



HOPE FOR JUSTICE

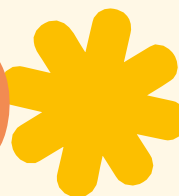
50 DAYS of HOPE

50 WAYS *to make an* IMPACT

In summer 2026, let's raise funds to change lives! We say: Impact on human trafficking IS possible. We choose hope. We choose to give our time and energy so others can live in freedom and dignity.



**BRINGING
FREEDOM**



from

**MODERN
SLAVERY**



Hope for Justice

We're a charity that's working to help victims of human trafficking, modern slavery and child exploitation, here and around the world. We identify victims, we support survivors in their recovery, and we prevent exploitation happening in the first place.

This all shows that impact against this overwhelming issue is possible, but only when we come together and take action – our work depends on a whole movement of ordinary people who are getting equipped and educated and being vigilant in their communities, and giving generously to empower and expand this work into new areas to reach more people.

So, here are 50 ideas for ways you could raise awareness and funds to help victims and survivors of modern slavery this summer, whether solo or with your family, friends, or a bigger group!

The money you raise could:

- Go towards a care package of essentials for a survivor of human trafficking
- Provide a hot meal and a change of clothes on the day of rescue
- Mean a first good night's sleep in emergency accommodation for an adult victim
- Provide medical care and medicine for children recovering from trafficking at one of our Lighthouses shelters
- Lead to an aftercare intervention that changes a survivor's whole future
- Let Hope for Justice bring our life-changing anti-trafficking model to a whole new region

And what is more, donations towards our 50 Days of Hope campaign are being **DOUBLED** by a generous match-funder!*

It's easy to set up a Fundraising Campaign on JustGiving. To link it to 50 Days of Hope and ensure those who sponsor you or chip in on your Fundraising Page have their gifts doubled, just make sure to set it up using this link:
www.justgiving.com/campaign/50daysofhope



Start your fundraiser
← here!

*Up to a global total of £130,000, for gifts given before the end of August 2026 via the 50 Days of Hope webpage or JustGiving campaign page. Match-funding pot subject to change: check online for the most up-to-date amount.



1 50 miles to Freedom!

Go it alone or gather in a group to run, walk, cycle or swim 50 miles to raise funds for the 50 million people trapped in modern slavery worldwide. You could do this in a day, over a week or whatever time frame works best for you!

2 Summer Time

Have a summer BBQ. Make the food with a group of friends or colleagues or ask a local company to donate it and ask people for a donation to attend.



3 The Great British 'Hope for Justice' Bake Off



Host a baking competition! Charge people to enter their cakes, choose a panel of judges, and crown your winner. Then sell off the slices at the end to a willing audience!





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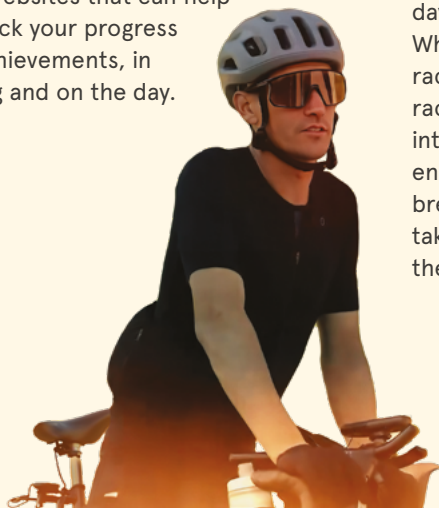
Get Trekking to End Trafficking

Why not do the National Three Peaks (24 hours), Yorkshire Three Peaks (12 hours), Surrey Three Peaks or the Welsh Three Peaks, gather a team together and try to beat the clock. Create a JustGiving page linked to our Campaign page, and ask your family and friends to sponsor you.

5

Hardcore Cyclists

How about an 'Everesting' Challenge? You find a hill and cycle up and down it until you have cycled the height of Everest! Charge people to take part and get sponsored too. There are many websites that can help you track your progress and achievements, in training and on the day.



6

Sports Day Team Building

Everybody loves a good old-fashioned Sports Day. 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.



7

Swim the Channel?

Challenge yourself to swim the length of the Channel at a local pool over a few weeks ... or even take on the real thing?!

8

Blame it on the Boogie

Can you do a 24-hour dance-a-thon? Get teams to pay to play. All they have to do is keep on dancing! Add fancy dress competition for extra fun.



9

Stream Against Slavery



Are you a keen gamer? Put your skills to the test and host an extreme gaming session to raise funds for Hope for Justice. You could host a tournament with your friends and ask for a suggested donation of £5 to enter, or you could stream for 24 hours straight and ask your loved ones to sponsor your efforts!

10

Songs or Poems Against Slavery



If you're musical or a budding poet, use your talent to raise awareness and funds to fight slavery. You could write, perform and sing at a special event with friends and family and ask for donations.

11 Come Dine with Me



Do you love cooking and a competition? Get your nearest and dearest together, take turns to organise and host a dinner party completed with entertainment and encourage participants to donate to take part. You could even spark the competition and ask them to donate what they think your night was worth!

12 Could you take a Daring Dip?!



Dress up in fancy dress, find your closest open water swimming location and take a daring dip for charity! You could even make it seasonal by doing a Santa Swim or competitive by adding in a race, all the while being sponsored for your efforts.

13 Join an Organised Challenge Event

Take advantage of the many national sporting events. From marathons, to cycling events, triathlons, swimathons, obstacle course races and many more.



14

Quiz Night



Consider yourself a general knowledge extraordinaire? Bring teams together, either virtually or as an event, to encourage some friendly competition and to raise some funds for Hope for Justice. Need help with the questions? No worries, get in touch with supporters@hopeforjustice.org and we'll even provide a pack for you.

15

Charity Ball/ Awards Night

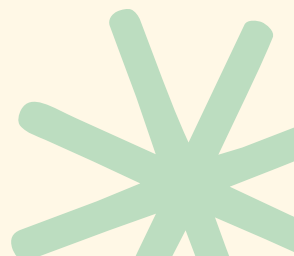


Do you want an excuse to get dressed up and party? Turn your staff awards or family gathering into a charity ball. You could even include other activities to raise funds, like hosting a raffle or an auction.

16

Sell your Skills at an Auction

Gather your friends, family or colleagues together – ask all to offer their skills for an hour or more for an auction prize. Ideas could include cooking, baking an occasion cake, knitting, gardening, odd jobs/DIY for a day, babysitting, washing up for a week.



17

Games Night in



Whether its monopoly, Scrabble, poker or charades, let your competitive side run free and play to end slavery. Simply ask your friends for a donation to take part.



19

Pay day-donate Day

Each month why not consider donating your last hour's pay to help end slavery and encourage others to follow your shining example. This can be done by Payroll Giving. You could go a step further and ask your employer to match your donation to have double the impact.

18

"Dragons's Den" Style Challenge

Get your workmates together to share their bright ideas and host your own version of "Dragon's Den". Ask everyone for a suggested donation of £10 to enter and set up your own panel of judges. Award the winner with a special prize and send all funds raised to Hope for Justice. You never know, the winning idea could transform your workplace.

20

Unwanted Gift Swap

How many unwanted gifts do we all receive? Why not hold an unwanted gift swap with your friends, family or work colleagues (just make sure the person who bought you the gift isn't there!) Arrange the gifts in value order for purchase, for example £2, £5, £10 etc. and funds raised will help Hope for Justice change lives.

21

Coffee Morning



Who doesn't like a good old catch up over a coffee and a piece of cake? Bring your friends, family or workmates together and host your very own coffee morning where you can raise funds through selling drinks, cakes and savoury treats. Why not add other fundraising activities from this list to the event, like our unwanted gift swap!

22

Staff and or Customer Survey Donations



Make sure you value your staff and provide the best customer service. Send out a feedback survey and let people know that for each completed survey, you will donate £1 to Hope for Justice.

23

In it to Win it

Make sure you're in it to win it! Host a sweepstake, whether it's for a sporting event, TV reality show or even a baby shower. Suggested donation £5 per entry, the winner then receives half the funds and the other half helps end slavery!



24

Pizza, Ice Cream & Donut Days

A great way to brighten up any workday or group meeting – order in a take out pizza, delicious cakes or donuts or pop to a local supermarket to buy some boxed ice creams. Add 50p to the cost per slice/item and donate the income to Hope for Justice.

25

Dress-down Days



Could your school or workplace host a non-uniform day, where every person donates £1 and the income collected helps Hope for Justice end slavery? Alternatively, why not dress to impress – we all look for an excuse to get dressed up from time to time; at your school, office, or local church, where you pay a suggested donation and dress to impress. Whether it's the silliest, fanciest or simply the weirdest outfit, make sure to give out prizes to get everyone excited to take part!



26

Party in the Park

During the warmer months, why not get together with friends, family, members of the community, maybe Friends of the Park. Host a picnic, with individuals providing the food and games and everyone donates to attend. (Maybe include a sports day or bake off contest). It's always worth checking with the selected park to check they don't have their own events on the day you select.



27

Book Sale

Ask your school, your family, your neighbours, and friends to donate books that they no longer read. These can then be sold to raise funds and also educate and recycle.



28

Honesty Box for Snacks

We know we all get the munchies and love a chocolate treat or drink – why not run an honesty snack canteen – buy sweets and chocolate treats in bulk and sell with profits donated to Hope for Justice.

29 Films for Freedom

Grab the popcorn, dim the lights and raise awareness for a good cause. Make your own cinema experience and ask for a suggested donation from your family, friends, work-mates and local community to help end slavery.

30 Give up to Give

Could you go without something for a period of time – are you addicted to sweets, snacks, online shopping etc.? Give up these items and the money you save, donate to Hope for Justice. Why not ask your colleagues, friends and family too?

31 Sporting Tournaments

Golf, Netball or Football Tournament – Bring workmates, friends and family together and host your own charity networking event – we can help advise how to organise and additional fundraising ideas.

32 At the Car Wash

Offer to wash cars for your neighbours, colleagues or a community group! Just ask for a reasonable donation.

33

Karaoke Night

Come together for a night of music, laughter, and giving back by hosting your very own karaoke fundraiser! Anyone can take part, seasoned performers or first-time singers – it's a chance to hit the stage, have fun, and make a difference. Gather friends, colleagues, or your local community, pick your favourite songs, and turn powerful performances into powerful impact.



34

Sign up for Pre-organised Challenges

With so many pre-planned marathons, triathlons and obstacle-challenge events to choose from – test your strength and push yourself to the limits to raise much-needed funds. If you need support choosing, please email supporters@hopeforjustice.org

35

Lunch Less

Ask everyone to bring a packed lunch and donate the money they would have spent on lunch that day to Hope for Justice.



36

Treasure Hunt

Looking for a way to spread some joy amongst your community for a good cause? Why not host a treasure hunt with your friends, family, colleagues and neighbours — simply map out a route and ask for a suggested donation to take part.



37

Bake Sale

Everyone loves something sweet, so give the gift of freedom by asking for donations for the sweet treats you make!



38

Fashion Show

You'll need performers, models etc. for your charity fashion event. Do you have a venue you can use, if not ask around the community. Sell tickets to the event and the proceeds come to Hope for Justice.

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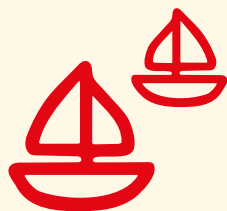
Performing Arts



Similar to the previous, but at the more artistic and interpretative end of the spectrum! Are you connected with an amateur dramatics or dance group? What kind of creative show could you host, charging a small amount for tickets or asking for donations on the night?

40

Boat Race



Want to do something as a competitive team challenge on the water? Contact your local water-sports centre, they usually have experience in planning events like these. Have teammates and workmates sponsor the team they feel will win. If this is a company, maybe they can match fund the donations?

41

Green and Pleasant Land

We are lucky to have some amazing places to get out and about in the UK, and our hills are not too high. Why not get together with a friend, family member or group and start ticking off many of our amazing routes. Use Mapfinder/OS Maps, donate per mile, get fit, improve your mental health and feel good raising money for Hope for Justice.



42

Talent Show

Britain's Got Talent style, have some fun in your community or organisation by discovering who has hidden talents. Make it fun by encouraging people to enter with any type of talent, the stranger the better. Charge for entry and charge for voting on the winning talent.

43

Calling all Pet Lovers!



Fancy getting out and about with your furry, four-legged friend? With so many of us having pets now, how about getting them involved? Maybe a sponsored walk, obstacle course, grooming day? Charge per groom, sponsored miles, or have an entry fee to the obstacle course. Don't forget to take those poop bags!

44

Schools Challenge

Whether you are a teacher, pupil or parent, school fundraising is a great way to get children involved early in giving back and can be great fun. You can also hold a charity event or collection day for Hope for Justice. Get creative and hold a craft fair, bake up a storm and host a cake sale or even organise a charity car wash.



45

Climb Kilimanjaro... at Home!

Ever wanted to climb Kilimanjaro but can't quite get to Tanzania? On average it takes 128,263 steps and between 5 and 9 days to climb Mt. Kilimanjaro so all you'd need to do is take those steps from home! To complete the challenge in 5 days means doing 25,653 steps per day (this might take you four or five hours, though!) , or over 9 days would require 14,251 steps per day (much more manageable, for most of us...). If you're super-fit and want to really push yourself, you could even try climbing the stairs for some or all of it!



46

Host a Guest Speaker



Invite a speaker from Hope for Justice to educate and inspire a small audience. You could host this as a standalone event, or combine it with one of the other ideas in this pack.



47

Car-boot Sale

Time for a clear-out? Gather your pre-loved items, hold a classic car boot sale and donate whatever you get.

48

Fun Day

If you're able to put more time in to planning for a bigger event, why not consider a fun day hosted at a local public space or on the grounds of an organisation you're involved with. You can have food stalls, fun activities and stalls, a raffle... there is a lot to consider so make sure to do your research, but these events can attract lots of families and really help to spread the word and amplify the cause.



49

Community Group Tuck-shop

We all know that snack cravings can strike at any time, so why not set up a tuck shop? By stocking up on savouries, pastries, sweets and chocolate in bulk and selling them at a small margin, you could donate all proceeds to Hope for Justice.



50

Get Your Running Shoes On

Sometimes the classic fundraisers are the best! Pick a run, whether organised or just your own route, set your distance and ask for sponsorship!





Keep it legal, keep it safe, keep it fun!

INSURANCE:

Your fundraiser will not be covered by Hope for Justice's insurance protection, and Hope for Justice can accept no liability for loss or damage to participants or their property arising from fundraising activities. Depending on the nature and venue of your event, seeking your own public liability insurance might be advised or required.

PERMISSION:

If you are planning to use a public or private space for your fundraising event, check to see whether you have to get any prior approval from the landowner or building owner before going ahead.

FOOD SAFETY:

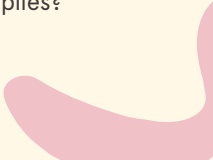
If you are planning to serve food and drinks, make sure you are aware of UK food and drink regulations by visiting www.food.gov.uk

COLLECTIONS:

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

OTHER TIPS:

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. If you are choosing a route for a physical event like a run or walk, think about who you want to be involved: if it's people of all ages and abilities, then keep that in mind and try out the route yourself. This will give you an idea of whether it is suitable for everyone who is taking part. Do you need clear start and finish signs? Are there certain landmarks that will be clear for your participants. Do you need any volunteers to help on the day with supplies?







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: 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 keep people 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.

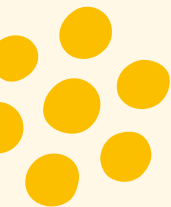
Attend other fundraisers: See what other people are doing, it might inspire you with some new ideas.

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. 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:
See if they might do a feature.





Set the right goal: 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!

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.

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 and videos which you can find online, so they can see the people they are helping.

Remember: if you want donations towards your 50 Days of Hope fundraiser or event to be DOUBLED by our match-funder, make sure to set up your Fundraising page on JustGiving, using this link:

www.justgiving.com/campaign/50daysofhope

Start your fundraiser here!





HOPE FOR JUSTICE

50 DAYS of HOPE

50 WAYS

to make an

IMPACT

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supporters@hopeforjustice.org

www.hopeforjustice.org



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MAY-2026

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