

# your complete fundraising guide



# working towards a world without slavery

Dear *Challenge champion*

We can't thank you enough for committing to fundraise for Unseen. With calls to the Modern Slavery & Exploitation Helpline reaching record numbers each year, your help to support some of the most vulnerable individuals in society is vital. Brilliant people like you make a difference, one step, skydive, or finish line at a time.

Thanks to people like you raising money for Unseen, we're able to power our Helpline and keep our safe houses open, meaning survivors of modern slavery, exploitation, and human trafficking can rebuild their lives.

With gratitude,

**The Unseen fundraising team**





*"I am a very ambitious person. I am ready to contribute whatever I have learnt. In five years' time, I hope to be a financial analyst with a job in a big company."*

# beth's story

Beth\* grew up in Nigeria with an affluent family. She was able to travel to Europe to study and she was doing well until her father died suddenly and she had to return home.

"Life became very hard for my family without my father," says Beth, "and after a while, I discovered that my mother had got involved in drug smuggling to try and pay the bills."

Beth's mother was arrested and soon the drug dealers started putting pressure on Beth.

They said her mother owed them money and tried to force Beth into drug smuggling too. With increasing threats of violence against her, Beth began to fear for her life, so she fled Nigeria, heading to the UK.

Just after Beth arrived, however, the Covid-19 pandemic took hold, and she got stuck in lockdown.

She was trapped, desperately trying to survive, until she was trafficked into a criminal network.

Fearing for her safety once more, Beth did as she was told. She had become a victim of criminal exploitation (which can include drugs-related activity, forced shoplifting, and forced begging):

"I just had to do what I could to survive," she says.

During an attempted scam, Beth was arrested. The police recognised she was a victim of modern slavery and brought her to Unseen's women's safe house. With our support, she has been able to get healthcare and at the time of writing was keen to begin some counselling.

Beth has big dreams about her future and wants to enter formal education here in the UK.

Her stay at Unseen's safe house has given her some stability among the uncertainty of her situation.

"There is a little bit of sunshine visible here, being in this [safe]house," she says.

"I feel like I have been saved."

**You can read and share more survivor stories on [our website](#).**

\*Name changed to protect identity, image posed by a model.



# where your money goes

of your fundraising total...

**£7** could provide a day's worth of food for a new survivor in one of our safehouses

**£20** could provide essential toiletries to a survivor arriving in one of our safehouses, helping them to settle in

**£30** could fund 30 minutes of vital interpreter calls to assist vulnerable people in over 200 languages

**£50** could fund a month of activities at the safehouse, including art sessions, gardening, and yoga sessions.

**£100** could fund three hours of translation services that help our team communicate with survivors of different nationalities

# setting up your fundraising page

**Welcome to the world of fundraising for Unseen!**

**We're excited to see your activities. Your first step is to set up your fundraising page where you'll collect your donations, promote your challenge, and share your progress.**

If you're a student, use GiveStar. If you're not a student, use JustGiving. Both platforms are free, easy to use and quick to set up – and they automatically send us your donations. Feel free to get in touch if you need any support.

**Once you've created your fundraising page**, you'll need to add a bio so your donors know what you're raising money for and why. If you need help getting started, here are some standard fundraising sentence starters and some information about Unseen:

- I'll be taking on the (challenge name) for Unseen UK on (date).
- I'm taking on this challenge because...
- I've chosen to raise money for Unseen because...
- Here's what Unseen's work means to me...
- Unseen is committed to working towards a world without slavery. It is currently estimated that there are 122,000 individuals affected by modern slavery and human trafficking across the UK, and over 50 million people being exploited across the globe.



# fundraising top tips

- ☐ If your family and friends aren't able to donate money, can they donate their time? See if they can help you organise a fundraising event or take part in one themselves like a fun run or sponsored silence.
- ☐ Double up on your fundraising events. If you're hosting a charity afternoon tea, why not hold a raffle at the same time?
- ☐ Try and incentivise people to donate by offering something in return for their donation. Raffles and giveaways are great for this!
- ☐ Turn your day-to-day activities into fundraising events. If you're in a sports club, host a charity game. If you love watching films, host a charity screening. Even your spring cleaning can be turned into a charity car boot sale.
- ☐ Keep your donors updated. Keep thanking everyone who donates to your fundraiser as you go and keep your social media and fundraising page up-to-date so they can follow your journey. This will make people more likely to donate again!
- ☐ Make the most of your extended networks. Get your friends and family to pass on news of your fundraising event to their contacts.





# online fundraising top tips

## Make the most of your online fundraising with these tips:

- ☐ When posting on Facebook, attaching an image will keep your post in people's feeds for longer.
- ☐ Instagram stories are a great way to fundraise! You can attach a swipe-up link in the stickers section that leads directly to your JustGiving page.
- ☐ If you're confident on video, consider creating engaging TikToks or Instagram Reels about what you're fundraising for and why people should donate to your fundraising page. Include direct links to your fundraising page wherever possible!
- ☐ If you're taking on a running challenge and using JustGiving to collect donations, link your page to your Strava account so donors can track your training and hard work.
- ☐ Be sure to include your donation page link in your social media bios and pinned posts.
- ☐ Find like-minded groups on Facebook or Twitter where you can share your fundraising link.
- ☐ Don't forget about your professional network! LinkedIn can be a great place to shout about your fundraising, and you can add your fundraising link to your email signature too.

Check out our [social media kit](#) where you can access Unseen branded social media posts. If you're stuck for words, page 12 contains a list of suggested captions to get you started.

# start fundraising in five simple steps

## 1. Consider a theme, event or activity

If you're stuck for ideas, check out our [A-Z of Fundraising doc](#) on our website.

## 2. Know your budget

Set a realistic income target to ensure that your costs are covered. Borrow or ask for donations for equipment, food and drink etc, to keep your costs minimal. Remember that some of the best fundraisers can be totally free, for example, a sponsored walk, cycle, or bucket collection.



### 3. Plan, plan, plan

When planning for your fundraiser, consider:

- ◇ How many people do you want to take part? Will it just be you, or are you inviting guests?
- ◇ Will you need a venue, or will your fundraiser take place at home or in a public space?
- ◇ The time of year, and if there are any international or national awareness days that could tie into your fundraising. See our **key dates for fundraising** guide on page 13.
- ◇ How you might advertise the event – will you be shouting about it on social media, making posters for your local community centre, or simply inviting friends and family?

### 4. Enjoy yourself!

You're doing an incredible thing, so make sure you have fun doing it! Take lots of pictures of your fundraising activities and tag us on social media so we can thank you for your hard work. Please send any photos you are happy for us to use to [fundraising@unseenuk.org](mailto:fundraising@unseenuk.org).

### 5. Pay in your fundraising

If you raised money offline or with cash donations, don't forget to pay in your fundraising.

Check out [JustGiving's guide to paying in offline donations](#) and send the cash or cheque to us at: Unseen UK, 7 Hide Market, St Philips, Bristol, BS2 0BH. Give us a heads up so we know your donations are on their way!



# social media captions

Feel free to write your own social media captions, but if you need some inspiration, you can find some examples written by our team below.



Instagram/Facebook/LinkedIn:

I'm taking part in [CHALLENGE NAME] on [DATE] for Unseen. Modern slavery directly affects around 122,000 people, right here in the UK. Unseen is working towards a world without slavery – donate here: [DONATION LINK]

I'm raising money for Unseen, who provide specialist trauma-informed support for people who have experienced the crime of modern slavery. I'll be taking part in [CHALLENGE] on [DATE] to help Unseen work towards a world without slavery. [DONATION LINK]



X (Twitter):

I'm raising money for Unseen to support survivors of modern slavery, human trafficking and exploitation – some of the most vulnerable people in our society. [DONATION LINK]

There are currently around 122,000 people at any one time trapped in modern slavery in the UK. I'm raising money for Unseen, helping them work towards a world free from slavery. [DONATION LINK]

Don't forget to check out our branded [\[social media images\]](#)



# key dates for fundraising

Below, you'll find a list of international and national days and pop culture events to tie into your fundraising. Planning your fundraising event around one of these days can boost awareness and donations. You can also consider cultural and religious dates that are important to you.

- January: **Human Trafficking Prevention Month**
- 14 February: **Valentine's Day**
- 20 February: **World Day of Social Justice**
- 8 March: **National Child Exploitation Awareness Day**
- 25 March: **International Date of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade**
- March-May: **Spring cleaning!**
- May: **Eurovision Song Contest**
- 8 May: **Donate a Day's Wages to Charity Day**
- 11 May: **World Fair Trade Day**
- June: **Pride Month**
- 1 June: **International Children's Day**
- 12 June: **World Day Against Child Labour**
- 20 June: **World Refugee Day**
- 26 June: **International Day Against Drug Abuse and Illicit Trafficking**
- June-July: **Summer football season**
- July: **Wimbledon Tennis tournament**
- 30 July: **World Day Against Trafficking in Persons**
- 19 August: **World Humanitarian Day**
- 23 August: **International Day of Remembrance of the Slave Trade and its Abolition**
- 5 September: **International Day of Charity**
- 19 September: **Youth Mental Health Day**
- 18 October: **Anti-Slavery Day**
- 31 October: **Halloween**
- 2 December: **International Day for the Abolition of Slavery**
- 5 December: **International Volunteer Day**
- 31 December: **New Year's Eve**



# thank you for joining the fight against modern slavery.

Once more, thank you so much for choosing to fundraise with us. People like you are the reason we're able to power our life-saving services and work towards a world free from slavery. Don't hesitate to **reach out** to our friendly fundraising team if you need any support.

Enjoy your fundraising journey – you're doing a wonderful thing, so have fun doing it! We'll be cheering you on every step of the way.

With gratitude,

**The fundraising team at Unseen**



**unseenuk.org**

Unseen is a registered charity no 1127620, and a company limited by guarantee, no 06754171.  
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