

4.0 ORGANISE AN ANTI-SLAVERY EVENT

Organising an event is an excellent opportunity to raise awareness of modern slavery and the work of Anti-Slavery International. Whether it's to raise much needed funds towards our work, gain publicity or to get more people involved in campaigning, events can be one of the most effective ways to engage people with the issue of slavery.

4.1 Ideas for fundraising events & activities

There are hundreds of different types of events and activities you could organise within your group to raise funds towards our work. It needs to be something that your group will enjoy and that will interest other people. Here are some ideas but be as creative as possible!

- A pub quiz
- Comedy night

- Coffee morning
- A raffle or sweepstake at work
- A cake sale
- Live music night/ gig (with a band, DJs or classical music)
- Street collections (and carol singing at Christmas)
- Dinner party
- Football tournament
- Clothes swap
- Fairtrade fashion show
- Car boot sale

Try and utilise the skills or contacts that your group has to see if you can get local musicians or comedians to donate their time. For more ideas see www.antislavery.org/english/what_you_can_do/events.aspx



Anti-Slavery International

In July 2007, Anti-Slavery International supporter Graham Martin organised a spectacular night of Jazz to raise funds for our work. Over 400 people attended the performance by Ellingtonia in the magnificent Exeter Cathedral, in aid of Anti-Slavery International and to commemorate the bicentenary of Britain's abolition of the Slave Trade. The evening was introduced by Gerard Wilberforce, great-great grandson of William Wilberforce and raised over £3000.

4.2 Sponsored events- support us with a free adventure!

Adventurous supporters of Anti-Slavery International now have the opportunity to take part in organised sponsored events to raise money to help combat slavery. Activities include:

- Skydiving
- Whitewater rafting
- 5K run

For more information or to book your place contact supporter@antislavery.org, call 020 7501 8942 or visit www.antislavery.org/english/what_you_can_do/adventure_fundraising/default.aspx.

There are many other activities that people will sponsor

you to do, from wearing ridiculous fancy dress all day to cycling from London to South Africa, so you may wish to create your own!

We've recently launched our new online fundraising software www.antislaveryfundraising.org so all supporters doing sponsored events or activities can raise money quickly and easily online with their own personalised webpages. You can upload photos, text, weblinks and Youtube videos so friends and family will be able to donate online with a credit or debit card, which means no more running around with paper sponsorship forms, or chasing cheques and cash after your event. To set up your page today visit: www.antislaveryfundraising.org or call 0207 501 8942 for more details.

4.3 Ideas for awareness-raising events

Holding an event is a great way to raise awareness of slavery, reach out to a wider audience and get people involved in making change happen. Here are a few ideas:

Speaker events

Simple speaker events where someone gives a talk and then there is time for questions and discussion after can be very effective in educating people about slavery and what can be done about it. They also provide a great opportunity to ask people to take action at the end.

When you organise your speaker make sure you tell them how long you would like them to speak for, and whether you have any projector facilities for PowerPoint presentations. You will also need someone to chair the meeting, whether you have a panel of speakers or one speaker, to introduce and thank the speaker(s).

Here are some further ideas for speakers:

- It may be possible for someone from Anti-Slavery International to come but please do bear in mind that we won't be able to do this regularly and if you live far away from London, it may not be possible (travel time and costs).
- If you are feeling brave, you could give a talk on modern slavery. We can provide you with a speakers pack including an up to date PowerPoint presentation (see section 7.0).
- You could find a speaker from another organisation that works on issues related to the work of Anti-Slavery International. For example, The Helen Bamber Foundation (trafficking for sexual exploitation), The Coalition to Stop the use of Child Soldiers (Child slavery), ECPAT (Child trafficking), Amnesty International (various issues), Make sure that you don't stray too far away from your group's focus on slavery.
- You could invite your MP to find out about Government policy on certain issues. Some MPs may have knowledge or interest in certain slavery issues. See section 3.7 for how you can check the Register of All Party Groups.

Organise a Film Screening

Showing a film or documentary is another medium you can use to communicate the issue and can often be very powerful. Make sure you introduce the film and also say a few words at the end about how people can take action on the issues raised. Like speaker meetings make sure you don't stray from slavery issues. For the venue, you could either approach a local cinema and see if they will give you a screening for free and book the film for you, or you could set up a projector and show a DVD in another venue.

At any DVD screening you organise, if you have time you can show Anti-Slavery International's 15 minute DVD Hell on Earth: Slavery Today, which includes footage from Niger and the Philippines. See the Resources section 7.0 to order a free copy for your group. You can watch a 2 minute clip of the film here; www.youtube.com/user/AntiSlaveryInt.

Organise an art competition

By using the arts you can show different interpretations or experiences of those in slavery and their lack of freedom around the world today. You could organise a poetry or art competition holding an event to showcase and announce the winners. You could also try to link up with local arts colleges to publicise the competition and increase entries.

Ideas for films or documentaries:

(Unless stated, you will need to ask for permission to publicly screen these films)

- Ghosts, Nick Broomfield, 2006
<http://nickbroomfield.com/ghosts.html>
- The Real Sex Traffic, True Vision, 2005. Available for educational or charitable use at www.truevisiontv.com/edulicence/index.htm
- Slavery: A Global Investigation, True vision, 2000. Available for educational or charitable use at www.truevisiontv.com/edulicence/index.htm
- When the Moon is Dark, Anja Dalhoff, Danish Doc Productions, 2007. Available for education purposes, www.danishdoc.dk
- Natasha Is Not For Sale, Anja Dalhoff, Danish Doc Productions, 2007. Available for education purposes, www.danishdoc.dk
- Holly, Priority Films/ Red Light Children Campaign, 2007, www.redlightchildren.org/films.php
- Trade, Marco Kreuzpaintner, 2007, www.tradethemovie.com/index.html
- Child Slavery with Rageh Omaar, BBC, 2007, http://news.bbc.co.uk/1/hi/programmes/this_world/6446051.stm
- It's a free world, Ken Loach, 2007, www.sixteenfilms.co.uk/films/film/its_a_free_world
- Lilja 4 – Ever, Lukas Moodysson, 2003,
- Sex traffic, David Yates for Channel 4, 2004, www.channel4.com/programmes/sex-traffic
- Warchild The Movie, Reel U Films, Emmanuel Jal, <http://www.warchildmovie.com>
- Azadnagar & Gulamnagar (Bonded labour), Labour File, 2007, www.cultureunplugged.com/play/2122/Azadnagar--Gulamnagar

4.4 Planning and organising an event

The key to a successful event is to plan WELL in advance. If your planning is organised you are more likely to attract a larger amount of people, and will therefore gain more support or raise more funds! Here are some important steps to help you organise any type of event:

Step 1: Aims

Choose an event that all the members of the group will enjoy and one that will fit with the aims of your group or perhaps the aims of a campaign you have decided to run. (Take a look at the following sections for fundraising or campaigning event ideas).

Step 2: Budget

For some types of events, particularly awareness-raising ones, there may be very little or no cost implication to you. However, larger scale fundraising events will require more budget planning.

You must firstly think about what resources you have available to you. Be realistic and make sure you won't end up out of pocket at the end. You need to make estimates as to how much the event will cost, what you will charge for entry tickets where appropriate, and how much money you will raise (and that this will cover the cost!). Unfortunately Anti-Slavery International is currently unable to offer any financial assistance for groups.

Local sponsorship

It's a good idea to try and involve local businesses or employers as they are often interested in supporting local events. They may be able to provide help with many things such as venues, raffle prizes or Fairtrade refreshments. It is very important to consider the ethical record of companies, particularly as we are fighting human rights abuses that can occur in the production of some goods. Also think about what you can offer them in return before approaching them for support (e.g. publicity).

Step 3: Venue

Try and use venues that you can get for free, such as a community hall or Quaker Meeting House. Think about a venue that is suitable for what you want to do, eg. if you are organising a music event or a film screening you will need venues that can accommodate these things.

Step 4: Time and date

When choosing a date try and make sure that it does not clash with any other major events within your community. You could also consider holding your event on a significant date that relates to slavery, equality or human rights to attract more attention.



Comedian Steve Frost hosting an Anti-Slavery event

Some key dates are:

- Fairtrade fortnight- usually the last week in February and the first week in March
- 8th March - International Women's day
- 12th June - World day against Child labour
- 23rd August - UK's National Slavery memorial day and UNESCO's day for the International Remembrance of the Slave Trade and its Abolition.
- October- Black History month
- 7th October- World Day for Decent Work (www.wddw.org)
- 18th October- European day against trafficking in human beings
- 2nd December- United Nations International Day for the Abolition of Slavery
- 10th December- World Human Rights day

Step 5: Assigning tasks

Be organised and make sure you know who is responsible for what tasks within the group. If you are quite a large group, it may help to have a smaller event organising committee. You will also need to think about what help you need on the night and who will do what.

Step 6: Publicity

Letting people know about your event is very important so you will need to think about advertising and publicity.

Health & safety and insurance

Please make sure you check that you have met any health and safety requirements for your event. Check with the venue managers for information about this (including fire escapes, disabled access and first aid). You may also need to purchase public liability insurance cover for some venues.

Publicity ideas:

- Put up posters and hand out flyers to advertise the event- you could even design your own. Put these up in visible and appropriate places such as community notice boards, church halls, shop windows etc. You will probably need to ask permission first before doing this.
- Use your local media. Send a press release, event listing or invite them to come along. For more information on how to do this see section 5.0.
- Tell your friends and family and ask them to forward an email or spread the word.
- Send us information about your event to add to our events page online or to send to our supporters.
- Publicise it among other local groups or organisations in your community and ask if details can be included in their newsletters.
- Make sure you acknowledge sponsors and other official supporters in any publicity for the event

Step 7: After your event

Once it is all over it is a good idea to have a debriefing at your next group meeting to think about what went well and what did not. Keep a record to help with any future events.

Please send us information about your event along with some photos which we could include in our magazine or website.

4.5 Rules and regulations for fundraising events & activities

If you are organising an event to raise funds for Anti-Slavery International then there are some legal requirements that you will need to meet, along with health and safety requirements. Please contact our fundraising team on 020 7501 8942 or at supporter@antislavery.org before organising an event for advice and guidance.

The following web links also provide helpful information:

www.antislavery.org/english/what_you_can_do/events.aspx

www.institute-of-fundraising.org.uk/bestpractice

Key rules and regulations:

- There are a variety of licences, permits and by-laws concerning fundraising events, and public liability insurance cover may be necessary for certain public events. Please check everything carefully with us and the venue.

- For raffles, draws or tombolas there are specific regulations. For example, if you hold a tombola during a dinner dance or fete, no cash prizes may be awarded. If you organise a raffle at work, you can only sell tickets to people at your workplace. The rules are different depending on the type of event you organise.
- Collections in public places are subject to local council or sometimes police regulations and a permit must be obtained from the licensing authority. For further information contact your local council. Stationary collection boxes or collections on private property are not covered by the regulation but a street or fully public space is.
- It is important that you advertise your fundraising event as being 'in aid or support of Anti-Slavery International' and state that Anti-Slavery # International is a registered charity no. 1049160. It is illegal to state that an event is 'in aid of Anti-Slavery International' and then pass those funds onto another organisation. If you hold an event in partnership to raise funds for both groups, then you must make it clear that the funds will be split.
- Please display the following message on any event materials (if not featured already) - 'xxxx Anti-Slavery group works in support of Anti-Slavery International' and display contact details for the group.
- Remember to collect all the money you have raised, bank it and send us a cheque made payable to 'Anti-Slavery International' with a letter saying where it is from.

4.6 Resources and materials for your event

For any type of event that you plan to hold you must make sure that there are plenty of informative materials from Anti-Slavery International available for people to take away.

See section 7.0 for resources and an order form or visit our website at www.antislavery.org/english/what_you_can_do/free_campaigns_resources.aspx

Also, make sure you have a sign-up sheet for every event so that you can capture the contact details for attendees.

Remember: Please let Anti-Slavery International know about any event you are planning and check with us before using our name or logo on any publicity materials, or involving any local business in your event for sponsorship.