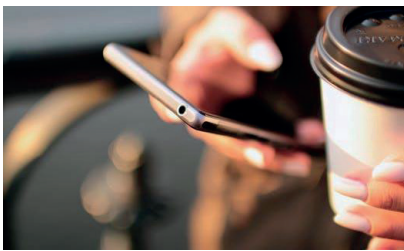


Welcome to
Team PC4R!



Welcome to our team



Thank you for joining Team PC4R, and making the time and effort to support us with your fundraising. As an organisation, we're pretty unique - we guarantee that every penny you raise for us will go towards topping up vulnerable refugees' phones, enabling them to contact loved ones, access vital services, use GPS and maps, receive information and call for emergency support.

The following pages are designed to give you tips and advice on how to make the most of your fundraising. So whether you're undertaking a sporting event or simply challenging yourself to put a few pounds aside for us each month, all the help and support you need is right here.

We hope you have a fantastic time fundraising for us - supporting an organisation in this way can give you a great sense of achievement. If you'd like to tell us about your fundraising plan, or need any further support or information regarding fundraising, please get in touch - we'd love to hear from you! Don't hesitate to contact us by emailing

info@pc4r.org

Good luck - and enjoy!



How we make a difference to refugees and displaced people



Phone Credit for Refugees (PC4R) supports refugees and displaced people separated from their families by war and conflict. We provide mobile phone top-ups, so they can stay in touch with their families and loved ones, communicate with support agencies and stay safe.

We are a humanitarian response set up by ordinary people - volunteers who give their time freely to make refugees feel safer. We are unique in that we are entirely volunteer led and run, with no full-time employees. PC4R began modestly, after being set up by founder James Pearce. At first, a handful of friends and volunteers donated money to pay for refugee phone top-ups, but the organisation quickly grew as this important need was recognised. To date, we have more than 58,000 Facebook



group members, who together have raised over £900,000, helping to top up more than 50,000 refugees' phones.

But this crisis isn't going away, and we need your help to continue to support refugees who have nowhere else to turn - refugees who have no other means of connecting with family, friends and community, and whose isolation is made worse by their limited access to support services and emergency help. Access to a mobile phone is vital to stay safe. That's why we're so grateful for your fundraising efforts, to keep our vital service going.

#WeAreAllConnected



Why fundraise for us?



Every pound you raise will help us to keep another refugee connected. We've had requests from refugees in Europe, Asia, the Middle East and Africa. Our requesters come from a diverse range of ethnicities, nations and religions, and range in ages from 7 to 90.

Although we'd like to be able to support all refugees and displaced people, we have limited resources. Therefore, our focus is on helping those who are the most vulnerable - women, children, those sleeping rough or in dilapidated and overcrowded camps, and those who can't receive financial support from local aid agencies or

organisations. We provide top-ups from £10 to £20, depending on the requester's circumstances, and offer this service on a monthly basis. Each request we receive is subjected to a set of rigorous checks by our admin team, so you can rest assured your money is getting to exactly where it can be of most help. By supporting us with your fundraising efforts, you will help us reach more refugees in need.

#WeAreAllConnected



Fundraising ideas



You might already have an idea of how you're planning to fundraise for us, in which case, thank you! If not, here are a few ideas to help you get started...

SPORTING

- Arrange a 5-A-Side football tournament
- Sign up for a running event, such as a 5K, 10K, half marathon or marathon
- Sign up for an open-water swimming event - distances range from 500m to a couple of miles
- Got a head for heights? Sign up for a sky dive, bungee jump or abseil
- Organise an arm-wrestling competition within your workplace, and muscle up some healthy competition!

SOCIAL

- Love baking? Hold a cake sale
- Natural-born performer? Organise a gig, open mic night, summer party or battle of the bands
- Arrange a second-hand book sale
- Organise a pub quiz

COMMUNITY

- Enlist your entire school class or work team and pledge to go 24 hours without your mobile phones
- Keep it in the neighbourhood, with a street-party fundraiser!
- Try a good old-fashioned charity car wash
- Ask whether your workplace will match your fundraising

PERSONAL

- Sell unwanted items on eBay and donate the profits
- Collect pound coins in a jar for a month or two
- Bring a packed lunch into work every day for a week (or month!) and donate the money you save
- Have a special occasion coming up? Ask friends to donate to our cause, in lieu of forking out for a birthday, Christmas or wedding present

#WeAreAllConnected



Set up your online fundraising

The easiest way to ask your family, friends and colleagues to sponsor you is to set up an online sponsorship page. Here's how to get started...



HINTS & TIPS

Making your page as personal as possible is the best way to maximise your fundraising, as it will make it more engaging when people click on the link. Include as much information as possible - why are you taking on this challenge? In what ways is it going to push you out of your comfort zone? Why does the PC4R cause mean so much to you? The more details, the better! And be sure to add photos and videos, to personalise your page.

#WeAreAllConnected



Shout about it!



Don't forget to spread the word about your fundraising - the more you shout about it, the more likely you are to meet (or even exceed) your fundraising target! Some great ways to publicise your event or challenge include:

1/ Post on social media!

Shout about your event or challenge on your Facebook, Instagram or Twitter pages. Tag us in your posts so we know about your fundraising, and use the hashtags #TeamPC4R and #WereAllConnected, so we can help support you.

2/ Let us know!

Send us an email (info@pc4r.org) or a direct message on Facebook, Instagram or Twitter, to tell us about your fundraising, and we will endeavour to give you a shout out on our social channels!

3/ Contact your local press

Doing something wacky (like running the Virgin Money London Marathon dressed as a mobile phone)? Then contact your local newspaper to see if you can get some coverage. Create a short, one-page press release stating who you are, what your challenge is, when it takes place and why you're doing it, plus your contact details.



Like!



#WeAreAllConnected



Thank you

On behalf of everyone at Phone Credit for refugees, we would like to say a huge thank you for thinking of us and deciding to raise vital funds for our organisation. As an entirely volunteer-run service, we rely solely on donations to keep refugees' phones topped up, so that they can stay connected - and stay safe.

If you have any further questions about fundraising, or would like to tell us your fundraising plans, please get in touch at info@pc4r.org - we would love to hear from you!

#TeamPC4R

#WeAreAllConnected



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