

Raise Money for Human Rights Your Way

AMNESTY
INTERNATIONAL



IT ALL STARTS WITH YOU

YOUR GIFTS, DONATIONS AND BEQUESTS ARE USED TO FUND:



ALL THIS HELPS TO:



Rain or shine, you can turn anything you love to do into a way to raise money for human rights work.

As long as your event is safe and legal, you can do almost anything to raise money for human rights.

Contact us with any questions you might have, especially if you are unsure about tax receipting issues. We're here to help!

THANK YOU FOR RAISING MONEY FOR AMNESTY INTERNATIONAL!

Mail: Amnesty International

312 Laurier Ave E

Ottawa ON K1N 1H9

Charitable registration number:

11878 5914 RR0001

Email: specialevents@amnesty.ca

Phone: 1-800-AMNESTY (1-800-266-3789)

Online: www.amnesty.ca/raisemoney

5 easy steps to make your efforts a success

1 PICK YOUR IDEA

It's all about thinking about what you really enjoy doing, and turning that into a way to raise money for human rights. If you love to entertain, then a tea party or dinner might be the way to go. If you prefer something more athletic, perhaps doing a yoga or cycling challenge would be more your thing. You decide. That's the beauty of it.

2 PLAN YOUR ACTIVITY

Whatever you decide, you need to plan a little. Think about how you're going to raise the money and how much you intend to raise. If it is an event of some sort, you need to pick a date that will likely ensure a good turnout, and make sure you promote it widely, and send out your invites in advance.

3 PROMOTE YOUR FUNDRAISING IDEA

With social media, we all have really powerful tools to help us promote the cause we love, and anything we're doing to support it. Even if what you are doing is not an event, you can promote your initiative in a number of ways: flyers, posters, Facebook, Twitter, email, word of mouth, etc.

4 SEND IN YOUR FUNDS

We have provided a prepaid envelope for your convenience. Please do not place cash in the mail. Instead, write a cheque for the full amount of cash to 'Amnesty International'. If someone has made a donation to Amnesty of \$10 or more, we would happily issue a tax receipt provided we receive their full name, mailing address, amount and method of payment (e.g. cheque, credit card number).

5 HAVE FUN AND PAT YOURSELF ON THE BACK!



TIP: It is helpful if you share why it is important to support Amnesty International, and have brochures ready for your sponsors to look at.

A great way to help your sponsors feel more involved is to have an Amnesty action ready for them to sign.

You can find cases at amnesty.ca under 'Get Involved'.

Our favourite fundraising ideas

Hold an AMNESTEA party



Turn your next birthday, book club, office or school event into an **AMNESTEA** party. Invite guests and raise money through donations for tea and cookies, tea and sandwiches.

Visit amnestea.ca

Run, hike or cycle for rights



Use your flare for running, cycling or hiking into a chance to collect donations for Amnesty International's human rights work. You can even contact us to see if Amnesty International is registered at marathon near where you live.

Contact us at specialevents@amnesty.ca

Organise a yoga event



Love yoga? Either take on your own personal challenge or invite a yoga teacher to head a yoga class for Amnesty. You would be amazed at how much you can raise from one class!

Visit amnesty.ca/raisemoney

Looking for a real challenge?



Love to travel to new places and challenge your body to a higher level of fitness? Then check out our tour operating partner, Charity Challenge. They offer 6 different types of activities in more than 23 countries.

Visit amnesty.ca/raisemoney

Donate-a-Car



You can turn your vehicle donation into generous dollars to support Amnesty International Canada! Working on our behalf, Donate a Car Canada will accept your vehicle for donation -- running, or not! Old or new!

Visit amnesty.ca/raisemoney for more information.

Sing your own tune!



There is no limit to the number of ways you can raise money for human rights. Check out our '50 Ways to Raise Money for Human Rights' booklet to help get your creative juices going.

Visit amnesty.ca/raisemoney to create your fundraising page.

Amnesty supporters pursue their passions

Trekking to Machu Picchu with Charity Challenge:



“It was the best thing I did in a long time... Charity Challenge is very environmentally conscious... They also hire local people for the trek from the cooks to the guides. Some of the money they get from the participants is donated to needy causes.” Gerhild, and her three Amnesty companions helped raise nearly \$3,000 for Amnesty.

Gerhild, BC.

Throwing an AMNESTEA birthday bash:



Peter, from Toronto, celebrated his birthday with friends and family in style by holding an **AMNESTEA** party. Peter raised nearly \$300!

AMNESTEA works for any time of year, and almost any occasion. It's fun, easy to do, and can help you raise much needed funds and awareness for human rights causes.

Stretching ourselves for human rights:



Since 2007, yoga studios, schools, workplaces and Amnesty supporters have raised more than \$100,000 for Amnesty through yoga events.

This photo was taken at a full day yoga event in Ottawa, which culminated in a fabulous vegetarian dinner and kirtan headed by Wade Morissette. This event raised \$5,000.

Cycling across Canada:



Bob and his son Tucker (from New Germany, Nova Scotia) cycled across Canada, raising \$5,000 through their challenge. They later cycled across Argentina together to raise the same amount again. Recently, Bob cycled from Nova Scotia to Guatemala to raise awareness on the actions of mining companies.

Singing her heart out:



For her 12th birthday, Canen decided to use her voice in a creative way to raise \$3,000 for human rights by recording an album and sharing it online at canensings.com to collect donations for Amnesty.

“I wanted to use my singing to make people happy and make other kids who aren't free happy through my fundraising.”