

# HOW TO FUNDRAISE FOR REFUGEES

YOUNG CHAMPIONS



Rally your friends, family and classmates to raise money for people forced to flee.

Young supporters can be highly effective at organizing events and campaigns to raise money for refugees locally and globally. From organizing bake sales and launching digital campaigns to hosting school auctions and sports challenges, there are many ways for young champions to fundraise for refugees while having fun in the process.



## WHY FUNDRAISE FOR REFUGEES?

UNHCR's international relief work relies on donations from governments, CORPORATE? partners and individuals. Our community of supporters plays a vital role in protecting and rebuilding the lives of people forced to flee because of war, violence and persecution.

Donations allow UNHCR to provide refugees with shelter, food, cash assistance, as well as the chance to study, work and build a better future.

## WHAT TO CONSIDER BEFORE STARTING?

Before you start, please read the UNHCR Young Champions' Code of Conduct. You can contact us at [youth@unhcr.org](mailto:youth@unhcr.org) to ask questions.

If you fundraise, you need to be passionate about the refugee cause and feel ready to share why it matters to you in order to convince others to give their support.

This guide will help you navigate the process of organizing a fundraiser. Ready? Go!

## EXAMPLE:

### Fundraising for refugee scholarships

Our network of Young Champions for Refugees raised over \$7,000 to create two scholarships to help bridge the gap that refugees face when it comes to accessing higher education. Young Champions sold artwork and raised funds online. © UNHCR/Nicholas S.Adatsi



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## FUNDRAISING IDEAS

**Fundraising sale – Prepare a stand in a strategic location and sell for a good cause!**

- Bake sale: Bake your yummiest donuts, cupcakes and cookies to sell! Or convince your local bakery to support.
- Garage sale: Your trash might be someone else's treasure! Sell old books, clothes or toys to give them a new life.
- Art sale: Create something with your own hands and sell your best artwork and crafts.
- School auction: Let guests bid to win items, such as artwork, a principal-for-a-day slip, or vacation packages.



**In-person activities – Organize a fun activity and charge an entrance fee:**

- Fun night: Organize a talent show with singing, dancing & magic tricks, or a bingo or karaoke night.
- Sport: Organize a tournament and challenge your faculty to join. Or organize a race where participants ask their family to contribute an amount for each km/mile they run.
- Model UN: Ask your delegates to donate or charge a small fee. Make sure to join our MUN Challenge.



**Virtual events – Get people together online and charge a participation fee:**

- Game night: Create a fun quiz, or play games online, from trivia or chess to Among Us.
- Virtual workout session: Identify a sports enthusiast in your team to lead a virtual workout or yoga session.
- Virtual Classes: Host a virtual class and teach others a skill you're good at, such as cooking, how to make a TikTok, or a yoga class!



**Digital campaigns – Communicate with your audience online and inspire them to donate:**

- Social media campaign: Amplify an existing UNHCR campaign or create your own visuals and videos.
- Crowdfunding page: Set up your own crowdfunding page using platforms like GoFundMe or Facebook.
- Live streaming: Talk to your network in real time.
- Gaming: Encourage fans to donate while watching you play on Twitch or other platforms.



## HOW TO PLAN YOUR FUNDRAISING CAMPAIGN

01

### Identify your fundraising cause & campaign

- What is the cause you are fundraising for? Are you raising funds for all UNHCR operations, or for a specific refugee emergency or priority area (e.g. refugee education)? You can also fundraise locally for refugees in your community.
- Ask yourself: what am I passionate about? Which issue should I rally my friends, family and classmates around? If you're not sure where to start, reach out to [youth@unhcr.org](mailto:youth@unhcr.org) for guidance!

02

### Define your fundraising goal

- How much money are you trying to raise? Set a clear goal from the start. People are more likely to donate if they understand what they are contributing to, so explain clearly what the money will be used for (e.g. building shelters, providing psychological support).
- Keep in mind that every donation, large or small, makes a difference in the lives of refugees, so don't be pressured to raise a large amount of money! However, you can also dream big.

03

### Identify your audience & strategy

- Who is your target audience who will donate to your cause? Students, teachers, parents neighbours?
- How can you make them care about the issue and donate? Would it be better to have a virtual fundraising event or organize a sale?
- Consult our list of fundraising ideas above!

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### Submit your fundraising idea

Notify UNHCR of your idea by filling this [questionnaire](#) three to four weeks before your event. In case of humanitarian emergencies, you can submit your request a few days before your event. The earlier you contact us, the more we can support you! We will also give confirmation that you can use the “Young Champions” Logo as part of your fundraising.

## EXAMPLE:

### Local fundraiser for Afghan refugees

In Poland, students taking part in a Club of Young Champions for Refugees organized a sale in their school to be able to buy food and first-necessity items to help 200 Afghan refugee living in a local centre.



05

### Plan the logistics

Logistical details take time! A few tips:

- Decide on your event date and location. Where and when are you holding your fundraiser?
- Find out what you need for your event. Do you need to book a venue? If your event is virtual, choose a digital platform and generate a link.
- Create a budget so that you can purchase what you need (e.g. posters, tables, donation box)
- Consult experienced adults – like your Club’s advisor if you have one – and ask for their advice.

06

### Promote your fundraiser

Promote your event! A few tips:

- Use design tools like Canva to create posters, flyers, or social media visuals.
- Virtual event? Set a clear timeline for publishing your content.
- In person? Print posters or distribute flyers! Reach out to other clubs on campus.
- Encourage people to register through a platform like Facebook or EventBrite, or send them reminders by email!

07

### Make it happen!

You are now ready to raise money to support the refugee cause! A few tips:

- Make it memorable: take pictures!
- Thank donors for their contributions.
- Be transparent about the proceeds.
- Don’t forget to have fun in the process!

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### Submit your donations and share your story

Thank you for fundraising! When you're done:

- Submit your funds via the relevant UNHCR fundraising page within two weeks. If you are fundraising locally, redirect the funds to the local NGO or refugee community you are supporting.
- Share an update with [youth@unhcr.org](mailto:youth@unhcr.org) with some pictures! Your story can inspire others!

### EXAMPLE:

#### Partnering with a small business

Suzannah, a 15-year-old Young Champion in New York, partnered with a local business “The Hungarian Pastry Shop”, which donated all of its profits for one day to UNHCR emergencies, raising \$4,000. Photo © Suzannah

