



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

**HUMAN
TRAFFICKING**



Hope for Justice

We're a non-profit 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 trafficking 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 GoFundMe. 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: hfj.org/gofundme



Start your fundraiser
← here!

*Up to a global total of \$175,000, for gifts given before the end of August 2026 via the 50 Days of Hope webpage or GoFundMe 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 human trafficking worldwide. You could do this in a day, over a week or whatever timeframe 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 business to donate it and ask people for a donation to attend.

3 A '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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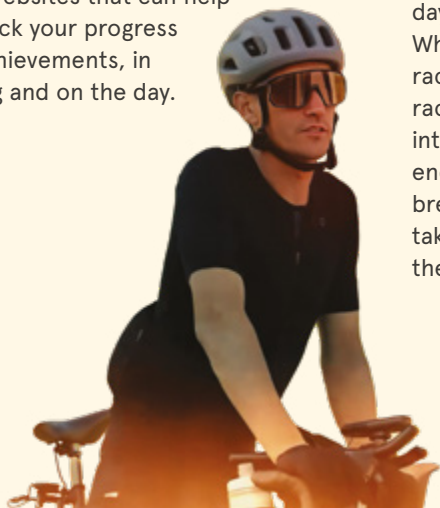
Get Trekking to End Trafficking

Head to the great outdoors! Pick a hiking route, maybe in a National Park, gather a team together and try to beat the clock. Create a GoFundMe 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 50 laps?

Challenge yourself to swim, over the course of a few weeks, the equivalent of the length or width of a major body of water, but at a nearby pool... 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! Why not dress the part too, 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 \$10 to enter, or you could stream for 24 hours straight and ask your loved ones to sponsor your efforts!

10 Songs or Poems Against Trafficking

If you're musical or a budding poet, use your talent to raise awareness and funds to fight trafficking. 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 organize and host a dinner party complete 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, 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 Organized Run

Join the excitement of a community race and make every step count! Whether it's a 5K, 10K, or marathon, run alongside others. Sign up, set your goal, and turn your miles into meaningful impact.



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? Contact us at supporters@hopeforjustice.org and we'll even provide a pack for you.

15

Charity Ball or Awards Night

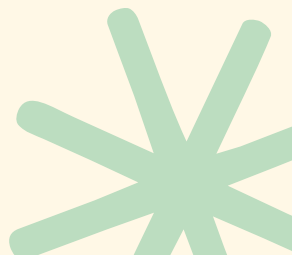


Do you want an excuse to get dressed up and party? Turn your staff awards or family gathering into a charity ball. You could even include other activities to raise funds, like hosting a raffle or an auction.

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 a special cake, knitting, gardening, home improvements for a day, babysitting, or washing the dishes for a week.



17

Games Night in



Whether it's Monopoly, Scrabble, poker or charades, let your competitive side run free and play to end trafficking. Simply ask your friends for a donation to take part.



19

Pay day-donate Day

Each month why not consider donating your final hour's pay to help end trafficking, 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

"Shark Tank" Style Competition

Get your colleagues together to share their bright ideas and host your own version of "Shark Tank". Ask everyone for a suggested donation of \$20 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? 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 \$5, \$10, \$25 and so on, and funds raised will help Hope for Justice change lives.

21

Coffee Morning



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

22

Staff 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 \$2 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 \$10 per entry, the winner then receives half the funds and the other half helps end trafficking!



24

Pizza, Ice Cream & Donut Days

A great way to brighten up any workday or group meeting – order a take-out pizza, delicious cakes or donuts or head to a local supermarket to buy some boxed ice cream. Add \$1 to the cost per slice/item and donate the income to Hope for Justice.

25

Dress-down Days



If you usually have to wear a uniform at your work or school, how about a dress-down day where every person donates \$5, wears their own clothes (or adds something personal to the uniform for a day) and the income helps Hope for Justice fight trafficking? 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 baking 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 neighbors, and friends to donate books that they no longer read. These can then be sold to raise funds and also educate and recycle.



28

Snack Station at Work

We know we all get the munchies and love a chocolate treat or drink – why not run a snack canteen on the honesty principle, where people can just leave their payment in cash in a box or envelope – buy candy 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 trafficking.

30 Give up to Give

Could you go without something for a period of time – are you addicted to candy, snacks, online shopping? 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, Basketball or Football Tournament — Bring colleagues, friends and family together and host your own non-profit networking event – we can help advise how to organize and additional fundraising ideas.

32 At the Car Wash

Offer to wash cars for your neighbors, 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 favorite songs, and turn powerful performances into powerful impact.



34

Sign up for Pre-organized Challenges

With so many pre-planned cycle races, 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 advice, 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 among your community for a good cause? Why not host a treasure hunt with your friends, family, colleagues and neighbors — 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 and so on 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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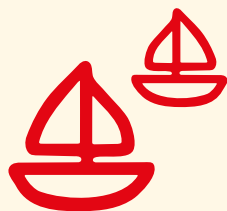
Performing Arts



Similar to the Fashion Show, 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 center, they usually have experience in planning events like these. Have teammates and workmates sponsor the team they feel will win. If this is a business, maybe they can match fund the donations?

41

America the Beautiful

We are lucky to have some amazing places to get out and about in the United States. Why not get together with a friend, family member or group and start checking off many of our amazing routes. Use AllTrails or a similar app/website, donate per mile, get fit, improve your mental health and feel good raising money for Hope for Justice.



42

Talent Show

America's Got Talent style, have some fun in your community or organization 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!



Want to get 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 animal, sponsored miles, or have an entry fee to the obstacle course. Don't forget to take those poop bags!

44

Involve the Little Ones!

If you are a parent or help to run any groups or events for kids, fundraising is a great way to get children involved early in giving back and can be great fun! Get creative and hold a craft fair, bake up a storm or host a cake sale or even organize 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

Garage Sale

Time for a clear-out? Gather your pre-loved items, hold a garage 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

Neighborhood Lemonade Stand

Bring your neighbors together and make a difference with a classic lemonade stand! Set up a bright table in your yard, pour fresh lemonade, and invite friends to stop by. It's a fun, nostalgic way to raise money. Every cup sold helps survivors!



50

Get Your Running Shoes On

Sometimes the classic fundraisers are the best! Pick a run, whether organized 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.

COLLECTIONS:

Hope for Justice, Inc. is a 501(c)(3) organization, so contributions are tax deductible to the extent permitted by law. It is registered for legal charitable solicitation (or does not need to register) in all 50 states and the District of Columbia. If you are collecting money on the day of your event and children are participating, we recommend they have the supervision and permission of a parent or guardian. Funds should be collected in accordance with local laws.

FOOD SAFETY:

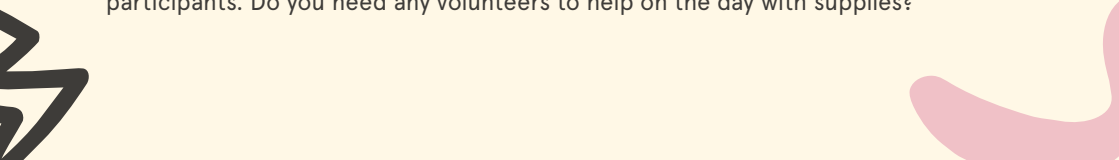
If you are planning to serve food and drinks, you can get advice on food safety at: fsis.usda.gov/food-safety

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.

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 organized: Planning is crucial to the success of any event so be organized 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.

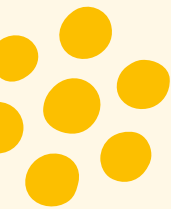
Attend other fundraisers: See what other people are doing, it might inspire you with some new ideas.

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.

Maximize 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 newspaper: 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 right 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 to 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 GoFundMe, using this link: hfj.org/gofundme



Start your
fundraiser
here!





HOPE FOR JUSTICE

50 DAYS of HOPE

50 WAYS

to make an

IMPACT

615-356-0946

supporters@hopeforjustice.org

www.hopeforjustice.org



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Hope for Justice is a 501(c)(3) not for profit organization. All gifts received are tax deductible as charitable contributions for federal income tax purposes (EIN 75-3179471).