



# FESTIVAL OF FREEDOM

Do you have time off university, work or school over the next few months?  
Do you want to celebrate in true holiday style whilst raising money to STOP THE TRAFFIK?

Well, get your wellies out, your party clothes on and have a Festival of Freedom!

Your Festival can be anything you want it to be! Tune up to take on trafficking with a concert or gig! Get arty and organise an exhibition! Take part in a community fair. Let your hair down for liberty and have a party! Or how about something different? Your community is packed with talent so celebrate and change the world (whilst having a jolly good time).



## Getting organised

This brief guide will give you tips and advice on how to run a Festival of Freedom. Planning an event can take time and energy, but it is all worth it when it works. Plan in advance to make sure that it all goes smoothly.



## Set a budget

While you may have to spend some money preparing for the event, you can recover the costs on the day. Think carefully about how much you want to spend, and consider approaching different businesses and community groups for sponsorship.



## Find a venue

Pubs, faith groups, schools, theatres, councils - many different organisations and people have venues at their disposal, whether it's a hall, town square or field. Every festival will be different and will need a different type of venue. Why not make a list of all that could be available in your area?

Ask for a meeting with the manager or person in charge and tell them about trafficking and your idea for a festival. Ask (politely) if they would like to give you the venue for free, or at a reduced price, as a donation to the cause. You could mention the extra publicity they would receive as a result, and that their generosity will be thanked on any publications. Try a few venues to get the best deal. If there is an existing event, like a community fair, is it possible your event could be a part of it?

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## Your entertainment

All around you are creative, talented people who would love to showcase their skills for a good cause. Your friends, family, wider community – the talent is out there! Ask your contacts, or perhaps put up an advert in local shops. Think outside the box. If you know somebody with amazing circus skills or a talent for sculpture, perhaps you could create an event around that! If you and your friends would prefer to organise a party with no entertainer, go for it. There is no limit on what you could do.

If you want to add something extra to your event, STOP THE TRAFFIK have loads of resources and activities for you to use. If you're having a fair or outdoor festival, you could walk / run for freedom as part of the Freedom Ticket for Life campaign. If you're having a party (in fact this works for everything!) how about a chocolate fondue? A great way to raise awareness of trafficking in the cocoa industry. You can find all info at [www.stophetraffik.org](http://www.stophetraffik.org)



## Other stuff to think about...

(might sound scary but it's easy)

If your event is in a public space or you are selling alcohol, you will probably need a license. They are not very expensive or difficult to get hold of. Speak to your local authority before the event and they will tell you what to do.

You might need to do a risk assessment to show someone official. This means looking at potential risks and how they could be reduced. It's very straightforward. Email [info@stophetraffik.org](mailto:info@stophetraffik.org) for a template to fill in or see [www.hse.gov.uk/pubns/indg163.pdf](http://www.hse.gov.uk/pubns/indg163.pdf) for a simple guide on how to do it.

You could require insurance or the venue may already have it – ask the manager. If they are not covered, you could use a specialist events insurance company like [www.events-insurance.co.uk](http://www.events-insurance.co.uk).



## Publicity

Publicity is worth investing in. Posters, emails, facebook, twitter, word of mouth, flyers - advertise your event in as many ways as possible. Make sure that STOP THE TRAFFIK's name and charity number 1127321 are on the materials. Email us for our logos. There's a ready-to-use poster on the back of this booklet - feel free to print it and fill in the details of your event.



## The press

Local papers and radio stations love community events and campaigners so make it easy for them to use your story. On the next page you will find a press release template to copy and send before your event.

Ring up your local paper, check it's a good time, and give them very brief details of your event. Get the details of who to send it to, and email them the press release with a brief and engaging covering email. Don't forget to talk to your local radio and TV stations as well!

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## Press release template

LOCAL PEOPLE HAVE A FESTIVAL OF FREEDOM

[Open air concert on 30th of July to help fight against human trafficking] (sub-headline)

Campaigners from .....(group/organisation) in ..... (town) will be having a Festival of Freedom on .....(date) to help STOP THE TRAFFIK.

The Festival of Freedom is an opportunity to party in protest against human trafficking. This amazing display of local talent is organised with the aim of raising money to support STOP THE TRAFFIK. The organisers have put this event together unaided by professionals and would like to invite the whole community along to celebrate the season and join the fight for freedom.

Today one woman, man or child will be trafficked every minute. They will be deceived and exploited - forced to work in places like factories, houses, farms and brothels. STOP THE TRAFFIK is a global campaign calling for change to prevent the trade of people, prosecute traffickers and protect victims.

Quote from someone awesome – local politician? Event organiser? VIP? STOP THE TRAFFIK?"  
Photographers and journalists are welcome to attend.

Event details (Date / Time / Location)  
Your contact details



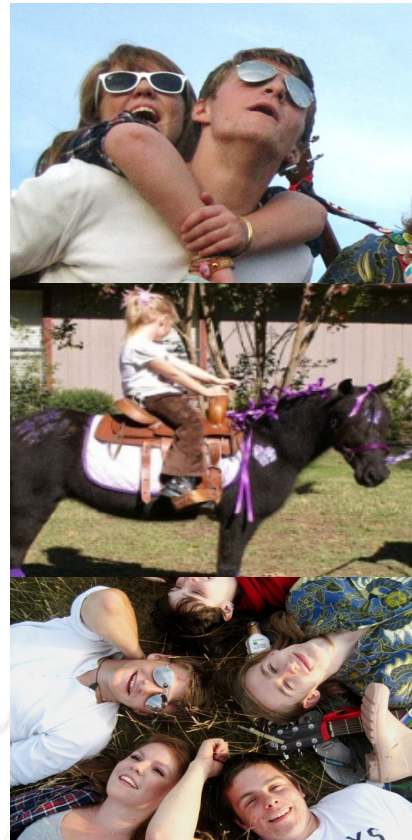
## And finally.....

...On the following page you will find a fundraising agreement. Please sign it and send it to STOP THE TRAFFIK 75 Westminster Bridge Road, London, SE1 7HS

...There are heaps of resources on [www.stopthetraffik.org](http://www.stopthetraffik.org) for you to use including sign up sheets, stunts and fundraising ideas.

...Please tell us what you're doing! We want to hear about your event We want to know how it went, how much you raised, if you had fun, if you got any local press coverage. We want to encourage you in the organisation of the event, and be encouraged by your success, so

**KEEP IN TOUCH!**



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<b>Name</b>
<b>Email address</b>
<b>Address</b>

<b>Festival date</b>
<b>Brief description of festival</b>

As you are planning your Festival of Freedom, please fill in and sign this form. It needs to be returned to STOP THE TRAFFIK, 75 Westminster Bridge Road, London, SE1 7HS

The person above agrees -

1. To fundraise and raise awareness of STOP THE TRAFFIK in line with the charity's values (found at [www.stophetraffik.org/about/who/charter.aspx](http://www.stophetraffik.org/about/who/charter.aspx))
2. Not to do anything to give the charity a bad name
3. To use STOP THE TRAFFIK's brand and logo responsibly
4. To pay to the charity any money raised within 28 days
5. To make sure all cheques are made payable to STOP THE TRAFFIK
6. To keep the charity up to date with Festival progress
7. Not to raise funds with house-to-house collections
8. To get all correct permission/licenses before the event and follow relevant laws and regulations
9. That STOP THE TRAFFIK are not responsible for the event or anything that happens
10. To really enjoy the Festival of Freedom and to put on a great event

**Signature**

**Date**



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