are choosing a route, think about who you want to be involved, if it's people of all ages and abilities then keep that in mind and walk or run the course yourself. This will give you an idea of whether it is suitable for everyone who is taking part. Check permissions: if it is a public or a private space check to see whether you have to get any prior approval before going ahead.

## WHAT?

Consider whether you need clear start and finish signs or are there certain landmarks that will be clear for your participants. Do you need any volunteers to help on the day with supplies?

## KEEP IT LEGAL!

If you are collecting money on the day, no-one under 16 years of age can collect money on behalf of a charity.

Check permissions and whether you need insurance for your event, contact your local council if you are not sure.

If you are planning to serve, food and drinks make sure you are aware of UK food and drink regulations by visiting [www.food.gov.uk](http://www.food.gov.uk)



# KEY FACTS

Here are some key facts and statistics to share with potential supporters and sponsors.

**1 in 4** global victims of modern slavery are children.

**Hope for Justice** is working across **FIVE** continents to bring an end to modern slavery by preventing exploitation, rescuing victims, restoring lives and reforming society.

Recent estimates suggest that there are between 100,000 and 136,000 victims of modern slavery in the UK. Unfortunately there are no exact figures, because this is a hidden crime.

Women and girls are disproportionately affected, accounting for **99%** of victims in the commercial sex industry, and **58%** in other sectors

**Hope for Justice** reached nearly 200,000 people last year, including more than 4,000 children and adults who were victims or survivors of modern slavery. We helped them through rescue, outreach and aftercare.

Best estimates suggest there are **24.9 million people** in forced labour, sexual exploitation and domestic servitude around the world **plus 15 million in forced marriage**. This means 40.3 million globally are trapped in modern slavery.

There are 4.8 million people in forced commercial sexual exploitation around the world. **1 million of them are children**. Numbers do not do justice to the horror of what is happening. We must act!

**10,613** potential victims in the UK were identified and referred for further support during 2020. Many more people went unidentified.

Modern slavery is the third-largest criminal enterprise in the world, with upwards of **\$150bn** in illicit profits.

**Hope for Justice** has directly rescued about **700 victims** of modern slavery and assisted in the rescue of many others.



## CHALTU AND LETU'S STORY

Hope for Justice exists to bring an end to modern slavery by **preventing** exploitation, **rescuing** victims, **restoring** lives, and **reforming** society.

**Sisters Letu\* and Chaltu\* grew up on a small farm in western Ethiopia. Life was a struggle for their parents who were trying to provide food, accommodation and an education for six children.**

So when a family member offered the sisters a new life, security and schooling in Ethiopia's capital, Addis Ababa, their parents jumped at the chance.

However, this promise of a better life did not materialise.

The woman heartlessly separated the sisters, forcing Letu into domestic work and into caring for her cattle. Her sister was handed over to a couple living in Addis Ababa and ordered to work as a full-time nanny for their baby.

Only Letu was given access to any education – at a school located miles away.

Some time later, the sisters were reunited under the same roof in the capital. However, an argument between their “master” and “mistress” resulted in them being turned out onto the streets.

Homeless, penniless and incredibly vulnerable, the sisters sought refuge in a nearby woods.

A kind-hearted passer-by discovered the children and had compassion on them. The woman took Letu and Chaltu in, gave them food and a place to stay.

But unable to care for the girls long-term, she took them to the police, who in turn sent them to a government-run orphanage.

“Thank you for saving my children. I have no words”

Thankfully, it was only one week before they were picked up by Hope for Justice and moved to our Lydia Lighthouse (one of Hope for Justice's network of short-term residential treatment and assessment centers) in Addis Ababa.

They received counseling, one-to-one support, classes to develop their life skills, and an education.

The day finally came when the sisters were reunited with their family.

“I lost two children in one day, and now I have them back”, their mother said. *“Glory to God who saved my children from death. Thank you for saving my children. I have no words except, God bless you.”*

Staff at Hope for Justice have been able to offer practical help, parenting advice and protection for the family. A monetary grant was also provided to enable them to start a small, sustainable business, building the family's resilience and stability for the future.

Social workers said Letu and Chaltu are both progressing well. Their teachers said they have not missed a single day of school!

*\*Names changed and image blurred to protect identity*







# TOMASZ'S STORY

**Tomasz never knew his parents. He was raised in a children's home in Eastern Europe, but once he became an adult, he had nowhere to go. So when he was approached by an older woman offering to give him a home and find him work in the UK, he agreed.**

Tomasz was put to work in a car wash but was treated like a slave, or a 'horse' as his traffickers called him. They took his wages, shaved his head, beat him regularly, and forced him to work in prostitution.

He was unable to stand up for himself or seek help as he couldn't speak English and was terrified of the consequences. Tomasz was eventually thrown out onto the streets as he was not making his traffickers enough money.

Tomasz sought help from a local day shelter where the staff had been trained by Hope for Justice and they referred him to our specialist team.

Hope for Justice helped Tomasz secure a safe place to live with initial support, but despite being free from his traffickers, he continued to suffer repercussions of exploitation. In the accommodation where he hoped to rebuild his life, Tomasz started to receive letters telling him about debts in his name that he had never known about and was threatened with eviction. These

debts belonged to his traffickers. Hope for Justice's Advocacy Team worked to write off these debts, helping to stabilise his housing situation.

Tomasz is now happily settled with a new partner and living free from the fear of losing his home, enabling him to focus on recovering from trauma and raising his young son, Michel.

**“You are helping us so much – you are doing a lot for our family. Thank you.”**

Tomasz is committed to ensuring his son receives a better start in life than he received himself and is diligently seeking work with the support of Hope for Justice. Hope for Justice recently visited Tomasz and his family in their new home and we were pleased to see a loving family with hope for the future, despite their past. Tomasz had dinner ready on the table and Michel was healthy and happy playing with his toys. Tomasz was grateful for all of the support provided by Hope for Justice and said *“You are helping us so much – you are doing a lot for our family. Thank you.”*

*\*Name changed and stock image with model, to protect victim's identity.*

## What will my money do?

The money you raise will be used to:

### PREVENT EXPLOITATION

Outreach teams, self-help groups and community education initiatives empower people to protect themselves and their families from predatory traffickers and their recruiters.

### RESCUE VICTIMS

Investigators work closely with police and other agencies to identify victims of modern slavery, build bridges of trust with them and remove them from exploitation.

### RESTORE LIVES

Our multi-disciplinary advocacy team provide victim-centred support, including help to access housing, benefits, employment, mental health support and legal assistance. They support survivors through the criminal and civil justice processes to ensure they receive restitution. In Cambodia and Africa, Hope for Justice runs aftercare residential and educational facilities, plus extensive outreach and reintegration programmes.

### REFORM SOCIETY

Hope for Justice trains frontline professionals – including police, NHS, homeless shelter staff, NGOs, community groups and many others – to spot the signs of modern slavery and to respond effectively. We work with legislators to achieve policy change, and campaign to raise public awareness.





# 2. GET STARTED

*GET SET...*



# What kind of fundraiser will you be this year?

## THE OUTDOORSY FUNDRAISER

Take on a well-known epic cycle challenge: could you do **John o' Groats to Land's End** or the **Coast to Coast** route? For the hardcore cyclists, how about an **'Everesting'** Challenge? You find a hill and cycle up and down it as many times until you have cycled the height of Everest! Charge people to take part and get sponsored too.

Ever wanted to swim the Channel? Challenge yourself to **swim the length of the Channel at a local pool** over a few weeks or maybe take on the real thing! **Peak Challenges** – get trekking! Does the idea of racing around mountains sound like fun? Why not do the National Three Peaks (24 hours), Yorkshire Three Peaks (12 Hours) or 10Peaks (24 hours) walking challenges? Get a team together and try to beat the clock. Get your family and friends to sponsor you.

## THE COMPETITIVE FUNDRAISER

**Tower Running!** Find the highest building in your local area and get individuals and teams to race to the top. Charge an entry fee and have a stall selling cakes and drinks for after your hard work. Time how long it takes you and see who wins the record for the fastest time!

Everybody loves a good old fashioned **Sports Day** where you gather all your friends, family and work colleagues for a fun day of record-breaking activities. Wheelbarrow races, egg and spoon races, tug of war, three-legged races, it all goes! Make sure to split into teams for extra fun and at the end of the event crown the record-breaking winners! Charge people to take

part and sell refreshments on the day to boost your fundraising. **Host a ping pong tournament** with a group of friends and advertise your event at a local venue. Charge people to compete in the tournament and keep record of the longest ping pong match.

Host a **Skip-a-thon** and see if you can beat the world record of 548 skips in 3 minutes! Get your work colleagues to take part and charge an entry fee. Make sure there's a prize for the winner!

## THE FOODIE FUNDRAISER

Host a **Cream Tea Party** for a tasty Hope Challenge with a slice of cake and a nice cup of tea. How many people can you get to come to your tea party? Maybe you could even break the world record which currently stands at 978 people!

**The Great Hope for Justice Bake Off**...host a baking competition, charge people to enter their cakes, choose a panel of judges, crown your winner and then sell off the slices at the end to a willing audience!

## THE UNUSUAL FUNDRAISER

**Take part in a Jail Break!** Get a team together to compete and see how far you can get from your hometown in 36 hours without spending any of your own money and fundraising too!

Can you do a **24 hour dance-a-thon**? Get teams to pay to play and all they have to do to win is to keep on dancing!

## A FEW IDEAS...



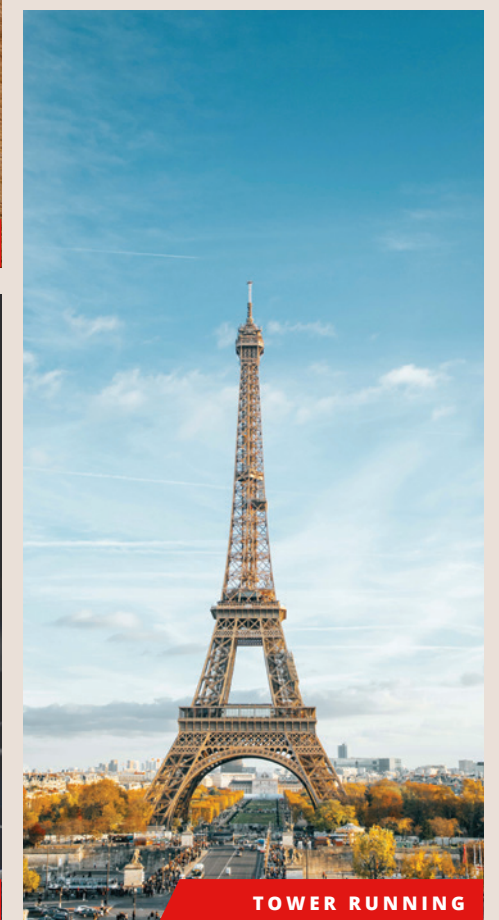
PEAK CHALLENGE



CREAM TEA PARTY



PING-PONG CHALLENGE



TOWER RUNNING





*Hilary Thomson from Hope for Justice's Sefton Abolition Group shares about taking part in a fundraising challenge where the group abseiled down the front of Liverpool Cathedral.*

*She even has some fundraising tips too!*

#### SEFTON ABOLITION GROUP'S ABSEIL

##### Why do you take part in fundraising?

Hope for Justice is a cause that I love and support so every year as an abolition group we try and find fun ways to raise money for the charity.

Hope for Justice are close to my heart and I enjoy taking part in fundraising as we often do challenges that I wouldn't think of doing otherwise.

##### What inspired you to fundraise for Hope for Justice?

We were already planning to do a big fundraising event for Hope for Justice, but then as soon as we heard last year's theme (Going the extra mile) we knew we wanted to do an abseiling challenge and everyone was on board once we made that decision.

##### What are your top tips for fundraising?

Be flexible about how you fundraise and collect money.

Throughout the year we do big and small fundraising events but I make sure to contact a wide range of people.

I make use of online giving, work contacts, and sponsorship forms to give to my friends and family.

We also write to the local newspaper to raise awareness of our fundraiser and get some extra donations.



#### CRC LONDON GROUP'S EXERCISEATHON

*CRC London's group organised an exerciseathon. Annaline Linde has given us tips that they learned along the way.*

##### Why do you take part in fundraising?

We are passionate to bring awareness about modern day slavery to our world and to see people set free from this atrocity. We want to bring hope not only to the victims but to individuals that we can make a difference to end human trafficking in our cities.

##### What inspired you to fundraise for Hope for Justice?

We are truly inspired by the work Hope for Justice does, relentlessly fighting against human trafficking and exploitation. We wanted to partner and support Hope for Justice work one rescued victim at a time, as we truly believe in restoring lives and communities.

##### What are your top tips for fundraising?

Make sure people know why they are supporting the cause, make it personal and get face to face with people. People will donate because YOU are asking them to.

Try to engage the wider community to participate in a fun activity so that you expand your reach and can create an opportunity for people to engage and ask questions.

Social media platforms are a great tool for spreading awareness, and letting people know about your fundraising event and even inspiring others to do their own fundraising.

Engage businesses, local charities and other social action groups to increase impact of your fundraising efforts.







# 3. GET GOING!

*...GO!!!*



# Get sponsorship + get sharing!

## CREATE A JUSTGIVING PAGE

JustGiving is an easy way to get sponsorship. Make sure to link your fundraising directly to Hope for Justice by clicking here:

<https://www.justgiving.com/hopeforjustice>

Just click the orange 'Fundraise for us' button and follow the instructions from there. If you don't have an account it only takes a few minutes to create one and then you are ready to go!

You can keep track of your progress with a live total and personalise your page with photos and a description. Why not use some of the Quick Facts on page 8 or a Story (pages 9 + 10) to inspire your sponsors and don't forget to include why YOU are fundraising for Hope for Justice. If you are passionate about changing lives and ending slavery then they will be too!

## GET SHARING

You can find the Hope for Justice logo at: <https://design.hopeforjustice.org>

Make your fundriasing page personal and include photos of your group or you in training!

Once that's set up then get sharing! You can send your JustGiving Link any way you like, via Facebook, Instagram, in an email or text message... better yet do them all!

let's  
change lives  
and  
end slavery  
together

#hopeforjustice

let's  
fund  
freedom  
together

# Top tips for fundraising successfully



**Be organised:** Planning is crucial to the success of any event so be organised when planning and allow plenty of time in the lead up to your event.

**Have a contingency plan:** "Plan for the worst, hope for the best", things can (and usually do) deviate from your plan but having a backup can help you get back on track quickly.

**Communicate regularly:** Make a plan for when you are going to communicate about your event; regular updates will ensure people keep interested.

**Training:** If you are doing a physical challenge, make sure you train! If people are sponsoring you, you want to make sure you have the best chance of reaching your goal.

**Attend other fundraisers:** See what other people are doing, it might inspire you with some new ideas.

**Use social media:** Social media is a great way to reach friends, family and the public about your event so make sure you are posting updates. If you are training for a sporting event, why not show the effort you are putting in by posting pictures from training sessions or weekly blogs to show progress.

**Maximise your network:** Think about how you are collecting donations and who to target, for instance, creating a JustGiving Page for sponsorship is an easy way to reach friends and family on Facebook and can be shared easily.

Can you send an email around your workplace to ask for sponsorship/ sell tickets for an event? Put a poster up in a common area like a Church or Community Notice Board.

Do you know any businesses who would want to attend/promote or give something free to help with costs?

**Contact your local press** to see if they might do a feature.

**Persistence:** Not everyone is going to sponsor you or buy a ticket straight away, but don't be discouraged, use the '3 call rule' and ask 3 times.

Use social media call outs to personal conversations... some people just need a nudge!



**Strike a balance** between a realistic target and a challenge; it is great to reach your target but if you make it too small, then people are not pushed to help you reach your goal.

**Look** at what other people have raised for similar events and add a little more to try and encourage people to give.

**Keep it varied:** Sometimes it is hard to keep going to the same people for donations year after year so make sure you put a new twist on your events. If you have done a run before then challenge yourself to do a quicker time. Why not do more than one event to keep it varied or do it in costume! Or be brave and try something completely new!

**Remember the WHY:** The WHY is the most important part of any fundraiser, not only to keep yourself inspired when you are planning but let other people know WHY they should get on board and support you. Share links to Hope for Justice stories/videos so they can see the people they are helping.

**Share your personal story of WHY you are doing your event and what Hope for Justice means to you.**



4.

**YOU  
DID IT!!**

***WHAT COMES NEXT?***



# How to send in your money

Well done you have completed your fundraiser! The hard part is over & sending in your money is easy whatever way you have chosen to fundraise.

## ONLINE GIVING

See page 14 for details of how to set up your JustGiving page and ensure it is linked with Hope for Justice. Once your page is set up you don't need to do anything, JustGiving process Gift Aid on our behalf and send us the funds each week as people donate.

**Tip:** if you have raised funds offline as well, send them in using the methods below rather than paying them directly into your page. If you want to show your fundraising total, log into your Just Giving Page, click edit your page and add your offline amount.

*Used another Online platform? No problem, just email [supporters@hopeforjustice.org](mailto:supporters@hopeforjustice.org) to let us know and we can track it for you.*

## OFFLINE GIVING

If you receive cash donations, do not then donate these online yourself, as a fee will be taken off. More of the money goes directly to Hope for Justice if you choose one of the following options instead:

## BY BANK TRANSFER

Make a transfer using your online banking service;

Bank Name: CAF Bank  
Acc No.: 00023023  
Sort Code: 40-52-40

Please use your FUNDRAISER ID as the bank reference [HFJ SURNAME INITIAL]  
Email [supporters@hopeforjustice.org](mailto:supporters@hopeforjustice.org) to confirm the amount and payment date so we can track it for you.

## BY POST

Simply send a cheque(s) made payable to Hope for Justice using the details below:

Hope for Justice  
P.O. BOX 5527  
Manchester  
M61 0QU





# Update + thank your donors

Well done! You've completed your event and now it's time to reap the rewards!

Don't forget that sponsorship can still trickle in after the event, especially on the day so just because the event has finished doesn't mean your fundraising is!

## SHARE A PHOTO + SET A DATE

Let your supporters know how you did! Whether it's posting a picture of you with your finisher's medal or posting pictures of your event, let them know there's still time to give.

But don't wait too long; set a deadline to collect sponsorship two weeks after your event date, you don't want to be chasing people for money at Christmas!

## SAY THANK YOU

More importantly, THANK your donors, they are as much a part of this as you so make sure they know how much their donations mean to you. If you want an easy way to thank everyone at once then you can download a THANK YOU image here and then update your JustGiving photo or post on social media.



DOWNLOAD IMAGE >



lastly, we want to  
**THANK YOU**  
for choosing to support  
Hope for Justice





Hope for Justice is a charity registered in England and Wales (No. 1126097) and in Scotland (No. SC045769)