YOUR GUIDE TO
FUNDRAISING FOR
UNSEEN

unseen

A WORLD WITHOUT SLAVERY
Thank you for uniting with us against slavery and human trafficking

UNSEEN’S VISION IS A WORLD WITHOUT SLAVERY

We work directly with survivors, front line agencies and government to end this crime for good. We hope that one day our work is no longer needed, but while there are still victims of slavery, we want to be here to offer them the safety, hope and choice they deserve.

Whether it’s running a marathon, organising an event or even skydiving, there are lots of ways you can help Unseen transform lives. This guide will help you get started and planning your fundraising.

Our team are with you every step of the way and are on hand to offer advice and support.

To get in touch, chat about your fundraising or learn more about our work, please call 0303 040 2888 or email fundraising@unseenuk.org.

Thank you for your support!
Modern slavery is the abuse and exploitation of women, men and children for profit or gain. It encompasses sexual exploitation, labour exploitation, criminal exploitation, domestic servitude, forced labour and servitude.

**Ava’s Story**

Upon arrival to the UK he told her that he was going to buy some food. He never came back.

Another man approached Ava and asked her what was the matter. He advised her to come with him otherwise she would be arrested and deported. Unsure of what to do and terrified of being returned home, she went with him.

At his house, Ava was locked in. Her passport was taken away. She was never allowed outside and was raped daily. She was trapped and had no way of letting anyone know.

Ava had become a victim of modern slavery, exploited against her will for another’s profit.
**How does Unseen help?**

**WE SUPPORT:**
Unseen provides specialist support services for survivors of slavery. We run two 24-hour safehouses for men and women with high-level needs, as well as a specialist accommodation project for trafficked children. We also run an Outreach Service, so survivors can resettle safely in the community.

**WE INFORM:**
We give healthcare workers, the police, businesses and others advice and resources to better identify and support potential victims and crack down on slavery. We have trained over 1,500 frontline professionals to identify and support victims. Unseen also runs the UK’s Modern Slavery Helpline, the UK’s only free, confidential and independent helpline for reporting suspicions of modern slavery or for victims to seek support.

**WE INFLUENCE:**
Unseen influences decision makers in the Government and other agencies to change policies, legislation and ways of working. We want there to be a joined-up, effective strategy for tackling slavery and human trafficking.

**Frank’s Story**

Frank was living in Barbados when a ‘friend’ offered him work in the UK. Desperate to support his family, he accepted bringing his son with him.

It was the moment he was separated from his son that he realised he had been tricked. Forced to work long hours on construction sites, Frank was never paid and threatened that his son would be killed if he did not work. One day, he collapsed. Unable to work, his traffickers drove him and his son to a strange town, dumping them on the side of the road.

When Frank walked through the doors of Unseen’s safehouse, he was thin, withdrawn and suffering from post-traumatic stress. He received urgent medical care, was provided with therapeutic support and worked closely with a dedicated support worker, who became his life-line to recovery.

Frank’s son returned home safely to Barbados, and Unseen helped Frank reconnect with his family.
**Making a Difference**

£3  
could pay for a survivor's meal at one of our safehouses.

£10  
could pay for a ‘Welcome Pack’ of toiletries to a survivor arriving at one of our safehouses.

£40  
could pay for one counselling session for a survivor, providing support after they have escaped slavery.

£200  
could pay for eight survivors to go on a special outing to help create positive memories.

£1,200  
could pay for all the monthly activities for a year in one of our safehouses. This includes garden and photography workshops, cooking classes, arts and crafts and more.

£2,000  
could pay for a survivor to stay at one of Unseen’s safe houses including their accommodation, food, welcome pack and clothes - to rest and recover after they have been exploited.
A-Z Fundraising Ideas

A
- Auction
- Afternoon Tea
- Arts and Crafts Fair

B
- Bike Ride
- Bake Sale
- BBQ

C
- Coffee Morning
- Clothes Swap
- Car Wash

D
- Dog Walking
- Dragon Boat Race
- Dress Down Day

E
- Ebay for Charity
- Egg & Spoon Race
- Easter Egg Hunt

F
- Film Night
- Football Match
- Family Fun Day

G
- Give it up: Golf Day
- Games Night

H
- Head Shave
- Halloween Party
- Hair Braiding

I
- It's a Knock Out
- Indoor Games
- International Evening

J
- Jazz Night
- Jumble Sale
- Jog-athon

K
- Karaoke Night
- Kayak Race
- Knitting Competition

L
- Lottery
- Ladies Night
- Litter Picking

M
- Marathon
- Masked Ball
- Music Night

Get sponsored to give something up. This could be chocolate, a bad habit or take it one step further and give up your freedom of speech for the day!
### A-Z Fundraising Ideas

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**There are hundreds of ways you can help end modern slavery! Please contact our team if you need support.**
**Steps to Success**

1. **KEEP IT SIMPLE**

Choose a fundraising event that you will enjoy. It's important to be realistic about how much work you can take on and think about what you need to make it a success.

2. **PROMOTE YOUR EVENT**

Once you've made a plan, start spreading the word to your friends, family and beyond. Share your event on social media and don't forget to tag Unseen in your posts so we can see your fundraising efforts! Contact your local radio or newspaper to help promote your event and raise awareness of Unseen.

3. **START FUNDRAISING**

Think about how you are going to collect donations. Setting up an online giving page is a simple and effective way to collect sponsorship. You can also use our Unseen sponsorship forms!

**Tip:** Don't forget to ask your supporters if they can Gift Aid their donation. Gift Aid allows us to claim 25% extra on top of your donation from HM Revenue & Customs. This means that for every £1 you donate, we get an extra 25p!

4. **MAXIMISE YOUR FUNDRAISING**

Keep sharing your fundraising page online and with all your friends, family and work colleagues. If you are hosting an event, think about whether you can sell tickets or hold a raffle. It's also a good idea to ask your employer if they offer a matched giving scheme, where they match what you raise.

5. **KEEP IN TOUCH**

Let us know what you're up to so that we can help you spread the word. We love hearing from our supporters and seeing all the fantastic ideas you come up with to help stop modern slavery.
Keep it Safe and Legal

Fundraising is a great way to really make a difference, and have fun at the same time. There are a few things to remember when fundraising on behalf of Unseen as we want to make sure that you are keeping yourself safe and your activities legal.

LICENCES

The best way to check that you have the correct licences to carry out your event is to contact your Local Authority. You will need a licence if you are doing one of the following; providing alcohol or entertainment, holding a raffle or lottery or organising a public collection.

STAYING SAFE

If you are carrying money, or supervising a stand with accessible cash it is important to always consider your own personal security. Make sure you use safe routes, stick to well-lit areas with people around and if possible avoid walking on your own with large sums of money.

COLLECTIONS

If you are collecting on private property such as a supermarket, all you need is written permission from the owner. We can also provide you with a letter of authority.

If you are collecting in a public place, you will need a licence from your Local Authority. Anyone collecting money in public must be 16 years old over.

PHOTOGRAPHY

Remember to take lots of photos; we love to see what you get up to! Don't forget to get permission from anyone who is caught on camera if you wish to share their photo, and ask permission from a guardian before you take any photos of children.

FUNDRAISING FOR UNSEEN

We are delighted that you would like to support our charity! Wherever possible please make sure your fundraising materials (e.g posters) include ‘In support of Unseen’ and our registered charity number 1127620.

Please note, Unseen’s insurance does not cover your events so please consider this when planning.
Once your fundraising is over, it's time to count your money raised, send it to Unseen and give yourself a pat on the back for all your hard work!

**ONLINE GIVING**

If you raised money through an online giving platform like BT My Donate or Just Giving, all donations are automatically sent to us. So, once your event is over there is nothing you need to do.

*Tip: An average of 20% of online donations come in after an event, so don't forget to share your page when you are finished for one final push.*

**WEBSITE**

If you would like to send us the funds you have raised online, you can do this through our website by visiting www.unseenuk.org/donate.

**BANK TRANSFER**

If you would like to send us the funds you have raised via bank transfer, please contact our fundraising team for our bank details; email fundraising@unseenuk.org

**POST**

Please send us a cheque, along with any completed sponsorship forms. Please make the cheque payable to 'Unseen' and send it to Unseen, 103 First Floor, Deben House, 1-5 Lawrence Hill, Bristol, BS5 0BY.
More ways you can support Unseen

**COMMUNITY SUPPORT**

Whether it’s a long-term partnership, or a one-time activity, there are lots of ways your school, university, church or community group can support Unseen.

From choosing us as your charity of the year, nominating us as your University RAG or holding a service, we have lots of specialist resources available to assist you with your fundraising.

**CORPORATE SUPPORT**

Collaboration is powerful. We believe that working with businesses is a powerful tool in stopping modern slavery.

From establishing a local or national partnership, fundraising as a business, payroll giving and finding out how you can support the Transparency in Supply Chains legislation, there are lots of ways your company can make a difference to modern slavery.

**MAKE A DIFFERENCE WITH A REGULAR GIFT**

Regular gifts make a huge difference to Unseen as they allow us to plan for the future. For as little as £5 a month you can be part of our 'Sponsor a Room' programme and play a direct part in supporting survivors.

**VOLUNTEER WITH US**

We believe the best way to eradicate slavery is for everyone to work together. We’re always on the look-out for an extra pair of hands to help us out and have both short-term and one-off event roles available.
THANK YOU FOR FUNDRAISING FOR UNSEEN. WE ARE SO GRATEFUL FOR YOUR FANTASTIC SUPPORT.

TOGETHER, WE CAN END MODERN SLAVERY, FOR GOOD

If you would like to discuss your fundraising, or for more information, please get in touch.

🔗 www.unseenuk.org
✉️ admin@unseenuk.org
✉️ fundraising@unseenuk.org
🐙 unseenuk
🐦 unseenorg
📸 unseenuk

Unseen, 103 First Floor, Deben House,
1-5 Lawrence Hill, Bristol, BS5 0BY
0303 040 2888

If you think someone may be a victims of modern slavery, call the 24/7 UK-wide Modern Slavery Helpline on 08000 121 700

Registered charity number: 1127620