



## STUDENT FUNDRAISING FOR DOCTORS OF THE WORLD

We want Doctors of the World events to become a regular fixture in your university's calendar and we can only do this with your help. We have created this guide to provide ideas for how you can raise awareness and funds for our vital healthcare services.

### SEPTEMBER

- *It's Freshers Week!* Kick off the year with a themed charity club event at the students union or at a local club, with all proceeds going to support Doctors of the World. This could be a silent disco, a foam party, a paint party, or anything else!
- *Promote us at Freshers Fair* - you will receive a welcome pack with materials to help you spread out message, such as posters, leaflets, and collection boxes. This is an early chance to promote the ethos of Doctors of the World, and to let students know about upcoming events over the annual calendar.



### OCTOBER

- *The International Day for the Eradication of Poverty takes place on the 17<sup>th</sup> October.* This a great opportunity for students to take the 'Below the Line' sponsored challenge, by pledging to live on just £1 a day for 5 days. This will entirely transform the way that you think about food and food waste, and it can raise funds to support our projects addressing food poverty. For example, we are working to assist children and young mothers across Northern Kenya, an area that has been in the grip of a vicious drought since late 2016. Encourage students to take on the 'Below the Line' challenge, to help support the 2.6 million people across Kenya in urgent need of food.
- *On 31<sup>st</sup> October remind people of what is **really** scary this Halloween* – the fact that millions of vulnerable people continue to be excluded from mainstream health services. Halloween is a great opportunity to throw a ticketed fancy-dress party, or a pumpkin carving competition, in order to support our healthcare projects.





## NOVEMBER

- *Bonfire Night* – Put on a sparkling celebration this month and host your own fireworks display, charging those attending with a small entry fee. You could also make and sell traditional snacks such as toffee apples and honeycomb.
- *24<sup>th</sup> November is the official 'Celebrate Your Unique Talent Day'!* Why not host your own charity talent show by selecting 3 judges and inviting an array of different acts, from magic, dancing, singing, and guitars. You could appeal to local businesses asking them to donate prizes for the winners, while raising funds for Doctors of the World through ticket sales.

## DECEMBER

*'Tis the Season to Give a Dam* – Last year we launched our alternative Christmas cards, which show traditional Biblical nativity scenes interrupted with images of modern-day conflict in the Middle East (see the examples below). We launched this campaign to shine a light on the realities of life in the Middle East at Christmas for ordinary people who have been forced from their homes. We believe that many students would respond to this powerful message, so you could help support our work with refugees by selling packs of these cards to students on campus.



## JANUARY

- *New Year, New Challenge!* Whether its alcohol, coffee, chocolate, or something you'd rather not mention, encourage students to take part in in Dry January get sponsored to give up their chosen vice for a whole month.
- Alternatively, we have a portfolio of sponsored challenge events for those students that are looking to go that extra mile. Whether it be the London to Brighton Cycle, the British 10K or our Tandem Sky Dive, January is a great time to set a challenge for the year ahead and start training. We update upcoming opportunities on our website at:  
<https://www.doctorsoftheworld.org.uk/Pages/Events/Category/fundraising-events>.



## FEBRUARY

- *Organise a Speaker Event* - At Doctors of the World we can offer students the chance to hear from people who have been on the frontline of healthcare and emergency aid, to engage them with our cause and provide them an in-depth understanding of our vital medical work. Through speaker events with our volunteer medical staff we offer students the chance to get closer to our work, whilst fundraising through a ticketed event or collection boxes. February is a great month to let us help you organize a speaker event, as the 6<sup>th</sup> of this month commemorates the International Day of Zero Tolerance for FGM. The talk could be framed around this issue, raising important awareness and funds.
- *Host your own version of Take Me Out this Valentines Day*: Organize a spin-off of ITV's most popular dating show. Choose someone to take on the role of a match-making host Paddy McGuinness and select an array of male and female students looking for love! Sell tickets in advance and host a raffle on the night to optimize the funds raised for our medical work.



## MARCH

*Celebrate International Women's Day on 8<sup>th</sup> March.* Why not host a ticketed film screening with an inspirational leading lady? Or organise a Collection Pub Crawl, where everyone dresses as their favourite female icon? You can ask for donations or charge a small fee for tickets, and the funds raised can be used to support our specialist clinic services for women and children.

## APRIL

*World Health Day takes place on the 7<sup>th</sup> April.* We think this is a great opportunity to host a 'The Right to Care' workshop, which aims to provide students with an overview of the issues vulnerable people, such as migrants and refugees, face when trying to access healthcare. We can host a workshop at your university, after which you'll then be given the opportunity to become a **Right to Care Advocate**, leading future workshops and passing on your new knowledge. This does not only support our vital medical work, but it also gives students a chance to expand their knowledge-base and to improve their communication, presentation and advocacy skills.



## MAY

*Need a break from exam revision? Host a medical-themed pub quiz night!* Topics can range from famous TV doctors (think ER, Scrubs, Doctor Who), to an array of general health knowledge. Alternatively, throw a Battle of the Bands competition or a Sports Day Events, allowing students to take-a-break and de-stress with music and exercise.

## JUNE

World Refugee Week commences on 19<sup>th</sup> June, and we have plenty of ideas for how you can raise awareness and funds for the vital medical care that Doctors of the World provide to refugee communities.

- *'Taste of Syria'*: Syria has received attention on the international stage because of the vast size of its refugee community - yet few people know much about the fascinating culture of this nation. You could organise an event where students can spend the evening eating traditional Syrian food, learning about Syrian culture and listening to Syrian music. You could even organise a masterclass to learn traditional Syrian dancing styles! You could reach out to the Syrian community in your area and ask local refugees to get involved, tell their stories, and help organise the event, in aid of the ongoing global refugee crisis. For some inspiration you can check recipes from the [Taste of Freedom](#) book: all proceeds from sale of this book support Doctors of the World's work providing medical care to refugees across the globe.
- *Ticketed Film Screenings*: there are plenty of great movies that focus on the lives and challenges faced by refugees. Some that we would suggest include: Hotel Rwanda; A Syrian Love Story; Fire at Sea; Between the Devil and the Deep Blue Sea; Voices from the Camps; Frontline Doctors documentary; Casablanca; Into the fire: Hidden Victims of Austerity in Greece; Children of Men; District 9; In This World.
- *Healthcare for the Hidden Exhibition*: we can supply photos and captions for you to print and display as part of a refugee-themed exhibition. Ask your local café' for a space and organise a launch afternoon event to raise funds for our programmes.



## **GENERAL ADVICE & INFORMATION**

- Please do share your plans with Doctors of the World. We are here to support you and we'll be happy to discuss further ideas you may have at the beginning of the year, and help you promote your activities.
- As organisers you can subscribe to our newsletter at [www.doctorsoftheworld.org.uk](http://www.doctorsoftheworld.org.uk). Then it might be useful to create a mailing list of students so that information can be easily shared around campus, and you can update students on our urgent appeals.

## **COST EXPENSES**

The figures shown in the table below can be used to set fundraising targets over the academic year, helping to form a clear fundraising plan. We have given some suggestions, but let us know if you want to aim for a different figure, and we are happy to provide further information.

<b>£900</b>	could feed 100 malnourished children or mums-to-be in Kenya
<b>£ 1000</b>	could provide psychological consultations for 200 survivors of war and conflict
<b>£ 2000</b>	will fund the midwife and equipment to care for 80 new born children in their first hour of life
<b>£ 3000</b>	could provide vaccines for 1,800 children
<b>£4000</b>	can provide 570 hygiene kits, which include basic toiletries such as toothpaste and soap, for vulnerable people who have been forced to leave their homes.

The smaller figures below can be used when asking for individual donations and for support for the charity!

<b>£ 7</b>	provides one hygiene kit, which include basic toiletries such as toothpaste and soap, for someone forced to leave their home.
<b>£ 9</b>	could feed a malnourished child or mum to be in Kenya
<b>£ 10</b>	could provide vaccines for six children
<b>£ 25</b>	will fund the midwife and equipment to care for a new born in its first hour of life
<b>£ 50</b>	could provide psychological consultations for ten survivors of war and conflict
<b>£ 100</b>	could cover the interpreting costs of the extended GP appointment that many of our patients need