

**FUNDRAISE YOUR WAY**



**STOP HATE.**  
**START HERE**



# WELCOME TO TEAM #STOPHATEUK!

Thank you for joining our fight against Hate!

We believe that everyone should be able to move freely and safely without their identity being targeted. Through support services and awareness raising, we help to ensure that some of the most vulnerable and isolated people in the UK don't continue to suffer alone when they experience a Hate Crime.

Incredible things happen when you listen carefully and believe people when they report hate, and every day, through every hour, we do just that. We listen, support and advise people affected by all forms of Hate Crime and discrimination.

Everyday, up and down the country, we witness the amazing bravery and strength that it takes to report a Hate Crime.

Your support helps us reach the people who need our help most. Your fundraising can make a big difference to ensure people get the support they need, exactly when they need it.

This pack is full of ideas, guidance and advice on how you can put the fun into fundraising – your way. So, have a read, enjoy, and let us know how it goes!

**"whatever they call you  
call us"**

**No one should suffer alone when  
they experience a Hate Crime.**

**We are here, 24 hours a day, 365  
days a year to listen, support, and  
advise those who have been  
affected.**



# RAISE MONEY BY LEVERAGING HEARTS



**£150** could fund up to 5 hours  
of additional advocacy support on  
our helpline.

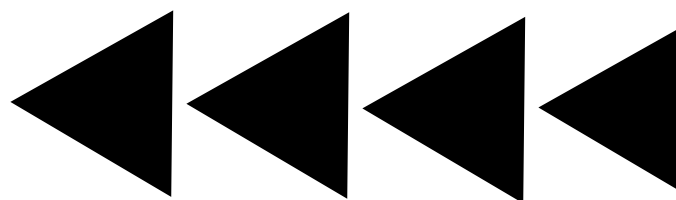


**£500** could fund a school with  
a Hate Crime awareness session  
for up to one hour.



**£1,000** could fund a days worth  
of community outreach & training.

# CHOOSE YOUR FUNDRAISING EVENT



Don't let the fear of coming up with a new idea or theme keep you from raising funds for us. Simply adapt some of our favourites to suit your hobbies or interests and then get going!

## 1.SPONSORED WALKATHON

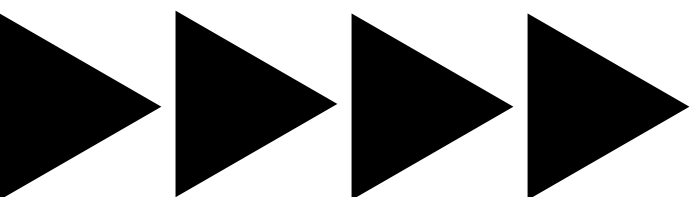
Choose a country on the map and get your walking boots on - Tokyo, Portugal, or maybe even the USA - it is totally up to you! Ask your colleagues, friends and family to be part of the journey and add up the miles.

## 2.GAMATHON

Are you part of a group of gamers (and just a little bit competitive?) Take it in turns to do a sponsored gamathon challenge over 24-hours.

## 3.BAKE OFF

Whether you make a mean sponge, or love a new challenge, you can have plenty of fun putting your baking skills to the test.



## **4.LIVE STREAM**

Livestream – Showcase your talent, hobby or a new challenge by broadcasting publicly what you can do online. The more people that watch your charity stream, the more money you'll be able to raise.

## **5.GIVE SOMETHING UP**

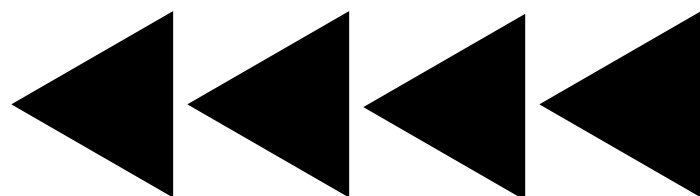
Bad habits- we've all got them! Why not give something up and fundraise? If your habit is costly, why not donate the money you save?

## **6.DONATE YOUR BIRTHDAY**

Ask for donations instead of presents and provide vital support for those affected by Hate and discrimination. Do this on Facebook, or via Just Giving. Go a step further and organise a fundraising birthday party, giving more people opportunity to celebrate doing something for social good!

## **6.ORGANISE A TRIVIA NIGHT**

Trivia and Quiz nights are an absolute winner when it comes to fundraising. Sociable and fun with a touch of friendly competition – it's hard to beat plus you'll be holding the event to fundraise for those who need vital helpline support!

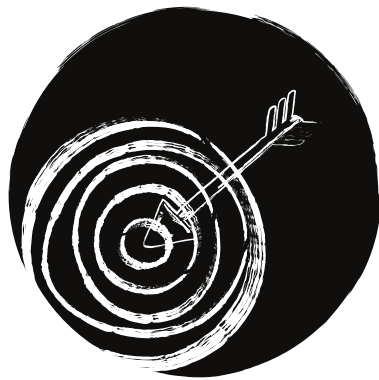


# PLANNING YOUR EVENT



## CHOOSE YOUR DAY WISELY

Give yourself plenty of time to plan your fundraising and pick a day to run your event when you know more people are going to engage with you.



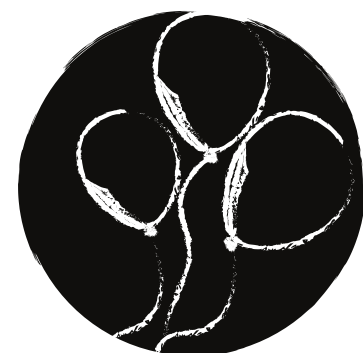
## SET A TARGET

Set a target and aim high to motivate your sponsors to help you reach it. You have nothing to lose!



## PUBLICISE YOUR EVENT

Spread the word across social media or in the local newspaper. You can also live stream your event. Just let us know so we can share your effort across our channels too.



## CELEBRATE YOUR SUCCESSSES

Thank your supporters at every point along the way and celebrate your successes by letting them know the difference they have made.

# OUR TOP TIPS



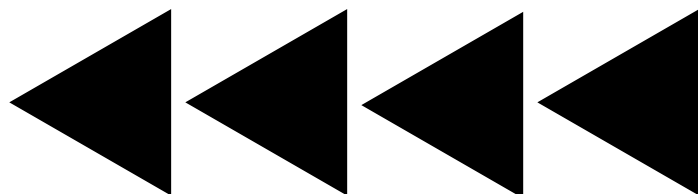
## JUST GIVING

The easier way to get started is to visit our official [Just Giving](#) page and select 'Fundraise for us'. Follow the steps to set up your page. Make it personal by adding in a photo, your fundraising story, and the target you'd like to reach. We recommend sharing your page in your email signature and across social media so more people can donate to it.



## REACH OUT TO US!

We love to hear about your fundraising goals and ideas. Please keep in touch with us by emailing [info@stophateuk.org](mailto:info@stophateuk.org) and let us know if you need any fundraising merchandise, inspiration or guidance. We are in this together!





# "CHOOSE LOVE - LOVE IS ALWAYS STRONGER THAN HATE" #60kat60

"It wasn't really until about ten years ago that I started to run and enjoy it. I regularly do an 8K run but usually with at least one day break in between so I knew this would be a push. The goal this time was to run #60kat60...10k each day over six days between my 60th birthday and my wife Angela's birthday a week later". I wanted to support Stop Hate UK as I've met people in my work whose lives have been hurt by hate and verbal abuse aimed at them because of their race, the fact they have a learning disability, or because of their sexuality - the effect is harmful and there should be no place for this kind of hate. Remember, we should all choose love. Love is always stronger than hate "

Nick successfully completed #60kat60, raising an incredible £775 for the charity!



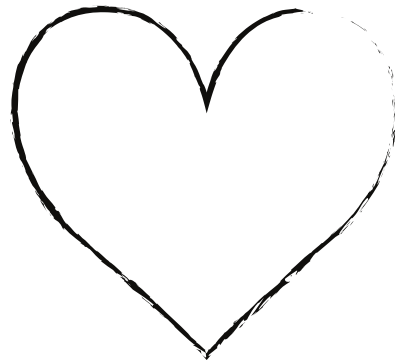
Nick, 60, foster carer & Methodist Pioneer Minister

# KEEP IT SAFE AND LEGAL

Take some time to consider any risks that your activity might present, and also any regulations you should abide by in the guidance below. Please note that this is guidance and not formal advice.

## COVID-19

We want everyone to be safe when fundraising. All activity must be in line with current government guidance on Covid-19. Please find the most up to date guidance [here](#).



## Insurance



If your event involves the public it is likely that you will need to have Public Liability Insurance. If you're hiring a venue then check whether they already have this. Stop Hate UK cannot accept liability for any loss, damage, or injury suffered by anyone participating in a fundraising event. If needed, you should arrange adequate public liability insurance cover. Remember to include our name and charity number (Registered Charity No.1062692) on all your publicity material.

## Risk assessment



Risk assessment advice and more can be found online [here](#)

## Handling Money



Be cautious when carrying money around. Keep money in a lockable tin to keep thieves out. Make sure at least two people are around when money is being handled and counted. Put money in the bank as soon as possible.

## First Aid and emergency measures



Ensure you have adequate emergency and first aid procedures for your type of event. St Johns Ambulance has great advice available [here](#).

## Food



If you are selling or making food for your event, you must follow food hygiene rules and ensure it is done safely and hygienically. You can also visit the Foods [Standards Agency website](#) for guidelines on preparing, handling and cooking food. If you are selling alcohol then it is likely that you will need a licence.

## Waste



Dispose of any rubbish accordingly and safely. Avoid using hazardous chemicals.

## Children



Make sure children are properly looked after and have permission to take part from a parent or guardian. Adults looking after children should have carried out appropriate checks. See the [Government's Disclosure and Barring Service \(DBS\)](#) information for more guidance.

## Licenses

Check with your local authority to find out what licenses you may need. For example, if you are planning on;

- holding a raffle, lottery or auction
- providing alcohol
- collecting money publicly.
- Holding space for music and dancing
- Extending hours into the evening
- preparing/selling food and drink

Further information can be found on the [Institute of Fundraising's website](#) and the [official government guidance on Gambling](#).

## Data Protection

Any information you collect for your fundraising should be kept safe and comply with the Data Protection Act and the General Data Protection Regulation (GDPR 25 May 2018). Further information can be found on the Information [Commissioner's Officer website](#).

## Contact us

Email: [info@stophateuk.org](mailto:info@stophateuk.org)

Tel: 0113 293 5100

Web: <https://www.stophateuk.org>

# STOP **HATE.** START **HERE.**

**Thank you for joining our fight!**



(Registered Charity No.1062692)