ARE YOU READY TO TAKE MASS ACTION?

We are so excited that you want to raise money for MASS Action.

We have put together this little pack, full of advice and little gems of inspiration, to help you nail your fundraising event!

About MASS Action

Mission

To support grassroots projects that provide dignified and sustainable initiatives for migrants and asylum seekers.
To increase awareness of the social, economic, political and ecological factors which cause migration thereby challenging negative public perceptions on the movement of people.

Vision

Equal rights regardless of legal status, nationality, religion, gender, age, sexuality or any other identity marker.

Our core values are;

1. Equal rights regardless of legal status, nationality, religion, gender, age, sexuality or any other divisive label.
2. Honest and dynamic engagement with the communities we seek to support
3. Breaking-down hierarchies that are not just around us but between us
4. Financial transparency and efficiency
5. Collective action policies to challenge and overcome violent migration and border regimes

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The difference YOU can make

The projects we are currently raising funds for are all based in Athens, below you will find more information about each of them. What is important to us, is that although each of these projects focus on a different aspects of the situation in Athens, they all share our values of community, agency and acceptance. They all rely on funding from individuals (just like you) making donations and putting on fundraising events! Unlike large INGO's, at MASS Action our operating costs and overheads are very low, meaning more funds can go directly to projects on the ground.

Khora

Khora is a humanitarian collective, registered as an Association in Athens, Greece. Khora began in 2016 when a group of volunteers working in Lesvos came to Athens and opened a community centre in the heart of Athens. Contained within an eight-story building, Khora provided a vast array of services that aimed to meet both short and long term needs of migrants, asylum seekers and locals in Athens. Including food, clothing, education, legal support, information sharing and signposting, safe spaces for children and women, creative workshops and a whole host of other events. More than anything, what Khora offered was a feeling of community, a friendly environment that welcomed everyone, without judgement or labels. Sadly the centre had to close down in 2018 due to building licencing issues. The Khora Freeshop, offering dignified clothing distribution and The Khora Asylum Support Team, have successfully continued their operations since then, and after taking some time to reflect (and look for new buildings!) The Khora Team are now opening a brand new space! The new place will be a Kitchen/-Cafe, offering warm nutritious meals and a comfortable space to hang-out, foster relationships and build communities.

KHORA
ΧΩΡΑ

Kids Klub

Kids Klub Athens builds playgrounds and runs educational and play projects to facilitate the empowerment of displaced children, families and communities in Athens. They are a team consisting of volunteers, families and their communities working together to co-create and coordinate playrooms, classrooms and outside playgrounds in the informal living spaces in Athens.

Their primary focuses is on children's education. However they take a holistic approach to that, recognising the importance of involving, strengthening and supporting the family and whole community around the child. Within this holistic approach, they use the playground build as an opportunity for families and their wider community to participate in transforming their communal living spaces.

The Mazi Housing Project

The Mazi Housing Project is a one year volunteer-led accommodation project for five young single displaced men. Over the course of a year it will create a home for them and help them to become independent by connecting them to local organisations where they can learn Greek, learn and improve skills, access legal support, and ensure that they can access healthcare and governmental services. It will be supported by a local NGO, Forge for Humanity. The five residents will be given support by a House Manager, who will visit the flat on a regular basis, a Coordinator who will maintain the project outside of the flat, and a support team. Its aim is that by the end of the year the residents will be able to access employment, their own accommodation and will be on their way to being included into Greek society.

https://www.facebook.com/mazihousingproject/

Mazi
HOUSING PROJECT

Fundraising Ideas

Hold a class - Yoga, Zumba, anything

Throw a party!

Bingo Night

Video Game Tournament

Collection

Raffle

Dinner party

EBay

Talent Show

Karaoke night

Auction

Challenge! Run a Marathon, Go veggie, alcohol free, or shave your head

Cake Sale

Busking

Online Giving (Just Giving)

Jump! (Bungee/sky dive)

Quiz Night

Film Night

Fundraising Guidelines

To support you with you with your fundraising plans, we have put together some fundraising guidelines that should help get you started. We know the checklist is are pretty extensive, so of course do what is appropriate for your event. However we ask that you pay special attention to the following four points;

Let us help you! Share your fundraising ideas with us by completing our Event Proposal Form, at least 10 days prior to your event. This way, we can make sure to include your event in our calendar of events and share your event on our social media sites. It also helps us keep track of all the fundraising events taking place, which means that we can give our different projects safety knowing that funds are being raised.

Make sure to make the most of the promotional materials and resources we have, contact us for template posters, t.shirts, bags and more! If you are a creative at heart and are planning to put together your own promotional materials, make sure that you use our logo and indicate that your event is "in support of" or "in aid of" MASS Action.

Even the smallest amount of funds raised can help make a difference. To make sure that it gets to where it needs to get to quickly, it would be awesome if any funds that you manage to raise are sent to MASS Action within two weeks of the event date.

It is important that you take the right measures to ensure that you consider any legal and safety issues. MASS Action can take no responsibility for injury, losses or damage caused or sustained as a result of fundraising on behalf of MASS Action.

Fundraising Event Checklist

A step-by-step checklist to help you plan your event:

- [ ] Brainstorm ideas- refer to our event ideas to get you started
- [ ] Determine how many people you'll need to help you with your event and get as many volunteers needed involved - the more the merrier!
- [ ] Set up your fundraising team
- [ ] Set a fundraising target
- [ ] Come up with an idea for your event
- [ ] Find your dream location
- [ ] Pick a date and schedule your event
- [ ] Complete the event proposal form and return it to us a minimum of ten days prior to your event date.
- [ ] Create a budget plan
- [ ] Set up an online fundraising (contact us so that we can inform you how to do this with the platform we are registered on!)
- [ ] Get creative and design promotional materials or ask us to send you some
- [ ] Get the word out there!
- [ ] Complete your risk assessment
- [ ] Check safety and legal issues
- [ ] Apply for relevant licenses
- [ ] Monitor progress
- [ ] Get the word out there some more!
- [ ] Prep your team and any volunteers for the big day
- [ ] Hold the event and don't forget to have fun!
- [ ] Thank everyone for taking part and publicise the total funds raised
- [ ] Complete the Financial Summary Form and Fundraising Feedback Form.
- [ ] Send your completed forms along with the funds within two weeks of your event.

Promoting your Event

You have made it this far, now let's get the word out there!

Posters & Flyers

The power of using colour, image, and words is a timeless art, making posters and flyers are a really creative way to promote your event. You will be able to make use of our promotional resources included in the toolkit. If you would like to create your own poster, please use the logo templates included in this toolkit and don't forget to indicate that your event is "in support of" or "in aid of" MASS Action.

Social Media & Digital Platforms

Social media sites are great tools that can be used to help spread the news about your event, quickly. Sites like Facebook, Twitter or Instagram will allow you to reach your circle of friends and beyond!

For a more targeted approach, Email and WhatsApp can also be used to get the word out about your event. Ask your friends to share with their friends, and their friends with their friends- let's have MASS impact.

Publicise your event on online event calendars such as Eventbrite.

We are more than happy to help promote your event through our social media channels. Please contact our Events Coordinator.

WHAT SOCIAL TOOLS CAN WE USE?
#MASSAction
Facebook page
URL

Media

If you're planning a large event, you might consider sending a press release to your local newspaper, radio and TV stations. When you contact them, ask if one of their editors might be interested in doing a story in advance, covering your event or taking photos. The local media loves local news!

If a reporter contacts you about your event, tell them about what you are planning, why you are doing it, etc. If the reporter has questions about MASS Action, please refer them to us directly at XXXXXXX@XX.com

Safe & Legal

No matter what type of fundraising activity you might be planning, it is important that you take the right measures to ensure that you consider any legal and safety issues. As the event organiser, it is your responsibility to comply with safety and legal regulations. MASS Action can take no responsibility for injury, losses or damage caused or fundraising events in aid of MASS Action sustained as a result of fundraising events in aid of MASS Action

It is advisable to carry out a risk assessment to ensure that you have proper plans to protect the public from any hazards.

Make sure to check with the venue that the following are in place:
First aid provisions
Firefighting equipment
Emergency evacuation in place

Other important considerations include:

Licenses

Serving alcohol in a venue without a license? You or the venue you are holding it at will then need to obtain a license to serve alcohol.

Food Safety

The Food Safety Act 1990 and Regulations of 1995 place requirements anyone who sells food to guarantee safety and hygiene.
Always ensure any food you're providing has been stored at an appropriate temperature, hygienically prepared and thoroughly cooked.
Visit: www.food.gov.uk for more info.

Under18s

Require adult supervision
Can't be served alcohol
Can't take part in raffles or street collections

Sending money raised

Now that you have raised the funds, here are several ways that you can send your money over to MASS Action:

1. Set up a donation page with our selected platform (contact us for more info on this) and all the money you raise will automatically get sent to us- no hassle there!

2. Make a bank transfer
Account Name Migrant and asylum Seeker Solidarity and Action
Account Number - 67224146
Sort Code - 089299

3. If neither of this works for you, get in touch and we will work out the best way to collect the money you've raised!

A heartfelt thank you!

By supporting MASS Action raise funds, you are enabling MASS Action to support grassroots projects in Greece...
Every penny makes a difference, so let's make a difference together!