Thank you for deciding to fundraise for Liberty!

Your support will help us continue in our fight to protect civil liberties and promote human rights for all.

We have put this guide together to help you get started on your fundraising project. It contains lots of ideas about how to raise money on our behalf and will hopefully answer all of your questions about fundraising.

Still have some questions?
Don’t hesitate to contact the Development Team on 020 7378 3663 or via email at membership@liberty-human-rights.org.uk
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Fundraising for Liberty

Help defend our human rights!

For the best part of a century, Liberty has campaigned on an enormous range of issues, from fighting abuses of police power and the excesses of the War against Terror, to protecting free speech, peaceful protest and equal rights for all.

You might not think about your human rights every day, but life would be very different without them. They mean you cannot be tortured, enslaved, or punished without trial. You can speak freely, protest peacefully and believe what you like. You have the right to a family, to privacy, to an education and to freedom from discrimination.

We take these basic freedoms for granted because they are a part of our history. But they exist today only because people have been prepared to defend them.

Fundraise for Liberty and help us safeguard our rights and freedoms.

Where your money will go...

Liberty works to protect civil liberties and promote human rights.

Every year we take on key legal cases, raise public awareness on crucial human rights issues and give free advice to thousands of people.

In 2012, Liberty spokespeople were quoted 3,185 times in the media. We represented 35 legal clients, our information team gave free advice and information via email and telephone to over 2,700 people, and we gave 115 talks at schools, universities, events and conferences.

The money you raise will help us remain an organisation at the very forefront of defending the vulnerable and protecting the innocent.

Getting started

Fundraising needn’t be daunting or time-consuming, and you’ll find lots of ideas in this pack to inspire you and help you get started.

Whether you have 5 minutes, 5 hours or 5 days, there’s a fundraising idea in here for you. You’ll also find thousands of ideas on the Web, and with new online fundraising tools like JustGiving, fundraising for Liberty has never been easier!

Think you can help?

Keep reading for pages of tips and advice on getting started with your fundraising project...
### A few of Liberty’s achievements so far...

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>1934</td>
<td>Liberty is founded as the National Council for Civil Liberties (NCCL), prompted by the hunger marches of the early 30s and “the general and alarming tendency to encroachment on the liberty of the citizen.”</td>
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<td>1937</td>
<td>Hartworth Colliery Strike: NCCL investigates the arrest and heavy sentencing of the leaders of the miners’ strike at Harworth Colliery, exposing bias against the strikers from members of the authorities.</td>
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<td>1951</td>
<td>50,000 Outside the Law is published, Liberty’s groundbreaking report on those unjustly incarcerated under the 1913 Mental Deficiency Act.</td>
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<td>1957-59</td>
<td>Mental health reform: After years of NCCL campaigning to reform the mental health system, a Royal Commission report vindicates their arguments with almost 2000 patients released by 1958. The Mental Health Act 1913 is abolished and new Mental Health Review Tribunals established, at which Liberty regularly represents the interests of patients.</td>
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<td>1963</td>
<td>Right to protest: NCCL investigates police behaviour at demonstrations and supports protestors who claim police planted evidence on them at a demonstration. All the charges were dismissed or withdrawn and the case led to the release of several people who had been wrongly imprisoned.</td>
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<td>1965-68</td>
<td>Race relations: The first Race Relations Act passed, after lobbying by NCCL and others. An emergency ‘Speak out on Race’ meeting is organised following Conservative MP Enoch Powell’s infamous ‘rivers of blood’ speech, and an NCCL petition is presented to Prime Minister.</td>
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<td>1972</td>
<td>Northern Ireland: The NCCL campaigns against internment in Northern Ireland, and collects 600 witness statements to reveal that the army showed criminal recklessness after 14 people were killed on the 1972 civil rights march known as ‘Bloody Sunday’.</td>
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<td>1985</td>
<td>Liberty campaigns in favour of the right to strike and campaigns on behalf of miners stopped from picketing outside their home regions.</td>
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<td>1989</td>
<td>NCCL changes its name to Liberty: The new identity is launched at a press conference at the Institute of Contemporary Arts in London by playwright Harold Pinter, Robin Cook MP and others.</td>
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<td>2000</td>
<td>Mental Health Act 1998 is passed, which reduces the grounds for compulsory detention and allows the use of drugs to reduce patients’ mental health problems.</td>
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<td>2006</td>
<td>ID cards / Torture: Liberty runs major campaigns against the introduction of ID cards and UK involvement in torture overseas.</td>
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<tr>
<td>2008</td>
<td>Pre-charge detention: After 15 months of Liberty’s award-winning Charge or Release campaign and a resounding Lords defeat, the Government’s 42 day pre-charge detention proposals are dropped.</td>
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<tr>
<td>2009</td>
<td>After a campaign by Liberty and Anti-Slavery International, a law is passed criminalising forced labour.</td>
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<tr>
<td>2010</td>
<td>The ID Card scheme is scrapped, after years of campaigning by Liberty and others reduce public support from nearly 80% to 25%. Liberty wins a landmark stop and search case in the Court of Human Rights. The Court rules that Section 44 of the Terrorism Act 2000 (the broad police power for stop and search without suspicion) violates the right to respect for private life.</td>
</tr>
<tr>
<td>2012</td>
<td>After a decade-long campaign, Liberty welcomes the Home Secretary’s announcement that Gary McKinnon will not face extradition to the US.</td>
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Liberty and the Civil Liberties Trust

We encourage all our supporters to fundraise for Liberty’s sister organisation the Civil Liberties Trust. Read on to find out why...

What is the Civil Liberties Trust?

The Civil Liberties Trust (CLT) is a registered charity (no. 1024948) that works to promote human rights and civil liberties through research, policy work, litigation, education and advice. It works in parallel with Liberty and is based in the same building.

The Trust does not employ staff but pursues its objectives by funding Liberty to carry out specifically charitable work. Most of the Trust’s direct charitable expenditure is represented by grants to Liberty to fund work in the areas of information, research, publications, advice and legal services.

Why are Liberty and the CLT separate organisations?

Liberty is an unincorporated association made up of members, and a non-profit making company that employs staff and runs campaigns. The Civil Liberties Trust is a grant-making registered charity.

It is important that these different organisations exist. The division enables Liberty to pursue all the work necessary to protect and promote civil liberties and human rights (including, crucially, our political campaigning).

Can I still fundraise for Liberty?

Yes, but we encourage our supporters to raise funds for the CLT instead so that the money you raise can qualify for Gift Aid (see inset).

Also, fundraising for the CLT means that you can use online fundraising tools like JustGiving, explained on pages 13-14 of this guide.

Because the Civil Liberties Trust is a charitable organisation, the money you raise could be worth more with Gift Aid.

The Civil Liberties Trust can claim back the tax you or your sponsors have already paid on your donation. This means we get an extra 28p from the Inland Revenue for every £1 you raise — at no extra cost to you or your sponsors!

Just make sure you fill out the relevant sections on your sponsorship form. With online giving, your sponsors will automatically be given the option to use Gift Aid (see pages 13-16).

For more information on Gift Aid see http://www.hmrc.gov.uk
Fundraising Ideas

Sponsored Activities

Sponsored activities are a great way to raise money for charity and you don’t have to sit in a bath of baked beans!

If you’re stuck for ideas about possible sponsored activities, read on for lots of suggestions.

Sports

You don’t have to be ultra-sporty to do a sponsored sporting activity.

There are dozens of races and fun-runs up and down the country catering to everyone from hardened athletes to total beginners.

You can do anything from a mountain bike ride to an egg and spoon race. In fact, the more improbable the challenge, the more sponsorship you’re likely to raise.

Steps to sporting success:

1. Pick a sporting event and enter it
2. Plan, prepare, and train (if necessary)
3. Tell all your friends, colleagues and family, and ask them to sponsor you
4. Complete the event and collect the hard-won cash, either through an online donation site, or using the sponsorship form later in this guide
5. Send it on to Liberty. If you’ve used an online fundraising site like JustGiving, the money will be sent to us automatically.

Useful resources:

Trying to find a sporting event to take part in?
These resources might help:

www.runningdiary.co.uk lets you search for races up and down the country. They include everything from marathons and triathlons to short fun-runs, at all levels of expertise.

www.santadash.co.uk is a national directory of Santa Runs. They take place all over the country every December. Competitors dress up as Santa and race to raise money for charity.

www.bike-events.com/ has a directory of charity bike rides across the country.

If you can’t find a race or event you like the look of, don’t worry! You can always set up your own. Turn over for our guide to setting up your own event.
Setting Up Your Own Event

★ If you can’t find the right pre-arranged event to suit you, why not set up your own?
★ There’s no harm in being ambitious, but remember to keep it appropriate and realistic to the level of commitment you’re willing to give.

**Event checklist:**

1. How many people are attending?
2. When will it be held? Will it clash with something else (final exams, the World Cup?)
3. Where will you hold it? Will you need a licence, or to pay a fee?
4. Have you taken into account health and safety regulations, and legal considerations? (see pages 17-19 for an overview)
5. How do you plan to raise money from the event? Will you charge an entrance fee? Will that cover the running costs of the event?

**Event suggestions:**
- auction, bake sale, bingo, boat race, car wash, car boot sale, day of silence, disco, football game, fancy dress day, fashion show, pub quiz, mock trial, mountain climbing, swear box, film night, carolling, teaching a class, tea party, jumble sale, bungee jump, bike ride, paintball, treasure hunt, cocktail night, roller derby, parachuting, wine tasting, raffle, prize draw, knitathon, book sale
Themed activities

A fun way of raising money is to do an activity or set up an event based on human rights. You could ask for sponsorship, or invite your friends or colleagues to join in and charge an entry fee.

Here are some examples of fundraising events and activities themed around human rights:

1. **Right to free speech:**
   Take part in a sponsored silence, have a swear box at work, or sponsor someone to read the phone book out-loud for an hour.

2. **Right to free movement:**
   Organise or take part in a sponsored walk, or take some friends and workmates on a sponsored ramble.

3. **Right to a fair trial:**
   If you’re a law student (or even if you’re not!) you could set up a mock trial and ask for sponsorship or charge an entry fee.

4. **Right to free assembly:**
   Throw a party, disco, ball or some other kind of gathering to raise funds for Liberty.

5. **Right to free expression:**
   You could have a mufti (own clothes) day at your office, school or university. Or, if you’re feeling brave, how about a dress-up day?

You could also run an event on a special or significant day related to human rights.

Here are a few ideas:

**Human Rights Calendar**

- **24th February**
  Liberty’s birthday!
- **15th June**
  Date of the signing of Magna Carta
- **28th June**
  Anniversary of the Stonewall demonstrations
- **10th December**
  International Human Rights Day
Case Study 1:

Cycle Challenge

A keen cyclist, Joanna O’Sullivan set out to complete three gruelling cycling events in one summer.

Joanna hadn’t done any fundraising since she was at school but through posting her training blogs on Facebook she soon found people were following her progress. After each event she posted photographs which generated a surge of interest each time – “compared to climbing mount Ventoux, fundraising was a breeze”.

The events Joanne took part in:

LONDON: The fancy dress Smithfield Nocturnal Folding Bike Race – Joanna was the first woman across the line in the final!

SWEDEN: The world’s largest recreational bike ride the Vätternrundan – 180 miles, night ride.

FRANCE: Tour de France Mont Ventoux course, described by Lance Armstrong as “the hardest climb in the Tour, bar none”.

Joanna’s three races raised a fantastic £1,714 for Liberty.

Fundraising tip:

Regular blogs and photos can help your sponsors feel that they are in touch with what you are doing.
Case Study 2:

Cake Sale

Abigail Weston and Fiona McGhie had never put on a fundraising event before, but they found that selling cakes to students and staff at BPP Law School, Manchester was surprisingly easy and raised over £100 for the Liberty advice service.

First, they found some fellow students who wanted to help and got together a few weeks in advance to decide what cakes to make.

Everyone was busy baking the night before, and each volunteer did a shift on the stall selling cakes on the day.

They promoted the sale by sending an e-mail to all staff and students at BPP Manchester and put up eye-catching posters around the building a couple of days before the sale.

Fundraising tip:

“Get as many volunteers involved as possible. We wouldn’t have been able to run such a successful sale if our volunteers hadn’t helped us.”
Case Study 3:

**Jeff’s 60th Birthday**

As a long-standing supporter of Liberty, Jeff Rodin decided to mark his 60th birthday with a party that made a difference. “I always intended to have a Big Party for my 60th Birthday and the last thing I needed was a load of presents”. Instead, Jeff asked his guests to donate to Liberty in lieu of gifts.

Jeff has been politically active for most of his life, has been on countless demonstrations and has been increasingly concerned about the erosion of our rights and liberties over recent years.

He asked his guests to make donations to Liberty by putting the details on the party invitations and sent the link to his JustGiving page by email to his friends and family. Jeff has organised fundraising events for charities before, but this time he said, “it was very easy, invitees who wanted to give, gave!”

**Fundraising tip:**

Special occasions like weddings and birthdays are a great opportunity to fundraise. Ask close friends and family to donate first to encourage others to give.
Case Study 4:

The Brighton Marathon

Paul Ord ran the Brighton Marathon and raised over £600 for the Civil Liberties Trust using JustGiving.

Here’s what he had to say about the day:

“The day was very hot (about 21 degrees). Nothing in my training had prepared me for that sort of temperature, so it was touch and go from the 21 mile mark onwards! Given this, I was just chuffed to finish my first ever marathon, let alone come in at almost exactly 4 hrs.

I’m really pleased to have raised so much for the Trust (about £600 now). It’s also provoked some really positive discussions with friends and family about your work.

It was great to hear this at the end of the race, through the loud-hailer:

‘And there’s Paul Ord running for Liberty, just crossing the finishing line there.’

Fundraising tip:
Creating a JustGiving website and using your Facebook network will help to reach lots more sponsors.
Collecting your sponsorship money

Using sponsorship forms

If you decide to collect sponsorship money from people yourself, you can use one of our handy sponsorship forms, which you’ll find on pages 15-16.

Remember to ask your sponsors if they are UK tax payers and to make sure they provide you with their names and addresses because their donation could be eligible for Gift Aid.

Finally, make sure all cheques are made payable to the “Civil Liberties Trust” rather than Liberty. For an explanation of why we ask you to do this, please see page 5.

Online methods

There are now many ways of collecting money raised for charity online. It’s a simple and easy way to collect sponsorship money, as you don’t have to spend a lot of time chasing people for cheques and cash. It’s easier for us, too, as it helps keep our administration costs low. Here are just a few of the most popular sites:

http://www.justgiving.com/
http://www.mygift.org.uk/
http://uk.virginmoneygiving.com/

When you’ve decided what event or activity you’re going to do, just set up a profile on the website. This takes just a matter of minutes! You can then use your page to explain to people why you’re collecting money, and they can then donate via the site and write messages of support on your virtual wall.

These sites are really useful, and they aren’t just for sponsored events. You can also use them if you want people to give money to the Civil Liberties Trust in memory of a loved one, or in honour of your birthday, wedding or civil partnership, or any other special occasion. In the past, supporters of Liberty have used online fundraising sites to raise money as they hiked mountains and biked across America.

Turn over to learn more about online fundraising...
Why fundraise online?

• Receiving donations through online fundraising sites helps us keep our administration costs low and makes life much easier for you when collecting money from your sponsors.

• It also allows you to set targets and keeps track of how much money you have raised against your final goal.

• When you fundraise online, your sponsors will automatically be given the option to Gift Aid their donation. Gift Aid could increase the value of your sponsorship by up to 28% (at no extra expense to you or your sponsors).

The CLT on JustGiving

A number of our supporters have already fundraised using JustGiving. The site has lots of information about fundraising, which you might find helpful. You’ll find our page at:

www.justgiving.com/civillibertiestrust

Why not visit previous fundraisers’ pages for a few ideas?

Online fundraising tips:

1. Personalise your message. Let people know why you have chosen to raise money to support Liberty and post pictures and videos if you can.

2. Ask your closest friends and family to donate first to encourage others!

3. Email all your contacts e.g. colleagues, club members, friends overseas, with a personalised message and put a link to your fundraising page in your email signature.

4. Advertise your page by adding a link on your website/blog/Facebook page.

5. Write to your friends again with an update once you’ve finished. JustGiving estimates that about 20% of donations come in after the event.
**Sponsorship Form**

The Civil Liberties Trust funds the charitable work of Liberty - protecting civil liberties and promoting human rights. With your support we can take on key legal cases, further public understanding of human rights, raise awareness through the media, and continue our free legal advice services. Thank you for your support.

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<th>Name</th>
<th>Event</th>
<th>Date of Event</th>
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**giftaid it**

Increase your donation by up to 28% at no extra cost to you. For every pound you give, we get up to 28 pence from the Inland Revenue. Just tick the Gift Aid box. To claim Gift Aid, we need your full name, home address and postcode.

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Please make all cheques payable to the Civil Liberties Trust (Registered Charity No. 1024948)

www.liberty-human-rights.org.uk
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I would like my donations to the Civil Liberties Trust to be Gift Aided until I notify you otherwise. I have paid UK income and/or capital gains tax at least equal to the tax that will be reclaimed. (Please provide your full name, home address and postcode.)

Total £

Participant’s Name: ___________________
Address: _____________________________  Postcode: __________
Telephone: ___________________________
Email: ______________________________

The Civil Liberties Trust & Liberty
26-30 Strutton Ground
London SW1P 2HR

020 7403 3888

Thank you

Please make all cheques payable to the Civil Liberties Trust (Registered Charity No. 1024948)
www.liberty-human-rights.org.uk
Before you get started on planning your fundraising project, please read carefully the important information on the next couple of pages.

You will find here a brief explanation of the legal and health and safety considerations you will need to bear in mind when fundraising on Liberty's behalf.

For more detailed information, take a look at the government's guidelines at:

www.charity-commission.gov.uk

or see the Institute of Fundraising website at:

www.institute-of-fundraising.org.uk
Legal Information...

1. Take care

Fundraising for Liberty will be immensely rewarding (and hopefully a lot of fun). However, please remember that you will be responsible for making sure that your event or fundraising activity is legal and safe. Assess the risks involved and take the necessary steps to eliminate these risks. Please remember:

- Events in the workplace must comply with the Health and Safety at Work Act. For comprehensive guidelines see [www.hse.gov.uk](http://www.hse.gov.uk)
- If you decide to hold an event which involves the general public, you will need to take out public liability insurance.
- Private venues will usually have their own cover, but check with them first to see if any additional cover is required.

Liberty cannot accept responsibility for any accidents at your event or as a result of your fundraising activities so please take care. If in doubt, get in touch with our development team using the details on the cover.

2. Music & Entertainment

Please be aware that your event may need a licence if you are planning to include some form of music or entertainment. This can be avoided by using a licensed venue.

3. Food

If you would like to offer food at your event (free or for purchase), please be aware that food safety laws will apply. Check with the environmental health department of your local authority well in advance of your event. Food hygiene guidelines can be found at [www.food.gov.uk](http://www.food.gov.uk)

4. Alcohol

If you are planning to have alcohol at your event, you might need a licence. You may be able to offer free alcohol, but you will need to check with your local authority beforehand. This can be avoided by holding your event on licensed premises (at a pub, bar or any other licensed venue). Please drink responsibly.

5. Liberty Logo & Concerns

Please do not create materials using the Liberty logo without our permission. Feel free to contact our membership team who can provide you with campaigning and fundraising materials. Please also make sure everyone involved in the event understands that they are fundraising on Liberty’s behalf, but that they do not represent the organisation. This is particularly important because of Liberty’s very visible public profile.

We will be more than happy to provide you with copies of our recent campaigning materials, but please do not comment on our campaigns or on Liberty’s stance on specific issues in any media coverage without speaking to us first.
Legal Information...

6. Raffles and Lotteries

Raffles and lotteries are regulated under the same laws. If you’d like to hold a raffle at a private event or in your workplace, you won’t need to worry about obtaining a licence. This is the simplest type of lottery (and the type we would recommend). Just make it clear who is running the raffle, keep the prize budget under £250 (with no cash prizes) and be sure to sell tickets only at the event itself.

If you are planning a public lottery (which includes those where tickets are sold in advance), things get a lot more complicated and you’ll need to apply to your local authority for permission. Because of the added complexity, we would advise steering clear of this kind of lottery.

7. Collecting Funds

To make life easy, you might want to think about collecting funds using an online fundraising and sponsorship site like JustGiving as explained earlier in this guide.

If you would prefer to do things the traditional way, please ensure all collected funds or sponsorship donations are returned to us within a reasonable time frame. Unless someone in our team specifies a different deadline, please return all funds to us within 30 days of your event or activity.

Bank any cash donations and send us a cheque (made payable to “The Civil Liberties Trust”) to avoid the risk of losing cash in the post. For your own protection, you might also want to ask someone to verify the amount raised.

If you are requesting sponsorship, ask your sponsors to make cheques payable to “The Civil Liberties Trust” and confirm whether or not they are a UK taxpayer (you will find the relevant tick box on your sponsorship form). We will also need their address to confirm their identity. This way, we can claim Gift Aid on the donation, which means an increase in the value of every donation of up to 28% at no extra cost to you or your sponsors. For every pound you give, we get up to 28p from the Inland Revenue. A more detailed explanation of the distinction between Liberty and the CLT can be found earlier in this guide or on our website at www.liberty-human-rights.org.uk For more information about Gift Aid see www.hmrc.gov.uk/charities/gift-aid.htm

We strongly advise against collecting money in public places (including door-to-door and street collections) because it is illegal to do so without the proper licence. We would advise against this in any case because of the political nature of Liberty’s work.

8. If in Doubt...

If you have any doubts or queries, please get in touch with someone in our development team on 020 7378 3666 or via email at membership@liberty-human-rights.org.uk
Thank you for fundraising for Liberty!

Don’t forget to send us your photos and stories to help inspire others.