



# Fundraising pack



Refugee Education UK

# Thank you for choosing REUK

We would like to take this chance to say how incredibly grateful we are to all those who fundraise in aid of REUK. Our work would simply not have been possible without our friends and supporters who have championed young refugees and asylum seekers, and helped us to establish ourselves as the leading refugee education charity in the UK.

**"I just want to let you know how much I appreciate the positive influence you've had on my life. Thank you for your concern and useful advice. You inspired me during my difficult time when I needed words of encouragement. You don't even know how much your help meant to me. I'll always be grateful to REUK."**

**– Mariama, a mentee from our mentoring programme.**

We're committed to ensuring that fundraising is done in a safe and appropriate way in line with the Fundraising Regulator. By fundraising for REUK, you are an 'In aid of' volunteer and do not have authority to act in REUK's name but are simply raising funds for REUK in your own capacity.

## In the last year..

**Over 1000 young refugees and practitioners received personalised information and guidance from our advice service.**

**2,865 hard copies of the educational welcome pack distributed in English, Dari, Pashto and Ukrainian to newly-arrived families**

**31 young refugees received regular, in depth casework support from our educational wellbeing team.**

**584 young people grew in their knowledge and confidence through our interactive education workshops.**



# Who we are

Refugee Education UK (REUK) started out around a kitchen table in Harlesden. A small group of volunteers from a local church. A small group of young refugees from across London with no funding, no office, but lots of ideas.

Our team were all volunteers, and our founder, a former teacher, was still working her day job in education in emergencies policy and practice. We started small, and thought that was how we would stay. But word began to spread, and children and young people who knew about our work through friends began to ask for support through social media. Schools, colleges, universities and local authorities began to reach out for advice and services. And so we grew – and started to build the education support programmes we now offer to hundreds of young refugees across the country.

We have grown from a small volunteer-led local project into a national organisation supporting refugee and asylum-seeking children and young people across the UK. We want all refugee children and young people to be able to access the level of education that's right for them – from primary school through to university.

**A refugee is a person who has been granted refuge in a country other than their home country.**

**An asylum seeker is a person who seeks asylum – protection – in a country other than their own.**





**Why support  
REUK?**

When children and families are forced to flee their homes, they miss out on their education as they make dangerous journeys trying to find a place of safety. We work with young refugees and asylum seekers who have been forcibly displaced from their home countries and want to create a bright and hopeful future through continuing with their education in the UK.

**By fundraising or making a donation, you can bring hope, direction and the opportunity to learn to the 3,500 unaccompanied minors in the UK.**

At REUK, we enable young refugees and asylum seekers to plan and navigate viable pathways through further (FE) and higher (HE) education, enabling them to thrive with their education and access additional support as they progress at all stages of their journey.

For each one of these young people, REUK offers advice and guidance in overcoming the multiple barriers to accessing education; supports their achievement of significant and often life-changing educational outcomes; and helps them use their education to create meaningful futures in leadership and employment.



# Your donation



## ... opens doors

We have often been told by the young people we serve, that having access to education is like opening a door. It puts young people's careers in motion by connecting them with opportunities to grow, lead and serve, and that by supporting their transition to education, we support their transition to employment.



**£10**

could pay for travel expenses for a young person to attend a support session.

**£25**



could fund a mentoring session for a young person



**£50**

could fund a specialist wellbeing support sessions

**£120**



enables five young refugees to participate in an interactive workshop to explore and understand their education options and next steps.

# Fundraising at home

## Amazon smile

Amazon smile is a simple way to support a charity of your choice.

Supporting your favourite charity is easy



**Choose your favourite charity**  
Thousands of local and national charitable organisations.



**Shop at [smile.amazon.co.uk](https://smile.amazon.co.uk)**  
Same products, same prices, same services as the Amazon you know.



**Amazon donates to your chosen charity**  
Amazon will donate 0.5% of the price of your eligible purchases.

- Choose your favourite charity
- Shop at [Smile.Amazon.co.uk](https://Smile.Amazon.co.uk)
- Amazon will donate 0.5% of the price of your eligible purchases

## Give as you Live

A really easy way to donate while you shop! Over 6000+ options including Ebay, ASOS, Argos, Tesco and M&S!

- Pick your charity
- Top up a gift card or E-giftcard and shop as normal
- Up to 3% pf what you spend will be given to your chosen charity, at NO extra cost to you!

How **Give as you Live Online** works



**Sign up**

Choose a charity and enter your details



**Browse**

We have over 6,000 stores involved



**Shop**

Visit the store via our website or app, then shop as normal



**Raise**

We make a free donation to your charity - [how?](#)

# Fundraising at home

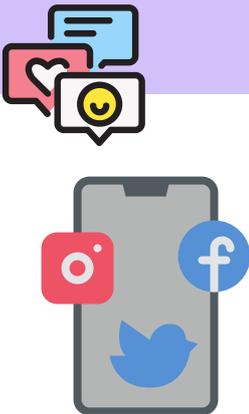
## Go cold turkey

Do you have a bad habit you'd like to kick? Break it and raise money for a good cause by doing so!

Go cold turkey and use a donations form to sign away your guilty pleasure for a month in aid of charity! Ask friends and family to donate towards your selfless sacrifice.



## Social media challenge



Come up with a challenge you can complete on social media! Why not post a funny photo of you committing a fashion faux-pas in the 2000's? Or filming yourself eating a spicy chilli?

Contribute a small donation upon completion, and tag your friends and family so they can get involved.



# Fundraising at work

## Host a corporate event

If your business or organisation wants to show support for refugees, hold an event and spread awareness about the barriers refugees face in education.

If you would like to discuss having someone at REUK speak at your event, please contact [Hello@reuk.org](mailto>Hello@reuk.org).



## Payroll giving

Check with your employer to see if they offer a Payroll Giving Scheme. You can donate a small portion of your salary, meaning you won't pay tax on your donation.

You can find out more at [gov.uk/payroll-giving](http://gov.uk/payroll-giving).

## Pub quiz

Set up a pub quiz at your local hangout spot after work, and charge per entry.

Come up with a list of questions based on topics, themes, or general knowledge!



# Fundraising at School or University

## Fancy dress for a day

Wear fancy dress for a day in aid of young refugees and asylum seekers who need support with their education, and create great memories while raising money for a fantastic cause.



## Raffle

Ask for donations in your school newsletter, anything from boxes of chocolates, to candles or bottles of wine!

Proceeds from the ticket sales will go to charity.

**Maximise donations by asking well in advance of the event!**



## Extra ideas!

- Bake sale
- Talent show
- Sports day
- Break a world record
- Guess how many sweets in the jar
- Disco



# How to make a Justgiving fundraiser!

## 1. Sign up / Log in to Justgiving.com

### Log In

New to JustGiving? [Sign Up](#)

Email

## 4. Search for REUK!

Search for the cause you want to support

Refugee Education UK

Search

All countries

Charities

**Refugee Education UK**  
UK



We work with young people affected by displacement and crisis, enabling them to access, remain and progress in **education** at all stages of their...

## 2. Go to Start fundraising

# Do something incredible today

Online fundraising for the people and charities you love.

Start fundraising

## 5. Plan your fundraiser!



**Emergency aid**

Raise money during an emergency (e.g. Covid-19 outbreak).

Start



**Fitness at home**

Set yourself a physical challenge and track your progress with Strava.

Start



**Virtual gathering**

Use live streaming or video calls to host an online quiz or social events.

Start



**Gaming**

Take part in a sponsored gaming marathon or competition.

Start



Looking for something else?



**Taking part in an event**

From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise



**Celebrating an occasion**

Ask friends for donations rather than birthday or wedding gifts.



**Remembering someone**

Pay tribute to a loved one by collecting donations for a cause they cared about.



**Doing your own thing**

Shave your head, give up chocolate, do something unique...

## 3. Select 'A charity'

What are you raising money for?

A charity

Donations go directly to the charity

[Find out more](#)

My own cause

Donations go directly to your bank account

[Find out more](#)

## 6. Depending on your plan..

Add your own

Find an event or add your own!

Personalise your fundraiser!

Step 1 of 3  
**Let's do the basics**  
You set a goal that engages your supporters and fit in some basic information about your goal.

Raising money for  
Refugee Education UK [Change](#)

How much do you want to raise?  GBP

£1000

What's the occasion?  
 Birthday  Wedding  Other

Tell us about your event

Event type

a personal run / marathon

Event name

Event date (optional)

dd/mm/yyyy

## 7. Create your page and share it!

Create your page



Refugee Education UK

# Tips for success



## Set a target

→ Campaigns with targets do better than those without



## Tell a story

→ Make sure your audience knows why you're fundraising for us!  
Telling an emotive story will connect the audience to the cause.



## Make it easy to donate

→ Make the process of donating simple and clear, it should be easy to donate!



## Share it on social media

→ Add hashtags, and tag family and friends

## Tell them about REUK

→ We have done lots of incredible work with young refugees and asylum seekers. Show them where funds will be helping!



£1.5k



## Adjust your goal as needed

→ If progress is slower than expected, adjust your target accordingly.



## Update your fundraisers regularly

→ let those who have already donated know that you are getting close to your end goal, encourage a final push!

Refugee Education UK is a charity registered in England & Wales under charity number 1132509 and company number 06879651 at 124 Picton House, Hussar Court, Waterlooville, Hampshire, PO7 7SQ.  
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