



# Fundraising Pack

Refugee Week  
17th-23rd June 2024





## Who is this pack for?

This pack is for **anyone** who is up for organising a fundraising event for Project Play around Refugee Week 2024. This pack contains all the information you need to organise an event - **big or small!**

## Where will the money go?

**Every penny** that you raise helps us to facilitate **play sessions for children on the move** in northern France. **We cannot run our service without the support of incredibly people like you - and a little goes a long way!**



**£50**

covers all of our fuel and resource costs for two sessions.



**£400**

covers all of our session costs for a month.



**£1500**

covers all of our organisational running costs for a full week.

**Helping us bring play to over 100 children each month!**





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# Who are Project Play?

## Our Story

In 2018, two friends were volunteering in Calais. They noticed that the children on the move they were meeting had no access to formal education or safe spaces in which to play. Rather than returning to university, they stayed in northern France and built Project Play!



**5 years later and we've facilitated 1000's of hours of play for over 7000 children!**

## Our Values



To minimise the impact of trauma and toxic stress



To co-create a safe space for and with children on the move



To foster a sense of identity, agency and increased self-worth

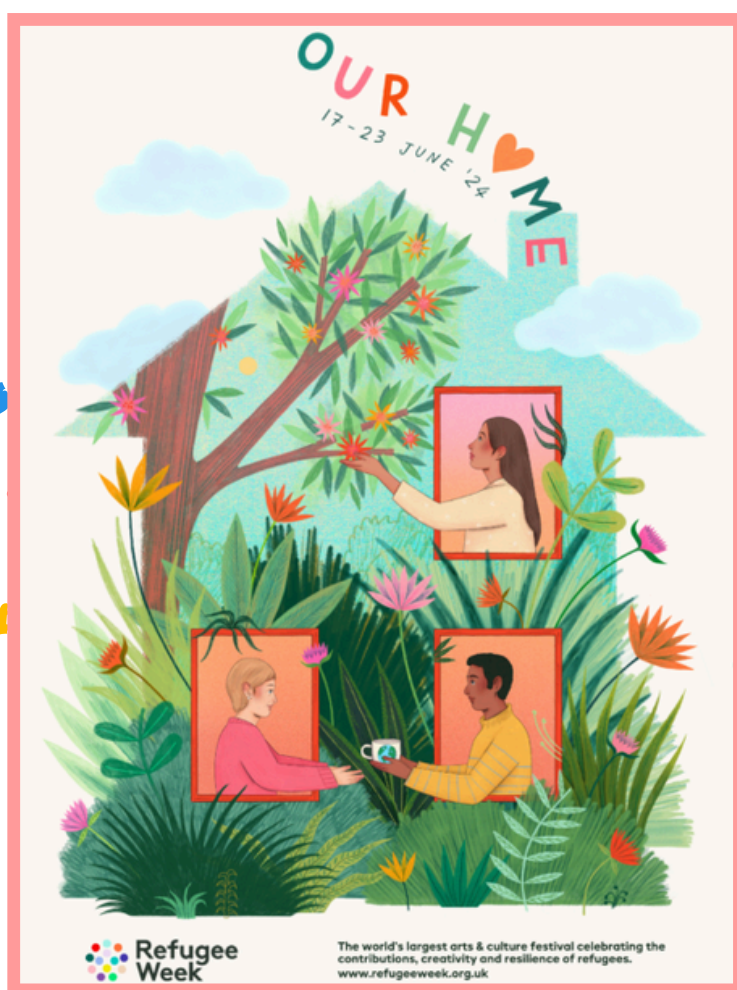




# What is Refugee Week?

Refugee week is the world's largest arts and culture festival dedicated to celebrating the **contributions, creativity and resilience of people on the move**. It's a week for learning, fundraising and celebration!

This year, it falls on the **17th - 23rd June**, and the theme is 'our home' - thinking about what home means and how we can make our neighbourhoods a more welcoming home for all.





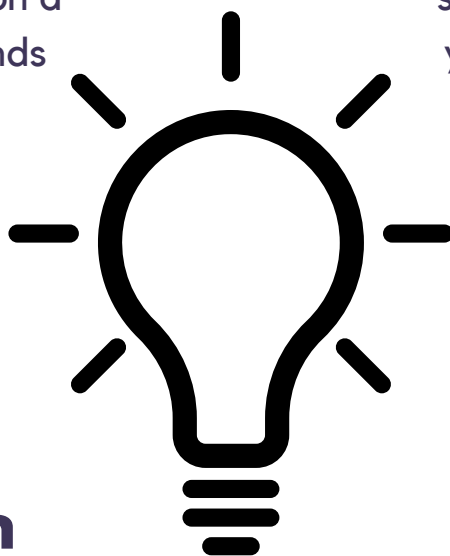
# Event ideas

## Sports challenges

From sponsored walks and runs to tournaments, sports can be a great way of getting a group of you involved - taking on a challenge and raising funds in the process!

## Entertainment events

The options are endless for a fun entertainment night! A supper club, karaoke, a movie screening or house party - get your friends involved and get fundraising!



## Pride month

June is also Pride Month, and this is a great opportunity to show queer solidarity with people on the move, many of whom are also LGBTQ+. Perhaps you could organise a drag event or queens karaoke night?

## Community talks

In our experience, people are much more likely to donate having seen the positive impact we make. Giving a talk in your community could be a great way of raising some money!





# How we can help!



## Promotion

Keep us posted on your event, and we can organise social media posts and feature you in our monthly newsletter to help get the word out.



## Resources

We can send you promotional materials - including some fabulous stickers and postcards - to sell as part of your fundraiser or to give out to people helping!



## Get in touch!

Chat to us about your idea! We can help you with resources, spreading the word on social media, etc. Just email [fundraising@projectplay.org](mailto:fundraising@projectplay.org).



# Tips & Tricks



Make a plan for collecting donations, and make sure you have a way for people to donate during the event! (e.g. a box or a QR code).



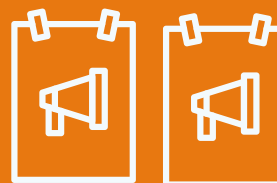
Reach out to local businesses or people you know who have a business and ask if they can match the donations you make.



Use social media to promote your event. We can share it on our social media platforms as well if you send it to us!



Make sure you build up to your event properly and promote it well. You could also open donations early for anyone who can't make it and keep them open for a few days after the event.



Posters can be a really good way of spreading awareness. Put them up on lamp-posts and community noticeboards and ask local businesses if they can display them in their windows!





# After your event

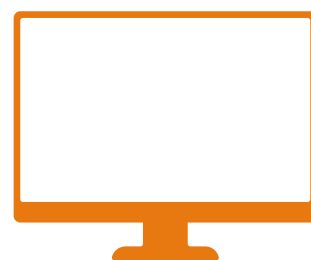
After your event - take a breather, and **let us know how it went!** To get the money you raised to us, there are a few different options:



If you have collected cash donations, the easiest thing is to deposit that at an ATM and then send it to us via bank transfer, or by making an online donation.



You can donate to our JustGiving online. Head to our website, [project-play.org/support-us](https://project-play.org/support-us) for the most up to date JustGiving page!



If you are doing a sponsored event you could set up your own JustGiving page and link it to us, then all the money will go to us automatically (keeping it nice and easy for you!).

**Any questions, contact us on [fundraising@project-play.org](mailto:fundraising@project-play.org)!**





# Checklist

- ☐ Tell us about your fundraiser, we really want to help you out!
- ☐ Having a theme or a story to your fundraiser can help give more impact
- ☐ Make a page where it says what you are doing and why, with some photos
- ☐ Work with us to see where the money can go to give more transparency for donors
- ☐ Tell people about your fundraiser before it happens, not just on the day!
- ☐ Ask your friends to be involved as helpers, and generally have fun together
- ☐ Share information so your supporters can learn as well as donate
- ☐ Give people something back, to show their donation means a lot, which it really does (our stickers or postcards, for example!).
- ☐ Collect people's emails for our mailing list so they can see the impact they have (you can share this link: [project-play.org/sign-up-to-our-mailing-list](https://project-play.org/sign-up-to-our-mailing-list))
- ☐ Tell us how your fundraiser went/is going so we can be sure to say thank you!!
- ☐ We can send you photographs of funds being spent which you can share with donors





**THANK YOU!**