



UKRAINE HUMANITARIAN APPEAL

FUNDRAISING GUIDE



THE UKRAINE HUMANITARIAN APPEAL

A very warm welcome. This guide aims to help you with your fundraising for the millions of people affected by conflict in Ukraine.

I would first like to thank you for your support of the appeal. Donations are already enabling our member charities and their local partner organisations to make a difference. Sadly, each day we learn of significant new needs.

We are all part of a global family. When one part is hit by a devastating event, the rest comes to their aid. We'd like to ask you to mobilise your friends and community to raise whatever you can for people in Ukraine and those who have fled the country.

This guide includes some simple ideas and tools such as a poster and sponsorship form. If you need more support, please contact our team.

May I take this opportunity to thank you for your generosity and compassion. Together we are a strong force for good at desperate times like these.



Saleh Saeed - CEO, Disasters Emergency Committee

P.S. If these ideas don't fit, please don't feel constrained. Do whatever you can to raise funds and support the appeal. THANK YOU!



WHAT'S HAPPENING?

Millions of people have fled their homes to escape conflict in Ukraine. Leaving behind jobs, belongings and loved ones, they now face an uncertain future.

Intense conflict in Ukraine is threatening the lives and livelihoods of civilians across the country. Families have been separated. People have been injured. Lives have been lost. Homes have been destroyed or are unsafe to live in. Critical infrastructure such as health facilities, water supplies and schools have also been damaged or destroyed.

At Ukraine's borders with Poland, Romania, Hungary, Slovakia and Moldova, huge numbers of people have arrived with only what they can carry. The need is great, and the response is likely to be required for months and years. Donations are helping to provide essentials like food, water, health assistance, shelter and trauma care.

DEC charities are in Ukraine and neighbouring countries meeting the needs of both refugees and displaced people.



18 MILLION

people are projected to be affected by the escalating conflict in Ukraine



4 MILLION

people expected to be displaced as the fighting continues

Find out more



ABOUT THE DEC AND HOW YOUR FUNDRAISING MAKES A DIFFERENCE

The DEC is made up of 15 member charities, all experts in humanitarian aid and specialists in different areas of disaster response. They come together to speak in one voice and make fundraising more efficient when we launch an appeal.

During times of acute humanitarian need, the DEC and its member charities provide a timely and effective response.

Pooling our resources to work as one, we are pivotal in coordinating the UK public's response to overseas disasters. In collaboration with our Rapid Response Network of national media and corporate partners, we raise the alarm to the UK public and set up easy ways to donate.

By fundraising for the DEC, you'll be helping us get aid to people who need it.



£30

could provide essential hygiene supplies for three people for one month



£50

could provide blankets for four families



£100

could provide emergency food for two families for one month

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TAKE ON A CHALLENGE

Are you up for a challenge? If you are, you can often raise a lot of money by doing something that doesn't need a lot of organising. Just pick the challenge, [set up a JustGiving page here](#) and click "Start Fundraising", then be sure to tell your family, friends and colleagues all about it.

Once they hear what you are doing, and how you are supporting the appeal, many of them will sponsor you! We'd recommend at least a week of time to get prepared and get your friends behind your quest!

Here are some simple ideas:

- 1 Set yourself a physical challenge to walk, run, ride, swim or climb a given distance or join an event which is happening soon, such as a 10km run (just make sure you are fit enough to tackle it, or allow time for training).
- 2 Quit a bad habit (or a guilty pleasure) for a week. Get sponsored to stop smoking, lose the booze, cut out chocolate or put down the pasties. You might even get a little healthier as a result!
- 3 Get sponsored to shave your head, dye your hair red or wear an awesome wig to support the DEC.
- 4 If you are normally a chatterbox, ask family and friends to sponsor you to be silent for a day.

Whatever you do, make sure you set up your JustGiving page and tell EVERYONE you know about it!



SIX TOP TIPS FOR YOUR JUSTGIVING PAGE

- 1 Customise your page:** add a photo that will catch your friends' attention, explain your challenge or why you are raising money, and show how the DEC appeal is important to you.
- 2 Set your fundraising target:** let people know how much you aim to raise and perhaps relate this to what the money will go on to do, which you can see on P4.
- 3 Sponsor yourself!** Set the bar for everyone else, show your commitment to your challenge and your passion for the DEC.
- 4 Tell everyone you know:** use social, email and messenger apps to share your page link with anyone and everyone you know! Ask them to support you and let them know the impact of a £30 donation.
- 5 Thank and update your supporters:** post messages of thanks into social and add updates on your fundraising page. If you are taking on a physical challenge, update your friends about your preparation and progress.
- 6 Send reminders:** everyone is busy, so don't forget to politely chase up those who may have said they would donate but haven't had time to do it yet. (This is often best done at the very start of the month when many people have recently been paid.)



Don't have a JustGiving page yet? It's easy to create one now by [visiting this page](#) on JustGiving and clicking "Start Fundraising".

OTHER WAYS TO RAISE MONEY ONLINE

By raising money online you help the cash get to the DEC and our member charities as fast as possible. And that means we can quickly put it to work where it is needed most. Here are some ways to help now:

1 Set up a Facebook Fundraiser

You may have seen these tools on Facebook. Just visit the DEC's Facebook page and you can choose to set up your own Fundraiser for the appeal. Some of the tips on the previous page will also help you raise as much as you can.

2 Sell stuff on eBay

We all have a few extra "pre-loved" things at home, so this is the perfect moment to dust them off and list them on eBay. When you pop them up for sale you can choose to direct some or all of the sale price to the DEC.

3 Donate to the appeal and share this on social to inspire your friends

Comment on a DEC post or retweet us and tell your friends why you have donated. This will help the appeal reach more supporters and raise more.



RAISING MONEY WITH YOUR FRIENDS

There are lots of ways you can come together with your friends, neighbours and members of your sports club, gym or community to help people affected by the conflict.

Here are a few ideas for you:

- 1 Pay extra subs when you play sport, arrange a physical challenge at the gym or host a special event which costs a little extra compared to your normal exercise class.
- 2 You can exercise your grey cells and competitive side by organising a pub quiz or a quiz at a community centre.
- 3 Why not host a dinner or lunch, invite your friends and ask them for a donation to the DEC when they arrive?
- 4 You could also host a coffee morning or fundraising event at your place of worship.
- 5 If you are into gaming, why not host a games night with your friends, in real life or using Tiltify / a JustGiving live streaming fundraiser?
- 6 Are you fully “influential” on social? Get together and host a live chat with your followers, and ask them to chip in toward the appeal while you are chatting / jamming / working out / making jam with them.



Whatever you choose to do, let us know, and feel free to make use of the poster and sponsorship form assets at the end of this guide.

RAISING MONEY AT WORK

Many people raise huge sums of much-needed money by arranging activities at work. One way to help your donations and fundraising go further is to ask your boss or company about “matched giving”. You might find they also chip in to really push up the total raised. Some simple ideas for your workplace:

- 1 Host a quick real-life or virtual coffee morning and bake sale. Ask all aspiring bakers to get their “bake” on if you are back to the office now. Alternatively host a baking competition where everyone has to bake the same thing and then show off their creations on a Zoom coffee catch-up. You can sell or auction cakes, biscuits and tarts to rake in the dough.
- 2 Organise a “Pay it Forward” lunch where everyone donates the amount they spent on their food for a day or a week.
- 3 If you are more willing to go wild, how about getting sponsored to wear something unusual to work, do something daring or even keep quiet all day? Whether you are in an office / workplace or working from home, get creative and see just how daring you can make your fundraising.

Every office and workplace is different, so some of these ideas might not work for you. But the good news is... you will know what does. How about getting a small team together and coming up with a plan you can take to your boss to get their support?



RAISING MONEY AT SCHOOL

Many schools across the UK are heroic in their efforts to raise money for our appeals. We find simple things work best for fundraising so here are a couple of ideas to help get you started:

- 1 Ask parents and guardians to support a non-uniform day with a donation of £2 per student.
- 2 If you have a sports day on the horizon, ask students, parents and teachers to get sponsored to take part in a challenge during the day.
- 3 Why not host a play, a magic performance, a concert, talent or fashion show or anything creative and enjoyable? Sell tickets and let your artistic talents make a real difference for people affected by the conflict in Ukraine.

If you need some extra help, please get in touch and we'll assist as best we can!



COLLECTING CASH DONATIONS

We're often asked about collections, or volunteer time to support collections, during appeals. While we are hugely grateful for the support, collections can be difficult to arrange and carry out properly. We'd prefer you to direct people to [donate online](#) to the DEC (or ask them to support your JustGiving page if you have one) since the money gets to us, and out to where it is needed, much faster. However if you wish to undertake a collection there are some key things to sort out:

- 1 Ensure you have permission from key organisations and people: the DEC, the local council, the local police, any relevant landowner or the manager / managing agent of venues such as offices, shops and shopping centres.
- 2 Recruit a number of helpers or volunteers to support the collection.
- 3 Make use of appropriate materials such as buckets and bucket stickers (designs for these are at the end of the guide). Make use of the downloadable resources, either online or by printing them off and using them as you see fit.

Make sure you plan for how you will secure, sort and pay in any cash you raise.

It is, of course, very important that all money raised is returned to the DEC as soon as possible in order for us to help those affected.



HOW TO PAY IN THE MONEY YOU RAISE

If you're taking on a challenge and getting sponsored to do it, start a fundraiser at this [JustGiving page](#) to collect your sponsorship. You can also pay in money raised offline by making an equal contribution to your JustGiving page. This will help make it simple for your friends and family to support you.

If you're paying in money after holding an event, please do so online by going to the [DEC's appeal donation form](#).

Alternatively, you can:

1 Pay in cash at any Barclays Bank branch or Post Office. We kindly request that you sort your coins, by denomination, into separate bags which the bank or Post Office can provide. Details for your paying-in slip are as follows:

Account name: Ukraine Appeal
Sort code: 20-00-00
Account number: 03042294

Once you have paid in the cash please email us to let us know how much you sent and what you did to raise it. You can contact us on: fundraisers@dec.org.uk

2 Send a cheque (no cash) to:
**DEC Ukraine Humanitarian Appeal,
PO Box 999,
London
EC3A 3AA**

Make the cheque payable to '**Ukraine Appeal**'. Please fill in a postal donation form (included at the end of this document) and add it in with your cheque.



HAVE A QUESTION? NEED ADVICE?

We're always happy to help, although please bear in mind that during this appeal we may take a little while to get back to you.

You can email us on: fundraisers@dec.org.uk

Or call us on: [0207 387 0200](tel:02073870200)

THINKING OF FUNDRAISING FOR US? GET IN TOUCH!

Please send a quick email about your plans, as well as your contact details, to: fundraisers@dec.org.uk

We may be able to offer some support or advice if you need it, to help make your fundraising as successful as possible.





THANK YOU

**UKRAINE
HUMANITARIAN APPEAL**



DISASTERS
EMERGENCY
COMMITTEE



In support of:

UKRAINE HUMANITARIAN APPEAL



Photo: Michael Kappeler / dpa

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In support of:



UKRAINE HUMANITARIAN APPEAL

Enter your event information here

DEC
MEMBER
CHARITIES



actonaid



UKRAINE HUMANITARIAN APPEAL



In support of:

WHAT'S HAPPENING

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Intense conflict in Ukraine is threatening the lives and livelihoods of civilians across the country. Families have been separated. People have been injured. Lives have been lost. Homes have been destroyed or are unsafe to live in. Critical infrastructure such as health facilities, water supplies and schools have also been damaged or destroyed.

At Ukraine's borders with Poland, Romania, Hungary, Slovakia and Moldova, huge numbers of people are arriving with only what they can carry. In many places there are long waits to cross and scant facilities waiting for them on the other side, with temperatures dropping below freezing overnight.



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WHAT WE'RE DOING

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During times of acute humanitarian need, the DEC and its member charities are there to provide a timely and effective response.

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FIND OUT MORE AT [DEC.ORG.UK](https://dec.org.uk)



Thank you for donating to...

DEC Ukraine Humanitarian Appeal

How much would you like to give?

£25 £50 £100 Or... £

giftaid it **Add 25% to your donation at no extra cost to you.**

Yes - I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to the Disasters Emergency Committee

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. The tax reclaimed will be used to help fund the whole of the DEC's work.

Your Details

Title:

Email:

First Name:

Address:

Surname:

Please send me updates about the impact of my donation:

By Email By Post

Postcode:

Please notify the DEC if you: want to cancel your declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains; if you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Payment Details

Card Number:

Visa Mastercard Maestro

Solo CAF Card AMEX JCB

Expiry Date:

Issue Number:

Signature:

Date:

Thank you, please send this form to...

The Disasters Emergency Committee,
PO Box 999,
London,
EC3A 3AA

DECFORM

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Thank you for donating to...

DEC Ukraine Humanitarian Appeal

When did you donate?

date of donation

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Thank you, please send this form to...

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EC3A 3AA

or scan back to fundraisers@dec.org.uk

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**DISASTERS
EMERGENCY
COMMITTEE**

www.dec.org.uk
fundraisers@dec.org.uk

To collect Gift Aid for money raised / collected at events

Please Return to:
The Disasters Emergency Committee
PO Box 999
London
EC3A 3AA

Your Details

Your name:		Event Name:	
Fundraising ID:	Total amount received:	Total Gift Aid amount:	Date:

giftaid it **Add 25% to your donation at no extra cost to you.**

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the DEC to claim tax back on your donation.

Full name (First name and Surname)	Home Address (Essential for Gift Aid to be Claimed)	Postcode	Donation Amount (£)	Date Paid	Gift Aid ✓
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>

If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the Disasters Emergency Committee to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the DEC will reclaim 25p of tax on every £1 that I have given.

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www.dec.org.uk
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Remember: You must provide your full name, home address, postcode &  Gift Aid for the DEC to claim tax back on your donation.

Full name (First name and Surname)	Home Address (Essential for Gift Aid to be Claimed)	Postcode	Donation Amount (£)	Date Paid	Gift Aid 
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>

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THANK YOU

DEC.ORG.UK

MAKE YOUR DONATION BOX

- 1 Print onto A4 card.
- 2 Cut around the edges and fold along the seams to make a box.
- 3 Attach the 'GLUE HERE' edge underneath the 'THANK YOU' edge.

UKRAINE HUMANITARIAN APPEAL

Photo: Michael Kappeler / dpa

If you have any questions contact us on: fundraisers@dec.org.uk

Photo: Michael Kappeler / dpa

Registered Charity No. 1062638



DEC MEMBER CHARITIES

In support of:



GLUE HERE



In support of:

DEC MEMBER CHARITIES



Registered Charity No. 1062638



In support of:



UKRAINE HUMANITARIAN APPEAL

Registered Charity No. 1062638.

Photograph: Michael Kappeler/dpa

DEC
MEMBER
CHARITIES



actionaid

Age International



CAFOD
Catholic Agency for
Overseas Development



christian
aid

CONCERN
worldwide



OXFAM

PLAN
INTERNATIONAL

Save the
Children

tearfund

World Vision

Photograph:
Michael Kappeler/dpa

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In support of:



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- DEC MEMBER CHARITIES
- ACTION AGAINST HUNGER
- act:onaid
- Age International
- BritishRedCross
- CAFOD Catholic Agency for Overseas Development
- care
- christian aid
- CONCERN worldwide
- RED CROSS RESCUE
- ISLAMIC RELIEF
- OXFAM
- PLAN INTERNATIONAL
- Save the Children
- tearfund
- World Vision

IN SUPPORT OF



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EMERGENCY
COMMITTEE**

Registered Charity No. 1062638

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