

# AMOS TRUST FUNDRAISING PACK

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STREET JUSTICE  
PALESTINE JUSTICE  
CLIMATE JUSTICE



## AMOS TRUST

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### Fundraising pack

“ Running the London Marathon was one of the best days of my life. Training for a marathon is tough, but having folks sponsor you does make you put on your trainers and get out there — left foot, right foot: the body will follow. I loved every second and Amos was a huge support.

Tara Wigley

WHO RAISED £5,000 FOR OUR WORK IN PALESTINE

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## ABOUT AMOS TRUST

At the core of Amos Trust’s work are the individuals who support us. For over 30 years our work has been made possible by you. Large or small, your donation and fundraising efforts make a real difference.

We partner with vibrant grass-roots projects around the world that have unique local experience, expertise and connections. Collaboration is at the heart of everything we do. Our partners in Palestine, South Africa, Nicaragua, Burundi, India, Tanzania and beyond, are developing creative and effective local solutions to global issues of injustice.



AMOS ROAD CLUB

Not for the faint-hearted...no wind,  
or rain can stop them!



## AMOS TRUST

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### Fundraising pack

## STREET JUSTICE

Life for girls and young women on the streets is particularly hard and the support girls need is often challenging to provide. Our aim is to help teenage girls and young women on the streets to realise their rights.

*Please read more about our 'ON HER TERMS' campaign.*

Our street child partners have developed highly focused, local responses to reach children on the streets and to provide them with the opportunities and psychosocial support they need to leave the street and be reintegrated into their families.

We currently partner with *Umthombo* in South Africa, *New Generation* in Burundi, *Karunalaya* in India and *Cheka Sana Foundation* in Tanzania.

A close-up portrait of a young girl with dark skin and eyes, looking directly at the camera with a slight, gentle smile. Her hair is short and dark. She is wearing a light blue collared shirt. The background is a soft, out-of-focus white.

## STREET JUSTICE

JOYCE — MWANZA, TANZANIA

Having overcome trauma from street life, Joyce is back at school and volunteering as a community educator.



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## PALESTINE JUSTICE

Our Palestinian partners run community programmes to promote creative, non-violent resistance to the Israeli occupation of the West Bank and Gaza, and work to relieve the stress and despair that the occupation causes within these communities.

We seek to share their stories, stand with them in their suffering and support the work they do; raising awareness of the horrors of home demolitions, the building of the Separation Wall, restrictions on freedom of movement and the daily impact of life under occupation.

In the West Bank we currently partner with *Holy Land Trust*, *Wi'am Reconciliation Centre* and *Alrowwad Centre for Culture and Arts* — and in Gaza with *NECC* and *Al Ahli Hospital*.

## PALESTINE JUSTICE



SAMIRA — AIDA REFUGEE CAMP, BETHLEHEM

At Alrowwad Centre in Bethlehem, children learn through dance, music and drama, that living under Occupation is not normal — they call it 'Beautiful Resistance'.



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## CLIMATE JUSTICE

### **Climate change is a justice issue.**

Those who have the least political and economic power, and the least responsibility for the changing climate, are affected the most. Nicaragua is particularly vulnerable — being the fourth most at-risk nation in the world due to changing climates.

Amos Trust supports 7 communities in Teustepe, Nicaragua through our partner CEPAD. CEPAD works in isolated rural communities of Nicaragua, addressing the impact of climate change and causes of extreme poverty.

They equip local communities with the skills, knowledge and resources they need to identify their own problems, break the cycle of poverty, claim their rights and become empowered agents of change.

Initiatives include education and training in farming techniques and encouraging and enabling individuals, especially women, to set up small, sustainable businesses to support their families.

Climate change cannot be seen in isolation from all the other difficulties these small communities face, rather it amplifies them. Nicaragua as well as being severely affected by climate change has always had a turbulent political history and CEPAD knows that for communities to have a better future they must address the context of the local situation.

*You can read more about CEPAD [here](#).*



CLIMATE JUSTICE



HIPOLITO — TEUSTEPPE, NICARAGUA  
Local community solutions to climate injustice  
inspire us all to take action.



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### Fundraising pack

## EVENT IDEAS

Your event can be big or small, as simple or as complicated as you want to make it. The important thing is to do something you enjoy and feel excited about — here are some starters.

### Do something tasty

Host a meal: you may want to theme this to link with the region you are talking about. For example, a Diwali Dinner for *Karunalaya*, or a Palestinian meal to raise funds for *Al Ahli Hospital* in Gaza.

### Do something fun

Hold a quiz, a cocktail or wine tasting evening, an auction, a bingo night, a party or cabaret.

### Do something at work

Have a dress-down day — or maybe even a dress-up day! Or what about a Bake-Off for *New Generation* Burundi?

### Do something active

Join in an event that is already happening — a local fun run, half marathon, bungee jump, or swim etc. You can often pay to enter and then raise funds for a charity of your choice. See what is happening in your area and encourage others to join you.

Maybe you are climbing Kilimanjaro, cycling with Amos Road Club, or taking a walking holiday? You could use these challenges to talk about climate justice whilst getting sponsored.

Take a look at our diary page at [amostrust.org/diary](https://amostrust.org/diary) to see if we are holding an event that you could get involved in as part of your own fundraising efforts — for example, the Royal Parks Half Marathon, the Hackney Half, or even the London Marathon.



**MORE THAN JUST OLIVES**

Different varieties dressed and presented for a Women 4 Women fundraising dinner party; a perfect conversation-starter.



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#### Do something entertaining

Organise a concert or talent show, host a film night and charge for popcorn and refreshments and spend a few minutes talking about Amos Trust *or show one of our short films* before or after the main film.

#### Do something in church

Hold a service using Amos Trust resources which [katie@amostrust.org](mailto:katie@amostrust.org) can supply. We may also be able to provide a speaker for your event.

#### Do something with friends

Get your friends and family involved with your event; promotion, catering, setting up etc — that way you will have much more fun.

#### Don't reinvent the wheel

If your university, church, school or workplace already hold a discussion group, film or quiz night, coffee morning, harvest supper or Christmas concert, ask if they could hold one for Amos or give you a slot at their event to talk about the issues.

“ I prepared a Palestinian meal and invited a mix of friends, some of whom hadn't heard me speak of Palestine before. They loved the Palestinian food and focus — it gave purpose to a very enjoyable evening and raised over £200!

Margaret Filer

WHO RAISED MONEY FOR 'WOMEN 4 WOMEN'

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AMOS ROAD CLUB — TOUR OF PALESTINE

Enjoying the long flat before the hills. Sometimes —  
solidarity begins on a bike.



## **ORGANISING YOUR FUNDRAISING EVENT**

### **1. Planning**

Whatever event you're planning — a film night, a party, a sponsored event, a coffee morning, an event in church or at work, a bungee jump, a quiz or a talent show — planning well in advance is key. Set the date, time, venue and a target to aim for e.g. getting two new committed givers, a fundraising target, people attending, people signing up to Amos newsletter etc.

### **2. Promotion**

Publicise your event as early as possible. A 'save the date' email can give breathing space as you plan publicity. Use every means possible: posters, newsletters, Facebook, Twitter, Instagram and the local press. We can supply images, logos and help with text — contact [katie@amostrust.org](mailto:katie@amostrust.org)

### **3. Resources**

We can send you resources about our campaigns and our partners' work as well as gift aid envelopes — contact [katie@amostrust.org](mailto:katie@amostrust.org)

### **4. Making your money go further**

Remember to ask your supporters to Gift Aid donations (if they are UK tax payers), by completing their details on the Amos Trust Gift Aid envelopes and we can claim 25p Gift Aid from the government for every £1 donated.

### **5. If you are organising a public event**

Please remember you are personally responsible for ensuring that your event is run safely, organising any necessary public event licences and insurance, and ensuring that you meet the health and safety requirements of your venue.



CREATING CHANGE

Fundraising events bring people together  
to raise awareness.



## Fundraising pack

# SPONSORSHIP

### Targets

Set a sponsorship target and create a fundraising plan. Be ambitious. Think about how and when you are going to raise your target — purely sponsorship or also an event? *See ideas for events on page 10.*

### Go online

If you have not already done so, set up your JustGiving fundraising page and/or a Facebook fundraiser. *See page 22* for the relevant web pages with links on how to do this and why it's a good idea.

### Match funding

If you work for a large organisation, it's worth asking if they offer match funding, or any other support for fundraising activities by employees.

### Keep at it

Raising a large amount of money through sponsorship won't happen overnight — persistence will pay off. Keep reminding your family, friends and colleagues about what you are doing; the more passionate you are, the more they'll be interested.

### Local media

Approach the local media to tell them what you're up to. Local papers and radio stations will be interested in human-interest pieces. This doesn't necessarily equate to more donations, but you may well grab the attention of someone who can help, or attract support you weren't expecting.





POET AND AMOS FRIEND, HARRY BAKER RUNS THE LONDON MARATHON  
Harry carried a pole the height of the Separation Wall on his back to raise  
more funds for our partners in Palestine.



## AMOS TRUST

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### Fundraising pack

#### Stick with tradition

Don't forget traditional resources — it's amazing what people will stop and look at. Use community resources to tell people what you're doing... a notice in your local shop or church newsletter. *Use the sponsorship form at the end of this pack*, or maybe even a collection pot in your local shop or at work.

#### Go the extra mile

Give people more for their money — promise to do something extra if you reach a certain amount with your fundraising; wear a wig or fancy-dress to run in or to shave off your beard.

#### Less is more

Asking lots of people for small donations will be more effective than asking a few for a lot. For example, asking management if your 1,000-employee office complex can have a dress-down Friday for £1 per-person will raise more than a round-robin email request.

#### Get social

Before your sponsored event — get on social media. Take your friends and family along for the journey — let them feel the highs and lows. Get them excited! Training going well? Tweet it. Fundraising going well? Facebook it. Received your Amos running top? Instagram it.

Make potential sponsors feel part of the journey, and if you include your fundraising link on your posts, you're much more likely to get donations.



BAKE OFF

Bake sales and pudding clubs — make your fundraising event taste sweet.



## AMOS TRUST

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### Fundraising pack

#### Stay in touch

During the event — it's all about keeping people informed. Nominate a friend to lead on this whilst you're busy taking part. Let people know how you are getting on by text, email, a Facebook post etc. Ask someone to share these if that works best. Keep linking to the fundraising page where possible.

#### Say thank you

After you have run, climbed, cycled etc, don't forget to thank your family, friends and colleagues for all of their support and let them know how the event went. Share photos and let them know how much you raised and that their sponsorship makes a real difference.

“ Climbing Kilimanjaro had been on my bucket list for a long time, and it was an opportunity to raise money for Amos Trust's On Her Terms campaign. The climb was a great experience and asking for sponsorship gave the opportunity to talk about Amos.

The team at Amos were really encouraging and helped with fundraising. I felt that my efforts were appreciated and that the money donated would make a real difference.

Neil Irving

WHO RAISED £1,500 FOR CHEKA SANA IN TANZANIA

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## RIDE LONDON

Take part in an iconic bike ride or another 'bucket list' challenge.



## **FREQUENTLY ASKED QUESTIONS**

Here are some tips for dealing with the donations that your supporters will want to give you. We've laid these out in the form of the questions we most frequently get asked by our fundraisers. *Do get in touch* if you have any questions that aren't covered.

### **Why should I set up a JustGiving page for my fundraising?**

- It helps you and us to easily keep track of your fundraising total.
- You can personalise your 'ask' to your supporters.
- You can link your fundraising page to a campaign and/or event we have created in the Amos Trust area of JustGiving, giving you access to the information and pictures we have already uploaded.
- Your donors can be sure that the funds they give will be allocated to your fundraising total and the area of our work you are fundraising for.
- JustGiving has recently substantially reduced its charges meaning more funds are passed on to charities like us.
- JustGiving make a weekly payment to Amos Trust so your fundraising reaches us quickly and securely.
- JustGiving claim the Gift Aid due on donations on our behalf.
- Our database is linked to Justgiving, reducing the amount of manual processing we have to do.
- Visit [JustGiving](#) to see how to set up your own page.



RIGHT TO MOVEMENT — IN BETHLEHEM

Join Team Amos for the Right to Movement Marathon in Bethlehem and raise funds for and meet our partners in the West Bank.



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#### What about linking to social media?

- You can link your JustGiving page to Facebook and other social media and/or set up a fundraising page on your Facebook timeline.
- Read here about *how to link your JustGiving page to your social media accounts*.
- Read here about *how to set up a Facebook fundraiser*.

#### I'm organising an event — how is it best to collect donations?

- It always works best to help people make donations while they are at an event rather than relying on people to remember to do it afterwards.
- If your event venue has internet access or you can use a device with 3G or 4G, ask people to donate directly to your JustGiving page or Facebook fundraiser page using their credit or debit cards.
- We still accept cheques: these should be payable to **'Amos Trust'**.
- Ask donors to fill out a Gift Aid envelope if they are a UK taxpayer. Make sure they include all of the details requested in the Gift Aid declaration or we can't claim the Gift Aid.
- Put the cheque inside the gift aid envelope.
- Post the envelopes and cheques to the Amos Trust office. Our address is: St Clement's, 1 St Clement's Court, London EC4N 7HB
- Send an email to [katie@amostrust.org](mailto:katie@amostrust.org) telling us what to expect in the post and what the funds are for.





VISIT TANZANIA

Meet Amos partner Cheka Sana, climb Kilimanjaro  
or run the Zanzibar Half Marathon.



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#### If people give you cash:

- Ask them to put the cash in a Gift Aid envelope, write the donation amount on the envelope in the space provided and fill out the Gift Aid declaration if they are a UK taxpayer. Make sure they include all of the details requested on the Gift Aid declaration or we can't claim it.
- Empty the envelopes of cash after the event, making sure each envelope has the donation amount written on it and it is correct.
- Count the cash and either send us a personal cheque or make a payment into our bank account (*please see page 30*) for the total cash you have raised. Please don't send cash in the post.
- Send us the empty envelopes so we can claim the Gift Aid.
- Send an email to [katie@amostrust.org](mailto:katie@amostrust.org) telling us what to expect in the post and what the funds are for.

“ We decided to organise a regular ‘Gin & Nibbles’ evening for Amos’ work in Gaza. We alternate between our two homes and ask for a donation towards the refreshments, with profits going to Amos Trust.

Caroline Bone & Sarah Rose

WHO RAISED MONEY FOR ‘WOMEN 4 WOMEN’

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THE FISHING COMMUNITY IN CHENNAI, INDIA

A Diwali Dinner supports Karunalaya's work with women and girls in communities where rates of violence against women, and child marriage, is high.



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#### I'm asking people to sign up to become regular givers — how do I do this?

- If you have internet access, get people to sign up for regular giving via the *Amos Trust website*.
- *Find the relevant page on our website* for the campaign or partner you want to people to support regularly - do this before your event so you can easily find it when you are with your supporters.
- Ask people to click 'make a regular donation' and fill in the form that is generated.
- If you don't have internet access, you will find a blank standing order form here. Download and print some off before your event.
- Ask people to fill them in fully and add the area of our work they want the funds to support.
- Post the completed forms to the Amos Trust office.

Send an email to [katie@amostrust.org](mailto:katie@amostrust.org) telling us what to expect in the post.

“ I think that a coffee morning is a very easy way to raise money and awareness, so it's not scary. We made about £350!

Cecily Rose

WHO RAISED MONEY FOR AL AHLI HOSPITAL IN GAZA

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ON TOP OF THE WORLD

Riding through the West Bank is a unique fundraising challenge and a great way to experience Palestine. You will return with so many stories to share.



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I want to give people the chance to sign up for Amos Trust emails or the Words of Hope newspaper — how can I do this?

- If you have internet access, visit [amostrust.org/sign-up](http://amostrust.org/sign-up) and ask your supporters to fill in the relevant form(s).
- Ask us to send you some Amos ‘Stay in touch’ postcards for your supporters to complete.
- Once they are filled in, post them back to the Amos office.
- Send an email to [katie@amostrust.org](mailto:katie@amostrust.org) telling us what to expect in the post.
- Our Gift Aid envelopes have a small section for your supporters to tell us their contact preferences.

I need an ‘old fashioned’ sponsorship form — do you have one I can use?

- Yes we do, *you can find it on page 33 of this pack.*
- *See page 26* for how to deal with cash and cheques.

How do I pay money into the Amos Trust bank account?

**Our bank details are:**

RBS, Guildford

Sort code: 16-20-30

Account number: 10939419

IBAN (for international payments)

GB02RBOS16203010939419

BIC (for international payments)

RBOSGB2L



SUPPORTING WOMEN

Hosting an event can raise funds to support our work with girls on the streets, or with women in Gaza.



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If you make a direct payment into our account please email [give@amostrust.org](mailto:give@amostrust.org) and let her know the amount you have paid in and what it is for.

#### What's the Amos Trust address?

Amos Trust, St Clement's  
1 St Clement's Court, London  
EC4N 7HB

Telephone: +44 (0) 20 7588 2638

Email: [office@amostrust.org](mailto:office@amostrust.org)

Registered charity no. 1164234

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*Clive Horsman, Mark Kensett, Tom Merilion,  
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— with thanks.*







**STREET JUSTICE**

**PALESTINE JUSTICE**

**CLIMATE JUSTICE**

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**amos**  **trust**