



**UNHCR**

The UN Refugee Agency  
United Kingdom for UNHCR

# UK for UNHCR Employee

## Fundraising Pack

# Thank you

**With your support, UNHCR is helping the millions of refugees, internally displaced and stateless people globally.**

In 2022, the number of displaced people topped 100 million for the first time in history (increasing from 89.3 million at the end of 2021). The global refugee crisis is the largest humanitarian issue of our time – and while media coverage and the general public’s awareness is high, more help is desperately needed.

In these uncertain times, stepping up to support refugees is an incredible act and, through your help, we will continue to provide shelter, essential aid and help those forced to flee to rebuild their lives. Thank you for your support.

I’m Avena and I’m the Senior Corporate Partnerships Officer for UNHCR. I’m here to support you every step of the way in your fundraising and advocacy journey – please feel free to reach out at any time.

*Avena*



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# Who is UK for UNHCR

**UK for UNHCR is the UN Refugee Agency’s national charity partner for the UK.**

We build solidarity, create partnerships and raise funds across the UK to help deliver global humanitarian relief for refugees through UNHCR’s work.

UNHCR, the UN Refugee Agency, leads international action to protect people forced to flee their homes because of conflict and persecution.

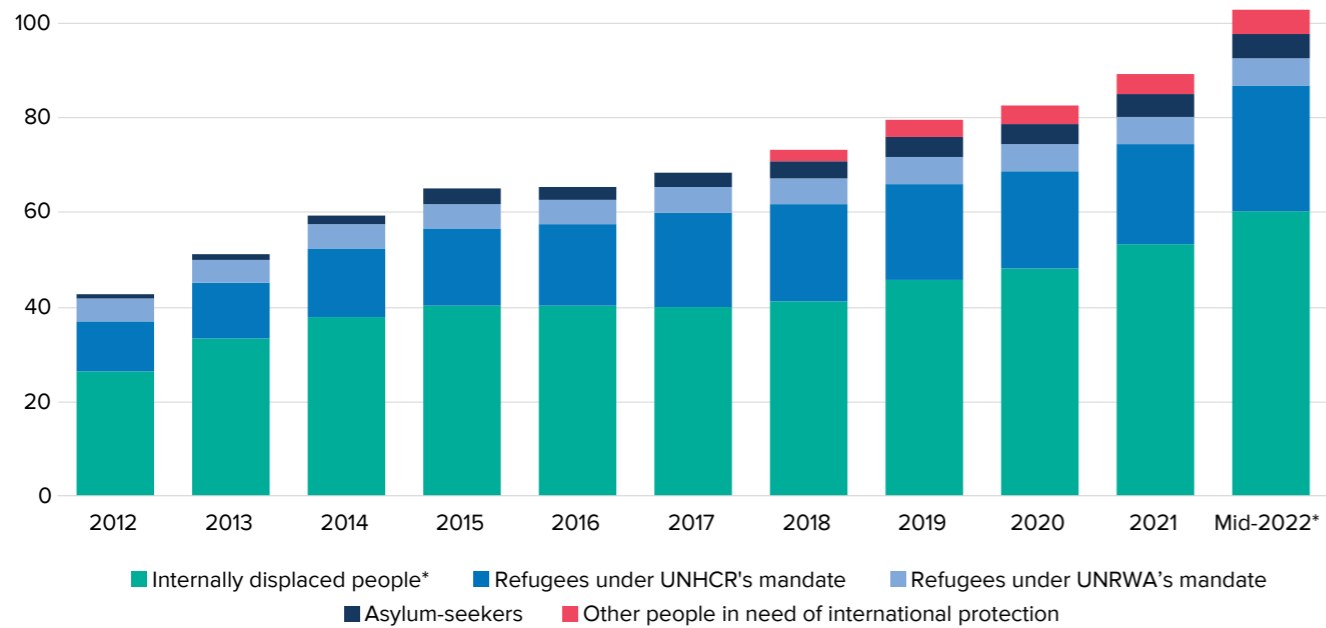
It delivers life saving assistance like shelter, food and water, helps safeguard fundamental human rights, and develops solutions that ensure people have a safe place to call home where they can build a better future. UNHCR also works to ensure that stateless people are granted a nationality.



# Current Trends at a glance

## 100 MILLION FORCIBLY DISPLACED WORLDWIDE

as of 2022, as a result of persecution, conflict, violence, human rights violations or events seriously disturbing public order.



**27.1 million refugees**<sup>1</sup>

**26.7 million** refugees under UNHCR's mandate

**5.8 million** Palestine refugees under UNRWA's mandate

<sup>1</sup> The numbers contained in this report are rounded to millions, thousands or hundreds depending on the context and may therefore not sum to the correct absolute figure.

<sup>2</sup> Source: Internal Displacement Monitoring Centre (IDMC). UNHCR estimates that the global IDP population at mid-2022 exceeds 60 million.

**53.1 million** internally displaced people<sup>2</sup>

**4.9 million** asylum seekers

**5.3 million** other people in need of international protection



# 74%

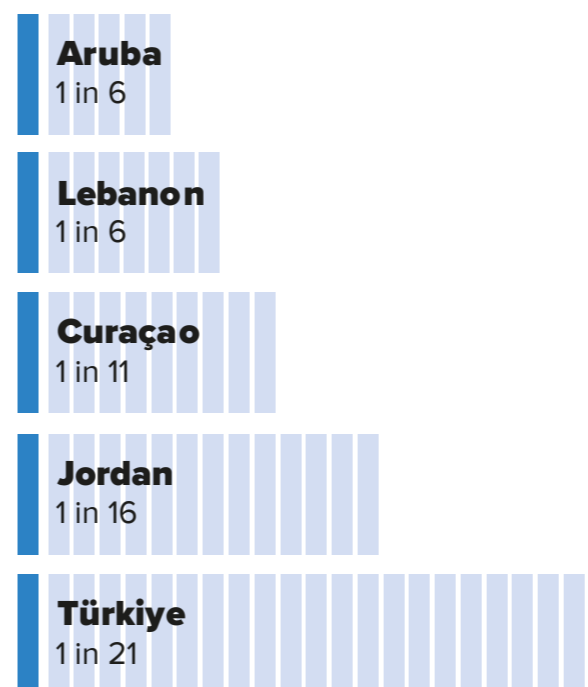
## LOW- AND MIDDLE-INCOME COUNTRIES HOSTED

Low- and middle-income countries hosted 74 per cent of the world's refugees and other people in need of international protection. The least developed countries provided asylum to 22 per cent of the total.

# 1 IN 6

## ARE DISPLACED

Relative to their national populations, 5 the island of Aruba and Lebanon hosted the largest number of refugees and other people in need of international protection (1 in 6 each), followed by Curaçao (1 in 11), Jordan (1 in 16) and Colombia (1 in 21).



# 3.7 MILLION REFUGEES HOSTED IN TÜRKIYE

Türkiye hosted 3.7 million refugees, the largest population worldwide. Colombia was second with 2.5 million, including other people in need of international protection. Germany became the third largest hosting country with 2.2 million refugees, followed by Pakistan (1.5 million) and Uganda (1.5 million).

**Türkiye 3.7 million**

**Colombia 2.5 million**

**Germany 2.2 million**

**Pakistan 1.5 million**

**Uganda 1.5 million**

# 69%

## LIVED IN NEIGHBOURING COUNTRIES

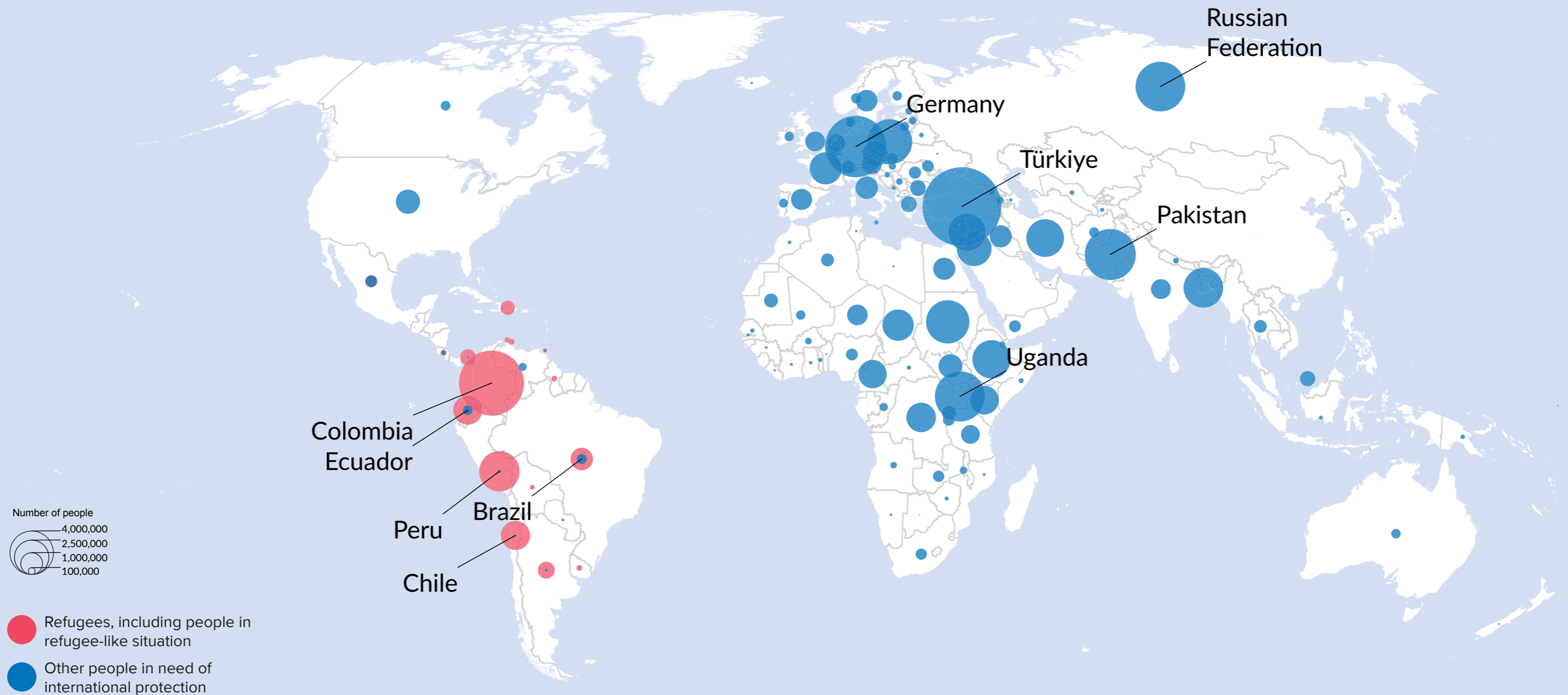
69 per cent of refugees and other people in need of international protection lived in countries neighbouring their countries of origin.

Read more about the current trends here:

[unhcr.org/uk/mid-year-trends.html](https://unhcr.org/uk/mid-year-trends.html)

# Current Trends at a glance

Refugees, people in refugee-like situations and other people in need of international protection | mid-2022



A country is named if it features among the five largest per population group.

The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.



# Building better futures

## Representing the Refugee Olympic Team

Cyrille had to seek asylum in the UK after it became unsafe for him to return to his home country of Cameroon. After ending up on the streets at age 19 he found himself in a dark place. Suffering with his mental health, Cyrille turned to weightlifting as a vital emotional outlet and source of motivation.

After obtaining refugee status, Cyrille went on to obtain a degree in Mental Health Nursing and became a mental health nurse, inspired by the doctors and nurses who supported him during his darkest times.

At the Tokyo 2020 Olympics Cyrille represented the Refugee Olympic Team, carrying the Olympic flag at the opening ceremony, whilst participating in weightlifting.

**“Refugees can be athletes, nurses, doctors, lawyers, teachers, pilots... what they need is the opportunity to thrive.”**



© UNHCR/Béla Szandelszky

## Helping Arsalan empower other children

Arsalan knows about the risks of violence and exploitation firsthand. Armed groups used to barge into the shop where he worked in Kabul, Afghanistan, and threaten to kill him. When he was suddenly forced to leave his home behind to seek safety at just 16 years old, he saw smugglers beat and mistreat other children who, like him, were fleeing alone. Now an asylum seeker in Serbia, he draws on his experiences to teach a UNHCR-sponsored course for refugees like himself.

**“I try to convey this knowledge to my peers in the asylum centre here... I am certain they will find it useful.”**



© UNHCR/Shubucki

## Finding ‘peace, work and respite’

Alberto had to leave his trucking business behind when he fled El Salvador to save his life. After a harrowing journey, he arrived in Saltillo, Mexico, where he worked hard as a taxi driver until he had enough money to buy two more cars. Now, joined by his wife and three children, he wants to expand his business and is even thinking of venturing into different activities.

Through its innovative local integration program, UNHCR is relocating refugees to regions in Mexico that have a higher demand for workers, as well as better capacity to include newcomers in their education and health systems. For Alberto, this is a welcome chance to find prosperity for himself, his family and his community.

**“[In Mexico] there’s peace, work and respite that we don’t have in our countries. It’s like I’ve woken up from a nightmare.”**



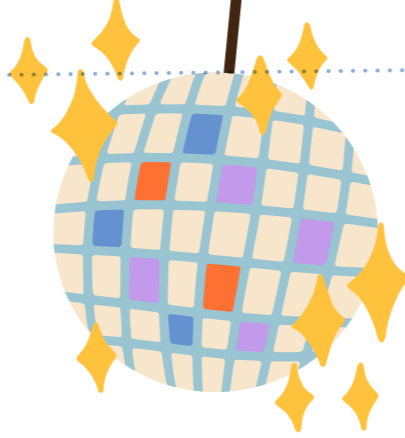
© UNHCR/Gabriela Pérez Montiel

Read more inspirational stories on our website here:

[www.unrefugees.org.uk/news](http://www.unrefugees.org.uk/news)



## Lifesaving fundraising ideas



- Organise a fundraising event in your office, or between offices – don't forget to consider hybrid or virtual events too!
- Rally colleagues and take on one of our Challenge Events. Run, walk, swim or cycle for refugees! See more here: [www.unrefugees.org.uk/move-for-refugees/](http://www.unrefugees.org.uk/move-for-refugees/)
- Sign up to payroll giving and see if your company offers matched funding
- Request our Refugee Reading List and set up an office book club with a donation to UK for UNHCR from every employee that takes part

## Roll Up Roll Up, Raffle Time



Ask colleagues, local shops or restaurants to donate prizes and hold a raffle in the office

Put the prizes on display early and entice colleagues into pre-buying their tickets to the event. We can provide you with a supporting letter to use to make it even easier to secure great prizes!

**Top Tip** Ask colleagues to donate any unwanted Christmas Presents in the New Year and then save these for your next raffle!

## Get Quizzical



Get your thinking caps and competitive spirit ready and organise a quiz either virtually or in person

Quiz Nights are a great way to bring people together in person and virtually too. There's plenty of ready-made-quiz templates available online and for a virtual quiz, try using an app like "Kahoot" to ensure there's no cheating!

## Time to Give

Ask employees to give an hour's pay to UK for UNHCR and mark their generosity on a pledge wall in the office.

They could even dedicate their hour to refugees in need.

**Top Tip** This is a great event to hold before Christmas ("Last Hour of the Year") or in January ("First Hour of the Year"). There's lots of sites that can help automate the calculations too like [www.thecalculatorsite.com/finance/calculators/salary-to-hourly](http://www.thecalculatorsite.com/finance/calculators/salary-to-hourly)



## Office Bake Off to raise some dough!

For something more exciting than a cake sale, why not ask colleagues to participate in your very own office Bake Off. Each week, one person's name is randomly drawn and they have to bake a cake for the office to share. The cake is then marked anonymously by those taking part (make up categories like taste / texture / theme) before the next name is drawn. Eventually, everyone will have baked and the overall winner with the most points, crowned the champion!



## Inspiring Fundraisers

### Virgin Atlantic Foundation Football Match for Ukraine

In February 2022, Virgin Atlantic Foundation (VAF), a UK for UNHCR strategic corporate partner, decided to organise a charity football match to raise funds for UNHCR's UK for UNHCR's Ukraine Emergency Appeal.



The match brought together airline staff from both easyJet and Virgin Atlantic who met on the pitch for the first, to help raise funds for those affected by the conflict in Ukraine. Over 100 employees joined on the day to cheer their teams on, with the match going easyJet's way on penalties!

The teams raised an incredible £7,000 for displaced people and the success of this event has led to further support from VAF and their employees, with another football match between Virgin Atlantic and British Airways scheduled for this winter.

### TAM Asset Management "Pedal for Peace"

In July 2022, TAM Asset Management brought firms from across the UK wealth and asset management community together for a cycle from London to Paris, called "Pedal for Peace".



23 riders took part in the challenging 270km journey, completing it in an impressive three days and raising an incredible £10,000 for UK for UNHCR's Ukraine Emergency Appeal.

## What can I do?

It's easy to think that UNHCR is a large global organisation and that you could only have a tiny impact BUT that's just not true.

Employees from all sized companies from across the country can make a lasting impact on the lives of refugees. Whether your focus is on raising funds or raising awareness, your efforts however big or small, complement our own efforts to garner support for refugees.

Together we can #standwithrefugees and help provide the basic needs and rights.

## How your money can help!



**£44.88** could provide basic and emergency healthcare services to four refugees



**£75** could help a refugee child go back to school after war and displacement



**£150** could help provide shelter for a displaced family



**£492.94** could help provide six displaced families with the essentials that they need to survive

## What can UK for UNHCR provide to help me?

- Access to our corporate donor hub, Champions for Change, which contains printable resources, like presentations and fact sheets, that provide more information about the global refugee crisis, our organisation and how we help refugees
- Access to images and videos for your fundraising via our media portal Refugees Media - <https://media.unhcr.org/>
- Letter of authorisation for your event to help secure venues or raffle prizes and confirm UK for UNHCR is aware and supporting your event
- Resources to help you set up a personalised fundraising page on our digital platform Funraisin

## What can UK for UNHCR not provide?

- Guarantee a member of staff will be present at your event
- Provide funding for any events
- Arrange media coverage for your event (e.g. television or radio)
- Provide insurance or liability coverage for your event
- Apply for gambling or liquor licenses on your behalf

## Raise awareness and #standwithrefugees

- Give a presentation at your office during your Townhall, weekly meeting, or diversity and inclusion group meetings and highlight how your company or colleagues could support displaced people
- Pitch UK for UNHCR to your CSR Committee to become your company's "Emergency Charity Partner" to support whenever there's a crisis, or as your company's next Charity of the Year
- Follow us on social media, spread our messaging and challenge stereotypes

### UK for UNHCR Website

[www.unrefugees.org.uk](http://www.unrefugees.org.uk)

### UNHCR Youtube:

[www.youtube.com/c/UNHCR](http://www.youtube.com/c/UNHCR)

### UNCHR Data

[www.data.unhcr.org](http://www.data.unhcr.org)

### UNHCR Reports:

[www.reporting.unhcr.org](http://www.reporting.unhcr.org)





## Your time to shine!



Posting on LinkedIn, Facebook, Twitter and Instagram are great ways to let colleagues know about your event and garner their support. And don't forget to tag UK for UNHCR in your posts too!

Speak to your internal comms team about sharing details of your event in the next colleague newsletter or on internal messaging apps like Slack or Workplace.

Sharing your stories or accomplishments is a very nice way to get sponsored or to inspire others to do the same.



## Sample posts!



My campaign for [@UN RefugeeAgency](#) is underway! Pledge to support my 5K run and help [#refugees](#) around the world [@UNRefugeesUK](#)  
[Your Donation Page URL]



Birmingham friends, join us on 27 Jan for a screening of The Swimmers to support **UK for UNHCR!** Tickets here: [link] [#WithRefugees](#)



One week til the screening of [@SalamNeighbor](#) to support [@UNRefugeesUK!](#) Learn more about refugees on 27 Jan [#WithRefugees](#)



Hi friends, my campaign to support refugees is underway! Make a pledge towards my 5K run around Cardiff and help raise awareness for the 100 million people currently displaced: [Donation Page URL] [#WithRefugees](#)



# Lodging your fundraising money

## Congratulations! You've successfully fundraised to support UNHCR's work!

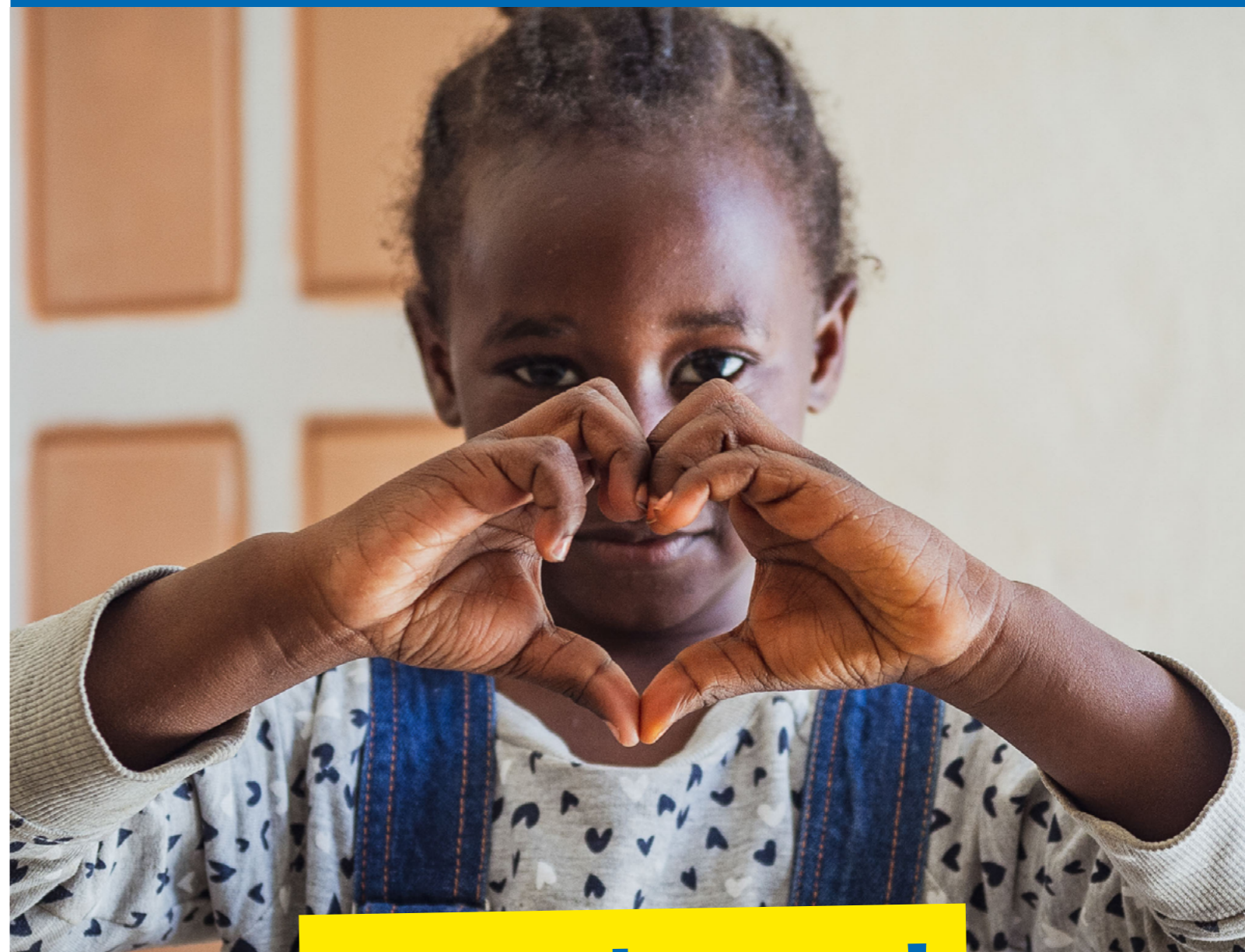
It's now time to lodge your fundraising. If you hosted an online event using JustGiving or Funraisin' your fundraising will be directly transferred to UK for UNHCR.

However, if you hosted your event in person and have cash to pay in, please contact your account manager who can provide you with bank details to lodge your fundraising.

Thank you for giving all those forced to flee, like these children from Syria, hope for the future.



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**Thank you!**