



CARAS

**supporting diversity
challenging adversity**

CONTACT

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FUNDRAISING PACK



Thank you
for fundraising
for CARAS

WHO WE ARE

CARAS has 15 years' experience supporting refugees and asylum seekers in south London to integrate and lead independent lives: creating a place for them to make friends, develop their skills and feel welcomed.

WHAT WE DO

In 2016, more than 300 adults and children attended CARAS for English classes, youth groups, women's drop-in, life skills and employability workshops, study group and one-to-one support for tricky issues such as debt, immigration and housing.

WHY DO WE NEED YOUR HELP?

We have a huge impact with 30 active volunteers for every staff member, and we need funds to keep everything running. These come from trusts and foundations, from teaching, and from you.



“CARAS is a place to relax and get support”

supporting diversity. challenging adversity.

KEY FACTS

Refugees and asylum seekers often face multiple complex disadvantages

In 2015, 3,043 unaccompanied children submitted asylum applications in the UK

Asylum seekers are not allowed to work in the UK, and they are expected to survive on just £5.27 per day

CARAS assists over 300 men, women, young people and children rebuild their lives in London every year



“CARAS is like my family and it is everything for me. CARAS cares, they help us and they support like learning, English, cooking and education.”

YOUR FUNDRAISING WILL...

1. Help refugees rebuild their lives in the UK
2. Support refugees to achieve their goals
3. Further solidarity in our communities
4. Ensure we are here at times of crisis
5. Show your commitment to making refugees feel welcome

THERE ARE LOTS OF WAYS YOU CAN FUNDRAISE.

To help you decide what’s best for you, we’ve divided them into three categories:

SOLO AND TEAM CHALLENGES

PRIVATE EVENTS

PUBLIC EVENTS



MINI-INTERVIEW WITH RUTH

Why do you support CARAS?

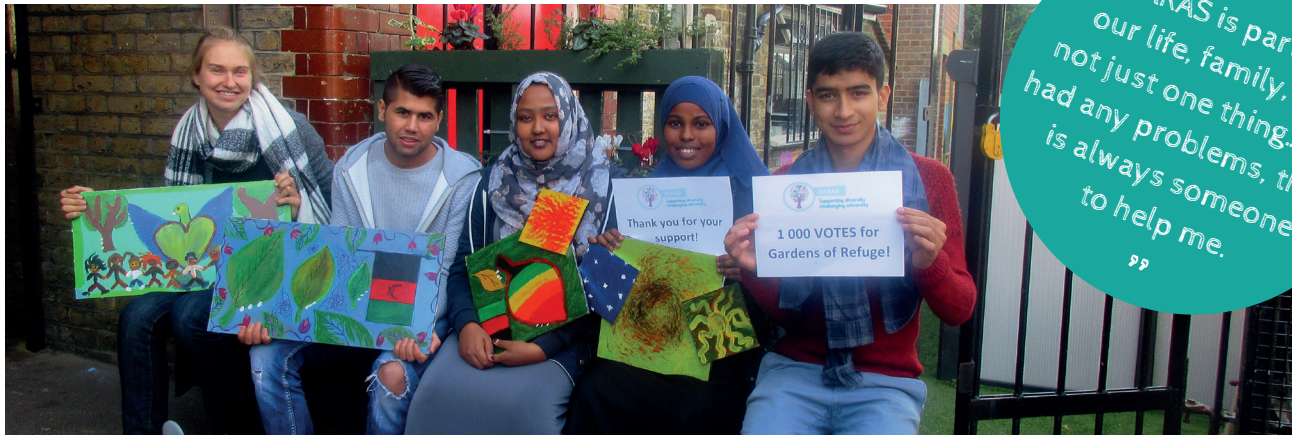
“Because it’s a wonderful small charity making a big difference for refugees and asylum seekers.”

What did you do?

“I ran the Reading Half Marathon.”

What did you enjoy about it?

“Finishing it! And seeing the final amount I had raised.”



“CARAS is part of our life, family, it is not just one thing... if I had any problems, there is always someone to help me.”

ORGANISING A FUNDRAISER

START

1. CHOOSE YOUR FUNDRAISING ACTIVITY

2. COME UP WITH A PLAN

3. CREATE YOUR FUNDRAISING PAGE
on [justgiving.com](https://www.justgiving.com)

4. CONTACT CARAS

We can send you publicity materials and promote your fundraiser on our blog

5. PROMOTE YOUR FUNDRAISER

6. ENJOY YOUR FUNDRAISER

7. SEND YOUR FUNDS TO CARAS

8. SAY THANK YOU
and tell your supporters your fundraising total

9. KEEP IN TOUCH

Read our social media, newsletters, bulletins and blog - we will thank you here too!

10. SEE THE RESULTS OF YOUR FUNDRAISING EFFORTS!

FINISH

HAVE YOU DECIDED HOW TO FUNDRAISE YET?

Feel free to ask us for:

More
inspiration

Our
top-up tips

Organisation
guidelines

Information about
Gift Aid

Telephone: +44 (0)208 767 5378 | Email: fundraising@caras.org.uk

Or have a look at the suggestions below to get you started.

SOLO AND TEAM CHALLENGES

Get your family, friends, colleagues and wider network to sponsor your effort, your resilience and your achievement.

LIVE ON £5.27 A DAY FOR A WEEK

The daily allowance of an asylum seeker

PUSH YOUR BOUNDARIES

Bungee jump, escape a locked room or hike the Himalayas... only you know how far you're prepared to push your boundaries

SUBSTITUTE GIFTS

Have friends donate to CARAS in lieu of birthday or wedding gifts

HAVE SOME FUN!

Sign up for the next Colour Obstacle Rush or Santa in the City



MINI-INTERVIEW WITH TRICIA

How did you fundraise for CARAS?

"We asked for donations instead of wedding gifts and then instead of gifts at our naming ceremony for our little girl. It's a great way to let people know about CARAS as well as save them time looking for the perfect present."

Why do you support CARAS?

"CARAS does amazing work and I have seen first-hand that every penny gets used to help the women, men and children who they work for."

PRIVATE EVENTS

Choose a theme or activity that you all enjoy. Everyone makes small donations which amass to a valuable contribution.

GAMES NIGHT

Board games, video games, fairground games, card games - there's something for everyone

SKILLS AUCTION

Anyone can donate their time to provide a service such as tuition to the highest bidder

SWEEPSTAKES

Everyone selects a team in a competition - prizes go to first place, last place and a topical superlative

BAKE SALE BAKE-OFF

A tea party with a competitive edge - any time any place



Year 8 students at Ursuline High School in Wimbledon won a £1,000 grant from First Give with their compelling presentation, video, song and role play demonstrating what the CARAS community means to local refugees.

“When we were told about the amazing work you do with local refugees we were determined to win the money for CARAS”

PUBLIC EVENTS

Organise or participate in an event for your community. You can use the public platform to spread the word and donate the proceeds to charity.

HOST A SHOWCASE

Show off the talents of your community

RUN A TOURNAMENT

Compete for CARAS charity champion of 5-a-side football, pool, darts, or karaoke

GET INVOLVED IN A LOCAL EVENT

Gift wrap at a Christmas Fair, hold a raffle at a festival or face paint at the school fete

TEAM UP WITH THE LOCAL CINEMA

Organise a special charity screening

“We were amazed, overjoyed and so proud to win the money for refugees in our community”

FACE TO FACE

FAMILY AND FRIENDS

Visit family and friends, make a telephone call, send a postcard, a text, an e-card or an email - personally contact everyone in your address book

SPREAD THE WORD

Ask them to spread the word of your fundraising efforts to everyone in their address book too!

PREVIOUS SPONSORS

Contact anyone you've previously sponsored and ask if they would return the favour

LOCAL BUSINESSES

Meet with local businesses and ask to put posters in their windows, flyers at reception or an item in their newsletter



“CARAS is meeting new people. It helps with English learning.”

SOCIAL MEDIA

POST UPDATES

Make announcements and post updates regularly about the progress of your fundraiser on every platform you use

FACEBOOK GROUP

Create a group or event on Facebook and invite your friends. Ask them to invite their friends (unless it's a private event!)

SHARE MEDIA

Share photos and videos throughout; in the lead up to, during and after the event

BLOGGING

Create a blog or vlog about your fundraising journey

#HASHTAG

Create a hashtag and ask your network to help you get it trending

WE HAVE READY-MADE PUBLICITY MATERIALS TO HELP YOU, INCLUDING:

POSTERS

To display in local businesses, schools, community centres or at home

FLYERS

To distribute door-to-door or to the public, to circulate in magazines or mailings or to display in local businesses

INVITATIONS

To personally invite guests to your private event and make them feel extra special

FACTSHEETS

To promote the cause before, during and after your fundraiser

CARAS LOGO

To create your own materials



KEY DATES

You could link your fundraiser to an important national or international event. You can celebrate, promote awareness and raise the profile of your fundraiser at the same time.

8th MARCH

International Women's Day

20th JUNE

World Refugee Day

MONDAY TO SUNDAY AROUND 20TH JUNE

Refugee Week

10th DECEMBER

Human Rights Day

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If you don't
have a
community,
life is very
difficult.
99

WHAT WILL YOUR FUNDRAISING ACHIEVE?

£5

Pays for a delicious hot and nutritious homemade lunch for a refugee or asylum seeking family

£15

Pays for a bilingual dictionary, an essential tool for anyone learning English that can even be carried around and referred to in day-to-day situations, like at the shops

£25

Pays for a family to take part in a Family Activity Day during the holidays where they come together to do craft, play games and share a meal with other families

£50

Pays for an unaccompanied young person to learn how to cook cheap, nutritious food in our weekly cooking class

£100

Pays for a family experiencing crisis to be supported by a volunteer visitor for 3-6 months, working together to address their immediate needs and make plans for the future

£300

Sustains the whole of our one-to-one problem-solving clinic for one month, helping dozens of people to avoid crisis

£550

Pays for a day out for a group of young people to escape from everyday stresses and experience something completely new



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When I came to this country, I didn't know anybody and I was scared ... now I feel more independent and free.



“Without you,
I would not
be here.”

HOW TO PASS ON YOUR DONATIONS

Set up an account on [JustGiving.com](https://www.justgiving.com)

1.

Click the

[Start fundraising](#)

button to get started

2.

[Search](#)

for and

[Select](#)

‘CARAS’ as your charity

3.

Choose the event type and complete your event details on their simple form

4.

Click

[Create your page](#)

and you are ready to take online donations!

If you collect donations yourself and don’t want to donate through JustGiving, contact us and we can organise another method of payment.

86
CARAS supports
families in trouble,
takes kids to the
trips, takes time.
99

CONTACT CARAS FOR IDEAS OR HELP!

CONTACT CARAS TO :

- Discuss your idea
- Advise on fundraising for a specific project
- Give advice or inspiration
- Attend your event
- Receive more information of gift aid and sponsorship
- Request a collection tin
- Set up a 'text giving' option, so that your donors and sponsors can contribute via text message

CARAS CAN :

- Send you official CARAS materials
- Help you create your own publicity
- Promote your fundraiser on our social media

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FRIDAY 28 FEBRUARY 2014 **EVENING STANDARD**

News

Like us on Facebook [facebook.com/eveningstandard](https://www.facebook.com/eveningstandard)
Follow us on Twitter [@standardnews](https://twitter.com/standardnews)  

I'm running the marathon to help these kids ... and to beat Ed Balls

THE DISPOSSESSED FUND

David Cohen Campaigns Editor

WHEN Sadiq Khan was asked to run the 2014 Virgin Money London Marathon for the Evening Standard Dispossessed Fund, his response was emphatic: "No way!"

The shadow minister for London and shadow justice secretary instructed his parliamentary office staff: "Find me an excuse, any excuse, to tell the Standard, 'NO'"

But when the 43-year-old Labour MP for Tooting discussed the offer with his wife Saadiya, a solicitor like him, her reply took him by surprise.

"You're just being a big chicken," she said, before extracting promises that any training routine would not be at the cost of family time.

By the time Mr Khan met me a few days later to give his final decision, his eyes were bulging with fear.

"I have never run more than 10 kilometres in my life and to be frank I am terrified," he said, before launching into a litany of why it was a terrible idea.

"My big problem is my right nipple. My staff find it extremely funny whenever I mention this, but when it starts rubbing against my shirt, it's no joke."

He paused. "Okay," he said, bubbling over with enthusiasm. "I'm in, I'm committed, I'm bloody going to do it! I compare it to the scene in Rocky II when Rocky is training with his coach and can't catch the chicken and his wife turns to him and says, 'Win,' and once he has his wife's backing, he catches the chicken."


To be fair to Mr Khan, who is touted as a 2016 London mayoral candidate, we had asked him to run only five days before entries closed on January 31.

Most runners training for the London Marathon would have had a good four to eight-week head start. Mr Khan would have only 10 weeks to ramp up from 10km to 42.2km.

I told him that I had faced a similar challenge when I first ran the London Marathon two years ago. I also told



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Before, I had
no hope. Now I
have hope for
my future

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