



**STOP THE TRAFFIK**

PEOPLE SHOULDN'T BE BOUGHT & SOLD



**FUNDRAISING**

**PACK**



# WELCOME!

Thank you so much for choosing to support STOP THE TRAFFIK. Every penny you raise will go towards creating a world where people are not bought and sold.

In this pack, you'll find everything you need to hold a successful fundraiser - from the initial planning right through to the finish. We're delighted to join you on your fundraising journey.

## WHY WE NEED YOU

Human trafficking is thought to affect at least 40.3 million people worldwide, yet there are many people who don't recognise the scale of the issue. Your support contributes directly to spreading awareness, as well as allowing us to continue the vital work that we do.

## HERE TO HELP

We're here to help you with every step of your fundraising journey. For advice, further information or support, please email us at [info@stopthetraffik.org](mailto:info@stopthetraffik.org), or give us a call on 020 7921 4258.

**“ I remember learning about slavery in history lessons when I was at school. It's shocking that it still continues today, but charities like STOP THE TRAFFIK are helping to turn the tide against it.**

Jonathan, Fundraiser

**”**  
**1**

# CONTENTS

## THIS PACK WILL OUTLINE:

- What your money will fund (pg.3)
- How to set up a fundraiser, both online and in real life (pg.4,5)
- Some fundraising ideas (pg. 7,8)
- What to do at the end of your fundraiser (pg.12)
- How to pay your money in (pg.13)



# WITH YOUR SUPPORT WE CAN:



Continue gathering evidence of trafficking incidents globally to identify 'hotspot' areas. Our global database currently stands at over 61,000 unique entries.

Deliver geo-targeted awareness campaigns. So far, our campaigns have reached over 7 million people in 10 countries across 4 continents with our message of safety, hope and choice.



Create new partnerships to scale our impact. We have partnered with over 150 locally based organisations in knowledge that communities benefit directly from voices within them.

Provide bespoke solutions for organisations looking to manage their risk of modern slavery, ultimately creating ethical market leaders.



Empower individuals and communities around the world to become more resilient to human trafficking.

# STARTING YOUR FUNDRAISER

1

## BRAINSTORM FUNDRAISING IDEAS

Before starting your fundraiser, it's always a good idea to know exactly what it is you're going to do to raise money. Be realistic in your goals, but don't be afraid to be creative either. For some fundraising ideas, take a look at pgs.8&9.

2

## THINK ABOUT WHAT YOUR FUNDRAISER NEEDS

Does your fundraiser require any special equipment or location to make it work? Do you need to register or join up to a big race, or ask for permission from your school or university? How will you collect incoming donations? It's important to be prepared for whatever your fundraiser might throw at you.



**3**

## **SET YOURSELF A GOAL**

**Give yourself a realistic fundraising target. It's always useful to have something to work towards, and can also encourage people to help you reach your goal.**

**4**

## **PROMOTE YOUR FUNDRAISER**

**Once you have your idea, you need to let people know about it! Social media is the easiest tool at your disposal, and you can set up a fundraising page via JustGiving or Facebook to share your story. There are lots of free resources on the STOP THE TRAFFIK website you can use to help spread awareness of the issue.**

**5**

## **YOU'RE READY TO GO!**

**With plenty of preparation, there's no reason your fundraiser shouldn't be a success.**



# CHOOSING YOUR GIVING PLATFORM

**Setting up a platform for incoming donations online is a reliable and efficient way of collecting and holding money.**

Platforms such as [JustGiving](#), [Virgin Money Giving](#) and [Facebook](#) make it easy to create a page specifically for your fundraiser, with lots of handy tips on how to reach your fundraising goal.

Depending on your fundraiser, you may find it easier to collect donations in cash.

Whatever method you choose, we're here to help. Take a look at the page 'Paying Your Money In' for information on how you can get your money to us.

# FUNDRAISING IDEAS



## SPORTY

Challenge yourself to work towards a fitness goal.

- Take part in a race event, like a marathon or a Couch to 5k
- Host a dance class. Or a yoga practice. Or a HIIT class. Whatever you fancy!



## CREATIVE

Impress your friends and family with something creative.

- Host a cake sale
- Have a costume day at school/work. (Bonus points for a theme!)



## SILLY

Who says fundraising has to be serious?

- Grow your moustache - the sillier the better!
- Hold a sponsored dog washing event
- Host a quiz in real life or via Zoom

## **E A S Y**

**You don't need to go to great lengths to raise money for a cause you're passionate about.**

- **Give something up. Meat, alcohol, chocolate...**
- **Have a car boot/yard sale**
- **Go litter picking in your neighbourhood. Ask sponsors to pledge for every kilo you collect**



## **O N L I N E**

**Can't find the space? Prefer to host remotely? Don't be afraid to take it digital.**

- **Livestream yourself doing keepie-uppies in the back garden or running a 5k in your sitting room**
- **Host a virtual lesson - cooking, dancing, violin playing...**



**The beauty of fundraising is that it can really be whatever you want it to be. No matter what you do, you'll be helping to spread awareness for an important cause.**

# FUNDRAISER STORY



**Debbie with her fundraising partners  
Jordan and Pepper the dog!**

I felt the issue of Human Trafficking become more and more pressing on my heart and I wondered - what can I do? I literally cannot fathom what it would be like to be a victim of trafficking. When I searched “STOP THE TRAFFIK” on Instagram and saw they were hosting a fundraising challenge, I thought this was my opportunity to contribute in a small way! I also have a passion for social media, so I signed up to the Challenge all the way from Sydney Australia. I was quite shocked by how quickly and generously friends and family contributed and I learned that even a social media post can inspire collective action. (\$316 to be exact!)

**Debbie, Australia**

# WHEN YOU'RE DONE

1

## THANK YOUR FUNDERS

You couldn't have done it without them!

2

## SHARE YOUR RESULTS!

This is a way for your donors to see what their money has gone towards; for you to share memories of your experience...and maybe inspire some last minute donations. We'd love to see how you got on!

3

## PAY YOUR MONEY IN

For more information on how to get your money to us in a way that suits you, see the next page.



# PAYING YOUR MONEY IN

## IF YOU SET UP A GIVING PAGE

Platforms like JustGiving and Facebook make it easy to get the funds directly to us. Different platforms may require you to withdraw your funds first, but you can get your money to us by:

- Submitting a payment through our [website](#)
- Calling the office on 02079214253
- Sending us a cheque in the post

## IF YOU COLLECTED MONEY

Cash the money with your bank and then send us a cheque in the post, or a direct debit via the giving form on our website

OUR OFFICE ADDRESS IS:  
1A KENNINGTON ROAD  
LONDON  
SE1 7QP

# THANK YOU!

**We'd love to hear about your  
fundraising journey**

**Drop us a line at [info@stopthetraffik.org](mailto:info@stopthetraffik.org)**



**Tweet us @STOPTHETRAFFIK**



**Message us on [facebook.com/STOPTHETRAFFIK](https://facebook.com/STOPTHETRAFFIK)**



**Find us on Instagram @stopthetraffik**

**To hear more about our work, be sure  
to sign up to our Newsletter at  
[www.stopthetraffik.org](http://www.stopthetraffik.org)**

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