



THE
FREEDOM
P R O J E C T

Your Freedom Event Starter Kit





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Thank You & Welcome!

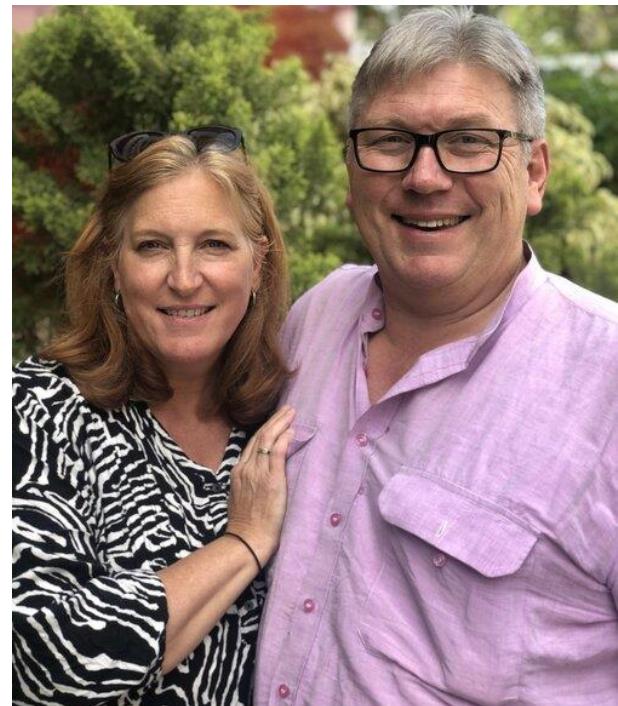
Thank you for making the choice to help *The Freedom Project* (TFP) by organising a fundraising event for us! Together, with help from supporters and social justice advocates like yourself we can work to end human trafficking & slavery, one life at a time.

Since 2010, *The Freedom Project* has become a growing global movement of freedom advocates - fighting against the injustice of modern slavery. The vision remains the same: "Compelled by love, we see a world free from modern slavery, with justice and hope for all."

Our founders, Mike and Liz Newton-Brown have a strong background in mission and international aid, and have spent several years overseas serving the vulnerable and oppressed. Their work is shaped by who they are & they would love you to join them, and what better way to do so than by running a Freedom Event.

"We are beyond excited to be able to partner with you to raise much-needed funds so we that can continue our work. We would love to hear your ideas and track with your fundraising progress so that we can celebrate and encourage you along the way, so please email us at info@thefreedomproject.org."

All the best, Mike & Liz





How to Start A Fundraiser

1. Choose how you will raise money.

Feel free to peruse our ideas on Page 4 to get inspired!

2. Decide how you will collect & donate the money you will raise.

See Page 5 for some options for donation collection.

3. Fill in the 'Fundraiser Information Form' on page 7-8

Remember to email it to us at: info@thefreedomproject.org

4. Run your fundraiser!

Make sure to keep us in the loop throughout the process and post all about it on social media, tagging us when you do!

5. Donate the funds you've raised!

See page 6 to learn about how far the money you have raised will go to our programs in prevention, rescue and restoration!

6. Don't forget to thank the people who attended.

Send out a group text, or email your attendees to thank them for their generosity.

Freedom Event Ideas

Here are a few fundraising event ideas for all ages which you can run with as is or tweak to make your own! Our top tip is to make sure it's something that you can do with your friends or family as a group to get more people involved; more people = more funds raised!

- ❖ Participate in a fun run or marathon
- ❖ Run a car wash in your local community
- ❖ Throw a second hand charity auction
- ❖ Host a high tea event/garden party!
- ❖ Put together a games night & charge an entrance fee at the front door
- ❖ Do a sausage sizzle at your kid's next sports match on the weekend.
- ❖ Host an art exhibition in your home!
- ❖ Got musical talent? Run a benefit gig!
- ❖ Organise a cocktail evening
- ❖ Put together an office spread work lunch; asking people to bring a plate to share and a gold coin to donate!
- ❖ Organise a clothes swap at your university – Why not ask your fellow students to bring in their unwanted clothes then ask for a donation to participate
- ❖ Pledge your birthday to *The Freedom Project*
By asking people to make a donation instead of bringing a gift on your big day
- ❖ Shave your head like the beautiful Bridie (pictured below), or grow out your moustache in a month outside Movember!



- ❖ Dye your hair *The Freedom Project's* orange!
- ❖ Throw a trivia night with your church
- ❖ Organise a mufti day at your school
- ❖ Get your office or school to participate in a PJ day
- ❖ Devote your office Christmas party to *TFP*
- ❖ Host a games night and charge a fee at the door
- ❖ Hold a fashion show
- ❖ Organise an end-of-term movie night
- ❖ Hold a gala dinner or ball
- ❖ Put together bake-sale; frost everything orange!
- ❖ Run a walk-a-thon through your kid's school
- ❖ Host a working bee at your community garden
- ❖ Pickup rubbish on your local beach
- ❖ Give something up for a week or a month
- ❖ Donate part of your salary
- ❖ Organise a day of "Lawn bowls for the Lads/Ladies"
- ❖ Arrange for a *TFP* speaker to come to your church or event.

If you'd like for a representative of *The Freedom Project* to come to speak at your event you can get in touch via phone 0427 233 733 or email us at info@thefreedomproject.org



Collecting & Donating Funds

Transparency throughout the process is key to being above reproach in running your event. Because of this, it is important to think about *how* you will collect and then donate the money you raise, *before* you raise it.

Using Cash:

If you intend to ask your participants to donate using cash, the easiest way to make your donation afterwards is to go to your local bank after the event and put the funds into your account and then donate online via our website or directly into *The Freedom Project's* bank account.

In order to be accountable, you will need to keep track of each individual donation - and possibly by whom it was made - and email us both this information as well as the receipt of the original deposit into your account prior to the transfer.

Paying online:

Perhaps an easier way of giving, however, is to ask your participants to donate online during the event. At the bottom of our giving form is an option for comments where they can say they are part of your event:

What prompted you to give today? *

- I just wanted to support this amazing work!
- I was prompted by the website or social media.
- I am responding to a special appeal or personal request.

Comments

I am giving as part of Mary Sue's high tea event!

Some Fundraising Milestones to Aim for

Every \$100 you raise

can help our field team perform a rescue operation, including training undercover police, victim rescue and processing.

Every \$250 you raise

can help keep one child in our Sports For Life trafficking-prevention program for a year.

Every \$1000 you raise

can help keep one rescued woman in our safe home for a month, including vocational training, full-time housing, food & clothing, 24-hour security, legal support, trauma support and medical care.

Freedom Event

Sign-Up Form



So you're ready to sign on and run an event for us?

Please fill out the form on the following page once you have decided what event you will run, how you will collect the funds and donate the money raised. When you have completed the form, please email it to info@thefreedomproject.org

Your information is kept private and confidential, this is so we can support and encourage you throughout the process and keep track of what events are being held and where they are taking place!

It is important to note however, that *The Freedom Project* is not liable for any injuries, lost funds, or damaged property that may occur during or as a result of your fundraising Freedom Event.



**THE
FREEDOM
PROJECT**

Ending human trafficking & slavery

FREEDOM EVENT SIGN UP INFORMATION FORM

Event Coordinator's Name: _____

Home Address: _____

Email Address: _____

Contact Phone#: _____

How did you hear about *The Freedom Project*?

Tell us a little about the Freedom Event you're planning on organising: _____

What date(s) will you be running this event: _____

How do you intend to collect and donate the funds you raise: _____

How much money are you aiming to/expecting to raise: _____

Any question or comments for us here at *The Freedom Project Team*: _____



**THANK
YOU**