



# TEAM UNHCR FUNDRAISING TOOLKIT

## OUR TEAM IS HERE TO HELP YOU WITH:

- ✓ Getting started with fundraising ideas (p. 2-3)
- ✓ UNHCR's support in organizing an event (p. 4)
- ✓ An Event Planning Checklist (p. 5)
- ✓ Social Media Guide to promote your fundraiser (p. 6)
- ✓ Sample letters for your donors and volunteers (p. 7)
- ✓ The small print (p. 8)

# WE'VE GOT YOU COVERED!

From getting started and setting up your fundraiser, right through to encouraging your family, friends and community to support you.



Create your personal fundraising page on [fundraise.unhcr.ca](https://fundraise.unhcr.ca)



The system will walk you through **setting up** your fundraising profile



**Share your fundraiser** with your supporters via email, social media, etc.





# FUNDRAISING IDEAS TO HELP YOU GET STARTED

## EVENTS BIG AND SMALL

### Host family and friend gatherings:

- Throw a birthday party
- Host a games night or movie night
- Have a talent competition

### Make some sales:

- Hold a car wash
- Organize a bake sale at work or school
- Declutter: hold a garage sale
- Set up a lemonade stand (perfect for kids!)
- Set up a coffee stand at school during exam season
- Sell your drawings and paintings online or at an exhibition

### Get active:

- Run, walk or cycle and pledge funds for every km travelled
- Hold a sports tournament
- Lead a dance/exercise class

### Think big:

- Host a community barbeque
- Hold an auction of valuables collected from local businesses
- Throw a dinner/gala
- Donate your wedding
- Collect donations in memory of a loved one
- Hold a concert or music festival

## SOLIDARITY CHALLENGES

Challenge your friends and family to sleep under a tent in their backyards for a month to get a glimpse into life in a refugee camp. Winter will pose an extra challenge!

If every Canadian walked the length of two marathons (88km), it would equal the total distance travelled by asylum seekers each year to reach safety (3.3 billion km!) Challenge your friends and family to walk, run or cycle in solidarity with refugees.

Refugee camps can be dark places - literally! Lack of light after sunset makes even simple activities extremely challenging. Invite your friends over one evening and try to cook dinner, play games, study or just hang out - all in total darkness. Ironically, it will be an illuminating experience!

# HOW CAN UNHCR HELP?

## WE'RE HAPPY TO PROVIDE . . .

- Your very own personalized fundraising webpage – set it up on [fundraise.unhcr.ca](https://fundraise.unhcr.ca)
- A fundraising starter pack with donation forms and information resources like magazines and brochures
- We also have UNHCR posters, balloons, stickers, button pins, pens and more!
- Raise more than \$125 and we'll send you more UNHCR merchandise - like T-shirts, mugs, tote bags and lanyards
- A signed letter of support indicating UNHCR Canada has authorized your fundraiser
- Printable UNHCR Canada event invitations
- Approval of the use of the UNHCR name and logo for your event
- Help in choosing where your donation will go so your funds can have maximum impact for refugees



## UNFORTUNATELY, WE CANNOT . . .

- Guarantee that a UNHCR staff member will be in attendance at your event (but please contact us first and we'll try our best!)
- Provide funding for any events
- Arrange media coverage for your event (e.g. television, radio, web stories)
- Provide any insurance coverage for your event
- Share donor contact information
- Apply for gaming or liquor licenses on your behalf

# PLANNING CHECKLIST



*Event-planning doesn't have to be stressful. Just remember to stay organized with this checklist...*

## BEFORE THE EVENT:

- ✓ Brainstorm – refer to past examples of community fundraising events to get inspiration.
- ✓ Determine a date and a location for your fundraiser.
- ✓ Make a list of the supplies needed for your event.
- ✓ Reach out to friends and family to ask them to donate on your fundraising webpage.
- ✓ Approach vendors or businesses about donations or sponsorship.
- ✓ Update your social media accounts - promote your event, sell tickets, ask for donations, share updates.
- ✓ Create a team of volunteers to help with the planning and execution of your event. Make sure you assign specific roles.
- ✓ Make sure all your materials which contain the UNHCR logo are approved by contacting us first.
- ✓ Last but not least – get in touch with us and let us know about your fundraiser!

## DURING THE EVENT:

- ✓ Ask your family, friends and colleagues to make a donation on your fundraising webpage or hand out UNHCR Canada donation forms. (Remind them that their donations are 100% tax deductible!)
- ✓ Have some UNHCR brochures and magazines on hand for your participants.
- ✓ Thank everyone for supporting you!

## AFTER THE EVENT:

- ✓ Send thank you letters to your donors and volunteers (see our sample letters)
- ✓ If funds raised are a cash or donation forms, make out a cheque to UNHCR Canada or mail the donation forms, which we will process.
- ✓ Share your photos from the event with us so we can promote it on our website and social media pages.
- ✓ Let us know how your fundraiser went! We'd love to stay connected!

# SOCIAL MEDIA GUIDE

Social media is a **free and easy** way to promote your fundraiser to the world. Below are some sample posts that you can use to promote your efforts!

And remember to use the hashtag **#teamunhcr**

## SAMPLE TWEETS

We're hosting a BBQ in support of @UNHCRCanada. Join us on June 12 for burgers, a scavenger hunt and amazing prizes! [Insert URL for fundraising page]

My campaign for @UNHCRCanada is underway! Make a pledge to support my 5K run and help #refugees around the world: [Insert URL]

Thank you to everyone who's volunteered to help at our carnival for @UNHCRCanada—it's going to be a lot of fun! [Insert photo] [Insert URL]

One more week till our block party for @UNHCRCanada! Join us on Aug. 27 for kitchen concerts and Tina's famous brownies! [Insert URL]

## SAMPLE POSTS FOR FACEBOOK/INSTAGRAM

Saturday, October 1 – Garage sale for UNHCR Canada Stop by 123 South St. between 1 and 4 p.m. and find this year's Halloween costume! [Insert photo] Details here: [Insert URL]

We're still registering teams for our Canada Day baseball tournament! Celebrate the holiday with us and raise funds for refugees around the world. [Insert URL]

What amazing items we're getting for our auction on February 21! Thank you so much to our community for giving generously in support of UNHCR Canada. [Insert photo] [Insert URL]

Last chance to take advantage of early-bird rates for our concert on April 5! Join us at the Rec Centre for an awesome night of music and dancing. We have some great door prizes, too!

Tickets here: [Insert URL]





# SAMPLE LETTERS TO DONORS & VOLUNTEERS

## FOR YOUR DONORS:

Dear Jannat,

Thank you so much for your generous pledge in support of my 5K run for UNHCR Canada. Your contribution helped me to meet my goal of raising \$2,000 for refugees in need, and I couldn't have done it without you!

All of the funds will go directly to UNHCR, which provides life-saving assistance to refugees around the world. Each year, the organization delivers shelter, food, water, medical care and other aid to people who have fled their homes to escape violence or persecution. As a result, more than 65 million refugees, internally displaced people and asylum-seekers are receiving the protection and the support they need to survive and build better lives.

Thank you for helping to make this work possible. If you'd like to learn more about UNHCR Canada, you'll find details online at [unhcr.ca](http://unhcr.ca). Thank you again for your generous support—it really does make a difference!

Sincerely, Sam

## FOR YOUR VOLUNTEERS:

Dear Ariya,

Thank you so much for helping us put together our very first refugee-themed gala for UNHCR Canada. We couldn't have done it without your support!

In total, we raised more than \$3,000 for refugees in need. This money will help the organization provide shelter, food, water, medical care and other aid to more than 65 million people who've fled their homes. As a member of our event team, you've helped to make this work possible.

We deeply appreciate all that you did to ensure that our fundraiser ran smoothly. People who attended the gala have been telling us how much they enjoyed it, and we're already thinking about how to make next year's event even better! We hope that you'll join us again.

If you have any questions or feedback that you'd like to share with us, we'd be happy to hear from you. Thank you again for all of your help supporting this wonderful cause!

Sincerely, Alex and Sarah



## THE (NOT SO) SMALL PRINT: YOUR FUNDRAISER NEEDS TO BE SAFE AND LEGAL

All fundraising on behalf of UNHCR must follow municipal, provincial and federal laws. Please make sure to check on the rules about gambling, liquor, competition and raffles. UNHCR is not responsible for providing any licensing.

UNHCR's efforts are mandated by the organization's Statute, and guided by the 1951 United Nations Convention relating to the Status of Refugees and its 1967 Protocol. International refugee law provides an essential framework of principles for UNHCR's humanitarian activities. UNHCR is an impartial organization, offering protection and assistance to refugees and others on the basis of their needs and irrespective of their race, religion, political opinion or gender. In all of its activities, UNHCR pays particular attention to the needs of children and seeks to promote the equal rights of women and girls. In its efforts to protect refugees and to promote solutions to their problems, UNHCR works in partnership with governments, regional organizations, international and non-governmental organizations. UNHCR is committed to the principle of participation, believing that refugees and others who benefit from the organization's activities should be consulted over decisions which affect their lives. By virtue of its activities on behalf of refugees and displaced people, UNHCR also endeavours to promote the purposes and principles of the United Nations Charter: maintaining international peace and security; developing friendly relations among nations; and encouraging respect for human rights and fundamental freedoms.





## GET IN TOUCH!

Need more information, ideas or have any questions about starting your fundraiser? Please don't hesitate to get in touch with us, we're here for you!

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**UNHCR**  
The UN Refugee Agency