

redruk
people and skills for disaster relief

GO RED

FUNDRAISING GUIDE

2024





Arup Belfast Bake Sale, Go Red 2020

Welcome to
#GoRed2024
13 - 17 May

#GORED FOR REDR UK 2024

Whether you wear, run it, or bake it, #GoRed for RedR UK!

Thank you for getting involved with RedR UK and supporting us in our mission to rebuild lives after disasters.

This year, we've put together this fundraising guide to welcome you to to join us in creating a better world, where those affected by disasters can access the best possible support.

#GoRed is an opportunity to show your solidarity for people facing crisis all over the world. This simple guide gives you all the information, fundraising tips, and inspiration you need to organise your own Go Red week. It's simple! Put the dates in your calendar, share with your team, and help us inspire more people to #GoRed and take action to rebuild lives.

Please do keep us informed of your activities and send us your pictures, as we'd love to hear what you're up to and give you a shout out on our social media!

With very best wishes,

The RedR UK Fundraising Team
fundraising@redr.org.uk



redr uk
people and skills for disaster relief

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Whatever you need, we're here to help.

Email: fundraising@redr.org.uk



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**FUNDRAISING
REGULATOR**



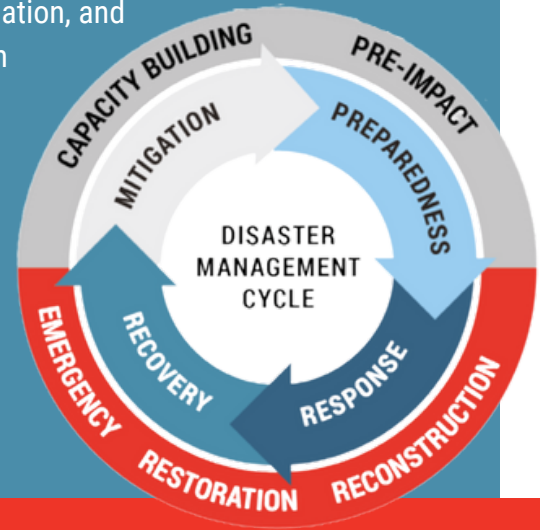
Training of Trainers, Gaziantep, Türkiye 2023

Who are RedR UK?

We believe everyone should be able to count on fair, sustainable, effective, and dignifying support in crisis.

We are an international NGO, strengthening the capacity of agencies, aid workers, and affected communities to prepare, respond and recover from complex humanitarian crisis.

We have a long history of partnership with a huge range of partners, to improve emergency response globally. We deliver learning and development in disaster risk reduction, climate change adaptation, and engineering in emergencies.



Why Does our Work Matter?

We work in the world's most vulnerable countries, providing practical training to support communities to prepare for and respond to disasters.

We are present during every stage of the disaster response cycle, from preparedness, to emergency response, early recovery and reconstruction.

Affected people are always the first to respond following a disaster. That's why we build the skills of national aid workers working for local organisations. **Our approach ensures skills remain in-country for the long-term, ready for future crises.**

“

Thank you for the excellent opportunity to gain basic knowledge in the field of construction engineering. **Each module is like a diamond.**

- Course participant, Ukraine Structural Detailing and Damage Assessments programme

”



13-17 May 2024

GO RED FOR REDR

Go Red is our flagship fundraising campaign for our incredible corporate partners.

Go Red is your annual opportunity to support communities affected by disaster.

In previous years this has taken many forms - a programme of events, global fundraising efforts, and a competition across offices and firms as each team competes to raise the most money. This year, we're sharing all the ideas and inspiration you'll need to hold your own Go Red week, in whatever way suits your team best. Find us on JustGiving at [justgiving.com/redr](https://www.justgiving.com/redr), or give directly via

our website at redr.org.uk/Get-Involved/Give-now.

Contact fundraising@redr.org.uk to integrate your support for RedR into your CSR/ESG initiatives - we'd love to partner with you.

There are plenty of ways to engage with us further:

- Book an online or in-person Disaster Simulation with us, to learn more about what it's really like to be a humanitarian decision-maker in a crisis.
- Give your expertise pro bono through technical consulting or other skills.
- Become a RedR Corporate Patron through regular corporate donation, incorporating RedR into your CSR/ESG initiatives.



SCAN TO GIVE

Fundraising Ideas

Make your fundraising your own whether working from home or in-person. Here are some ideas to get you started:

1

Bake Sale

Organise a bake sale and sell your baked goods to friends and neighbors or bring all those delicious treats into the office.

2

Wear Red for RedR

A classic - wear red for RedR and bring a donation to work and see the office transformed.

3

Games Afternoon

Board games, e-sports or your very own competition. Games can be online or in-person but you are guaranteed to have fun whilst raising money for a great cause.

4

Bingo

Plan a bingo, play it individually or in teams, raise donations through participation or QR codes.

5

Fundraising Quiz

Get everyone together for a big quiz - may the best team win...



Tony Gee Esher, Go Red 2020

Past Creativity

Arup Warsaw Bake Sale, Go Red 2020



WSP London Bike Race, Go Red 2023



Campbell Reith Crazy Golf, Go Red 2020

Arup Copenhagen Red Breakfast, Go Red 2020



WSP Truro Mario Kart Tournament, Go Red 2023



REDR SUPPORTING YOU

Capture Donations

A **JustGiving page** is a great way to track how much you've raised over multiple days and locations. Ideal for a Bake Sale, Wear Red, Brunch, Quiz, *to get voluntary donation for an event.* Set up for own fundraising campaign here through our justgiving page.

EventBrite enables you to see how much was raised for one particular event. Ideal for a particular event with a donation registration fee, such as a Bingo or Bike Race.

Contact the Team RedR to set up an EventBrite Page.

RESOURCES

Create a **buzz** in your office during your campaign!

Our FREE RedR Resource kit can be customised to your needs, including donation tins, balloons, flyers, stickers, t-shirts, sports socks and vests, pins, or cardboard donation boxes, and online resources such as graphic assets, introduction video, and ready-made presentation.

We will help you throughout the process. Whether to order resources or capture donations, reach out to fundraising@redr.org.uk to arrange donation capturing for your event.

What is Gift Aid?

Gift Aid allows RedR UK to reclaim 25p for every £1 raised. In order to Gift Aid your donation, you need to be a UK taxpayer. Please *urge your participants to Gift Aid their donations* - their full name and address are needed to identify them as UK taxpayers.

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HOW YOUR FUNDRAISING HELPS

£110

£110 supports one person, anywhere in the world, to attend our online training to gain the skills needed to help their communities **protect themselves against the effects of climate change.**

£500

£500 enables one humanitarian engineer to attend our Developing Groundwater Course, giving them the skills to help communities around the world **gain access to clean water.**

£5,000

£1,000 enables 70 people to attend our introductory course to humanitarianism - So You Think You Want to Be an Aid Worker? - providing a solid foundation for **future humanitarians.**

£10,000

in 2023, 1 in 23 people worldwide needed humanitarian aid. £10,000 could help us respond to the next major disaster.



ASK THE EXPERTS

Advice from top fundraisers from previous years - Arup London



Understand your audience

Take into account the interests of your target audience when coming up with ideas and activities for fundraising events.



Spread awareness

Start advertising early across as many channels as possible (emails, Microsoft Teams, newsletters), and enhance the promotion of your event with physical posters and visual marketing material.



Make donating convenient

Requiring cash for donations can be an obstacle for some, so include contactless card readers to ensure everyone can contribute. The RedR Fundraising Team will help up to set this up.



Virtual vs in-person experience

Ensure that all staff are involved and engaged. For example, organising a raffle online and in-person require different logistical considerations.

Hot tip – QR codes and embedded links help facilitate easy navigation to pages with more information.



THANK YOU

For going **RED** and making a difference.

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Company Number 3929653.

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