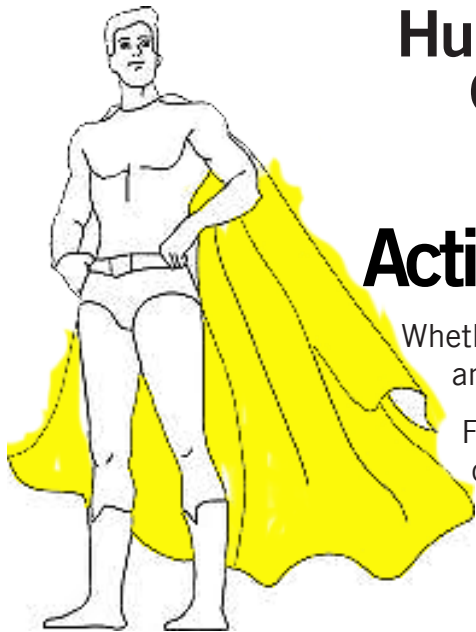


**AMNESTY
INTERNATIONAL**



50 ways to raise money for **human rights**

You. Me. Them. Us.
**Human rights matter in
OUR day to day lives.**



Action is power.

Whether we realize it or not, our actions have an impact on the human rights of others.

From fair-trade coffee, to sweatshop-free clothing—we are constantly faced with choices that affect someone else's right to live in dignity.

It's a small world.

Human rights are not just an issue for people halfway across the world. They concern all of us.

In the words of Martin Luther King Jr.,

“Injustice anywhere
is a threat to justice everywhere.”

When we allow anyone's human rights to be taken away, we send the message that it's okay for our own rights to be denied someday.



At Amnesty International, we believe that taking action for human rights can come in a variety of ways.

Raising money and awareness on these issues is a crucial part of building a human rights culture around us, and in furthering the human rights campaigning and action we do every day.

Shy about asking? Here's why you shouldn't be:

When you ask for donations to Amnesty International, you're giving your donors an opportunity to be a part of the solution—helping them take a step towards a world in which everyone enjoys all the rights honoured by the Universal Declaration of Human Rights.

Amnesty International's work is world-renowned. Our research and reporting is impartial and credible, and we neither seek nor accept funding from governments, so we rely entirely on our members to support the work we do.

The work Amnesty does is not a one-year cause.

There is an ongoing need, and we can use all the help we can get. Whatever you can do will make a difference. No amount is too small.

So don't be shy.

Share your passion for human rights
and let people know why you support Amnesty.



Helpful hints for your event:

Plan well. Make sure your event is safe and legal.

Make sure your expenses don't exceed 30% of what you're planning to raise.

We've come up with 50 ways in which you can help make a difference for human rights. The possibilities are infinite, and we hope you share your great ideas with us so they can help inspire others to do the same.

What's your big idea? Contact us at: specialevents@amnesty.ca or 1-800-AMNESTY (1-800-266-3789)

Pressed for time? There's still lots you can do!

Flip straight to these ideas for fun ways you can make a big difference.



in 5 to 10 minutes: 9, 18, 23, 25, 39, 46, 47, 49



at home: 1, 11, 12, 16, 17, 20, 26, 28, 29, 38, 48



at work/with community: 2, 5, 7, 8, 13, 14, 19, 24, 27, 34, 37, 38, 44



at school: 5, 6, 7, 13, 19, 21, 25, 29, 32, 33, 34, 35, 38, 40, 41, 42, 43



*"I endured only because of the support of people who were concerned about my fate. Only this gave me **strength**. I want to thank them for not forgetting those nearest and dearest to me—that knowledge helped me remain **determined**."*

Uzbekistani prisoner of conscience Mutabar Tadzhibaeva thanking organizations, including Amnesty International, which campaigned for her release.



*"The torturer aims to isolate you, to cut all your links with the outside world. But Amnesty International was able to **break that isolation**."*

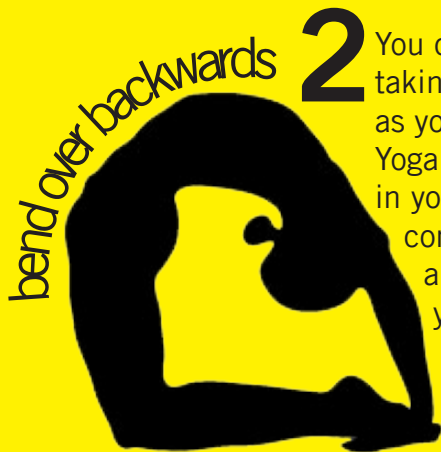
In 1973, Luiz Rossi, a Brazilian professor, was the focus of Amnesty's first Urgent Action appeal.

Amnesty
works.

**and
now
the big**

50

1 Human rights are a crucial part of our daily lives. So are chores. Why not bring the two together, and get others to sponsor you to clean your room, mow the lawn, shovel snow, or wash cars? It's a simple way to turn everyday chores into real cash for improving the human rights situation around the world.



2 You can literally help support human rights work by taking a deep breath or two. Ask as many people as you know to sponsor you to practice yoga on Yoga Day in April. Find a participating yoga studio in your area, or pull out a mat in your bedroom, community centre, school, or workplace, and see how many sun salutations you can do! Check out www.yogaday.ca for inspiration.

3

move it move it or lose it

If you're always on the move, and love to run, walk, skate, or dance, why not get friends and family to sponsor you at the same time?

Whether it's an existing run in your city, or an athletic challenge that you take up on your own, turn your love for moving into a way to move human rights forward.



photo credit: Paul Thompson

4 Sssshhhhhh. . .

While we always want you to speak out against human rights abuses, sometimes a little peace and quiet can be good, too.

Ever considered taking a vow of silence for human rights, and inviting others to do the same? Perhaps you can challenge your sponsors to double their pledge if you surpass a certain time limit?




5 dress up, dress down, dress badly

Depending on your school or workplace, this could be a great way to involve others while changing the routine of your day.

Have colleagues pay to dress up, dress down, or just have a “bad taste day”.

6 reality TV Amnesty Style

Amnesty Idol, Amnesty Top Model—what a fun idea for a school or workplace holiday party. Get people to strut their stuff by singing or dancing—whatever your group’s talents may be, and have a panel of judges decide the winner.



7 a piece of cake

A dessert night or cake auction at work or at school is a real win-win money-raising idea.

Satisfy everyone's sweet tooth and support human rights, all at the same time! Check out www.tasteforjustice.ca for more ideas.

8

crack

ck

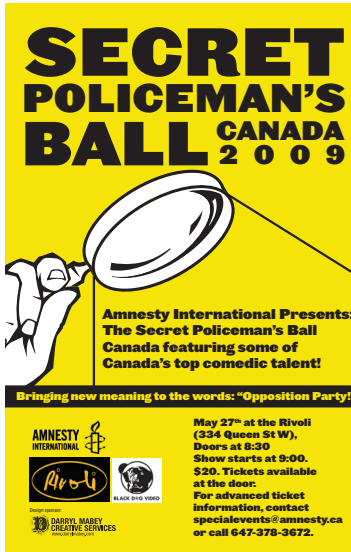
someone up!

Organize a comedy night with local comedians, and sell tickets to benefit Amnesty.

In 1979, British comedian John Cleese turned his talent into a way to raise money for Amnesty International's human rights work by creating *'The Secret Policeman's Ball'*.

It was a multi-hour extravaganza of comedy sketches and performances to entertain the audience and raise money and awareness for human rights.

You can do your own version of the Secret Policeman's Ball.



SECRET POLICEMAN'S BALL CANADA 2009

Amnesty International Presents:
The Secret Policeman's Ball Canada featuring some of Canada's top comedic talent!

Bringing new meaning to the words: "Opposition Party!"

AMNESTY INTERNATIONAL

Rivoli

BLACK DIO VIDEO

DARRYL MABRY CREATIVE SERVICES

May 27th at the Rivoli (334 Queen St W).
Doors at 8:30.
Show starts at 9:00.
\$20. Tickets available at the door.
For advanced ticket information, contact specialevents@amnesty.ca or call 647-378-3672.

9 Pardon my French

Got a mouth like a sailor? Why not put up a penalty “swearbox” in your kitchen or office for a month, and charge 50 cents or a loonie for every four-letter slip?

And if you’re at school, you could think of a fun twist on this idea that doesn’t involve swearing.

10 go the extra mi le

How about picking a day when you just go out of your way to do good deeds? It could be any service to someone in your family, neighbourhood, or broader community. Simply get others to sponsor you on this day, and see just how much good you can do!



11 wine and dine

Why not have a wine tasting night?

Choose an occasion—Amnesty’s birthday on May 28, for example, but we think making a difference is occasion enough, too!—and hold a wine tasting party to celebrate. Ask your guests to donate the amount they would spend on a nice night out to Amnesty instead. Visit www.tasteforjustice.ca to sign up.



Did you know?

In 1961, two Portuguese students were imprisoned simply because they raised their glasses in a toast to freedom. Their story enraged British lawyer, Peter Benenson, who wrote a passionate article calling for their release, sparking a worldwide movement that became Amnesty International. What better way to support Amnesty than to bring family and friends together for a toast to freedom?

12 Challenge yourself for a better world

Get your friends, family, colleagues, or broader community to sponsor you to take on a challenge or two. It could be to learn a language, or a new skill, like skating or snowboarding. This is a great way to achieve personal growth as you watch your fundraising amounts grow too.

13 dance for justice

Local Toronto members have been swaying to the music for several years now. Each year, they bring together dancers from difference genres to benefit Amnesty. Why not hold your own Dance for Justice? Get the local media involved and lots of volunteers to sell tickets. It'll be a great night enjoyed by all!

14 Bowl for Rights

Hold a fun-filled evening at your local bowling alley, and invite others in your community to 'Bowl for Human Rights', raising money and awareness for Amnesty International's human rights work

15 all the world's a stage



Ever considered arranging to buy a block of tickets from your local theatre group or dance troupe? By purchasing 20 tickets on their lowest-selling night, and then re-selling them at a profit, you can raise money for human rights work while supporting local talent.

16 creature comforts



Volunteer to groom neighbourhood dogs and cats for a donation to Amnesty International. If you like pets, it's a great way to spend an afternoon supporting a cause you love.

video game tournament

What's the hottest new video game? Get all your gaming pals together for a tournament, and have each team pay \$50 to join in. You could raise quite a few dollars with little cost, and lots of fun!



18 calling all Facebook Fiends



Addicted to Facebook? Can't refuse a friend request, or any chance to share your favourite book, restaurant, or movie online? Why not add Amnesty to the list? You could even invite friends to make a donation on your birthday.

19 going going gone



Auctions are another fun way to raise money for human rights. Whether you're holding a speaker's event, or an artistic performance or exhibition, you can add a live or silent auction to showcase pieces signed by celebrities or athletes, and unique hand-made, or collectors' items such as quilts, books, and antiques.

20



Perfect your

Poker Face

Turn your card game night into an annual fundraiser for human rights.

21^{pop} QUIZ?

This one's a great idea for friends at home, teams of colleagues at work, or teachers and students at school.

Get sponsored to participate in a quiz night. You can even raise the stakes and make the losing team come up with double the amount raised!

22 **he said she said**



Have a little fun with a silly photo caption contest.

Invite colleagues or friends to put on their thinking caps, and ask them to make a donation to Amnesty if they think their caption is a winner.

Best caption wins bragging rights—and the framed photo!

23 **cut it out**

Ever consider giving something up for a few days or a week? It could be your cell phone, Facebook, smoking, desserts—anything you have a challenge going without. The bigger the challenge, the more likely your sponsors will give big! Why not also donate the money you would otherwise have spent on the habit to Amnesty?

24 **Love Karaoke?**

This one might not be for the faint of heart, but it's a fun social event for colleagues or friends. Why not get a group together and belt out a few tunes to a forgiving crowd—all for a good cause.

25



change for change

Ask your friends and colleagues—maybe even your whole school!—to empty their pockets of change every night for a week.

Collectively, you'd be surprised how much you'll raise in 7 days!

26

hidden talents

Turn those talents into gold.

One of Amnesty's long-time members, Joan Francis, has been knitting teddy bears, and selling them to benefit Amnesty, for years.

Whether it's a gift for baking, sewing, building, or painting, you can turn your talent into a clever idea to support human rights.

27

that's the



TICKET

Imagine if you could get your boss to donate a day's holiday to be raffled off at work, or if your teacher offered a special treat to the winner of a special raffle that would benefit Amnesty. How much do you think you'd raise?

28

let it snow

Don't let the weather get you down! Have a fun indoor evening with friends and family using any of your favourite games. Make it interesting and more profitable by challenging winners to match the amount raised that night.

29

the pen is mightier than the sword

One of the key ways to take action for human rights is to write letters that hold governments or corporations accountable for their role in protecting human rights. Why not turn your letter-writing day into a way to raise money by getting friends and family to sponsor you? Check out Write for Rights at writeathon.ca for more information.

30 a tasty twist on an auction

Why not create an exclusive dinner menu and auction off 10 or 12 seats to the highest bidders? You can actually set the minimum donation, get more donations than the number of people attending, and still keep the amount of cooking at a manageable level.

31 the Gift of Human Rights

Your birthday, anniversary or graduation is a special occasion. Why not celebrate while asking your friends and family to give a gift of freedom by donating to Amnesty International's human rights work? You can even create a theme using numbers—say, on your 30th birthday, invited 30 people to donate \$30 or more to Amnesty.

32 Deck the halls

This idea is great for schools, especially around holiday season, but also appropriate year-round. Encourage children or students to be creative by making origami in the shape of peace doves, or other ornaments, and sell them to benefit Amnesty. They can also make colourful greeting cards to sell.

33 Get the scoop!



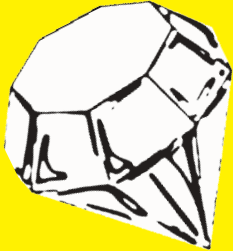
Ten year-old Maddy sold ice cream cones for toonies at her end-of-school party and raised more than \$70 in one day. You too can offer a similar treat for a toonie each, and help raise money. No matter how old you are, you can raise money by selling unique or fun items.

34 Marathons

they're not just for runners

Ever consider a marathon of a different type? You could belly dance for a set number of hours, or cut hair, do manicures and pedicures, anything you're good at—and collect sponsorships while you're doing it.

35 Turn junk into gems



Clear out your closets, attic, basement or garage, and let your junk become someone else's treasure.

Even better, recycle your old functional cell phone by mailing it to our recycling partners for free.

Visit www.amnesty.ca/raisemoney or call 1-800-266-3789.

36 be a teacher

Why not share your knowledge of something for a good cause? Whether it's a particular cuisine you've mastered, yoga, painting, or a language, you can donate proceeds from your lessons to Amnesty.

37 Business Matters

Local businesses can be involved in supporting human rights too! Share your *Taste for Justice* in June by approaching a local restaurant and inviting them to pick a day in June and a percentage of proceeds and hold an event on location to benefit Amnesty.

You can ask friends and family to help you fill the house, and bring Amnesty branded items to sell, or collect donations if people are willing to give even more.

Visit www.tasteforjustice.ca to sign up.



38 theme parties

Sometimes the simplest and most tried and true ideas just work. Think of fun themes, like 1970s, for example, and throw a theme party to celebrate the music, fashion, and maybe even TV characters of that era.

39 Don't have an event event!

Don't feel like going through the same routine this week? Take something you do regularly, like coffee with your friends, or a night out at a bar, and donate the money you would normally spend to Amnesty International.

40 Creepy Crawlies

One primary school student raised money for her favourite charity by selling spiders! It's amazing what you can do when you think outside the box.



Or you could tag onto an existing event, like a game or play, and sell refreshments or hot drinks to the crowd.

41 Rock for Rights



This is a great one for schools! Invite the school band to do a benefit show for Amnesty International. Rock the school with a “Live-Ate” concert. Why not even have a Glee Club for Global Rights?

42 Food for Thought

Have a fun fair with hotdog stands, or create a food fair with “Recipes from Around the World”. You can even turn your collection of recipes into a book and raffle it off. Or, have a chili cook-off and involve teachers or workmates.

43 Go Formal

Throw a gala event with a keynote speaker to raise money and awareness on a specific human rights issue. A high school in Victoria held a gala like this for Amnesty and raised nearly \$2,000!

44 Your own golf tourney

Ever consider holding your own golf competition? If you enjoy being outdoors and have a golf course nearby, this might be a great way to spend an afternoon.



45 and many more~

Amnesty International was launched on May 28, 1961.

Why not have fun with numbers and invite 50 people you know to make a donation of \$50 to Amnesty in honour of our 50th year?

You could develop this year differently and create a team of 5 people, each of whom asks 10 people to donate \$50. What better way to support human rights?

46 all in a day's work

How about donating a day's wages to Amnesty International? You might be surprised how much good one day can do.

Instead of giving a loved one something they already have for their birthday or anniversary, make a donation to Amnesty International

47 in their **honour.**

48 shop! **amnesty**

Buy any of our attractive and unique Amnesty branded stock, such as our colourful “Stolen Sisters” campaign T-shirts, Taste for Justice aprons, and Yoga Day or Write for Rights T-shirts.

49 feel good freebie

Make a donation of \$50 or more, and receive a free copy of our instant Karma CD, a compilation of John Lennon songs recorded by great artists of our time.



and last but not least,

50

What ideas do **YOU** have?

The sky is the limit. As long as your activity is safe and legal, you can do anything to help raise money for human rights work.

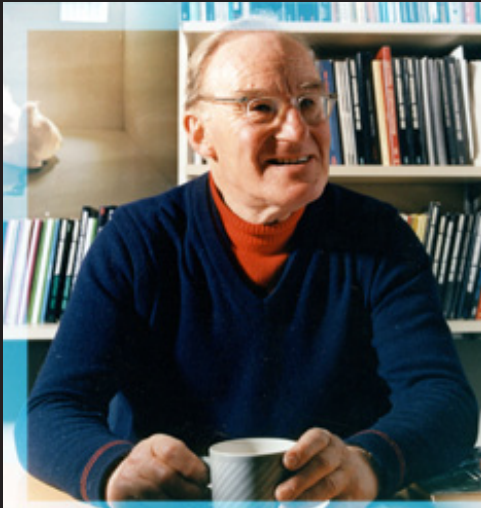


Why wait? Contact us today at 1-800-AMNESTY (1-800-266-3789) or specialevents@amnesty.ca to let us know what you're thinking.



Amnesty International would like to express our heartfelt thanks to volunteer Pip Scowcroft for creating this inspiring booklet!

Thank you, Pip, for donating your special design and copy talents to help us raise funds and awareness for human rights. You rock!



Peter Benenson
founder of Amnesty International



“Only . . .

when the last prisoner of conscience
has been freed...
the last torture chamber
has been closed...
the United Nations’
Universal Declaration of Human Rights
is a reality for the world’s people,
will our work be done.”