



# MAP

MEDICAL AID FOR PALESTINIANS



## FUNDRAISING

FOR MEDICAL AID FOR PALESTINIANS

Thank you



Visit us online: [www.map.org.uk](http://www.map.org.uk)  
Call today on: 020 7226 4114



Follow MAP on Twitter @MedicalAidPal and  
Facebook [www.facebook.com/MedicalAidforPalestinians](http://www.facebook.com/MedicalAidforPalestinians)

Medical Aid for Palestinians,  
33a Islington Park Street, London N1 1QB  
email: [fundraising@map.org.uk](mailto:fundraising@map.org.uk)  
Registered Charity no: 1045315



Thank you for choosing to fundraise for Medical Aid for Palestinians. For over 30 years MAP has been working to support the healthcare needs of vulnerable Palestinians living under occupation and as refugees. This work is only made possible thanks to the generosity of people like you, and that is why we are so grateful to you for supporting MAP in this way.

Inside this pack you'll find hints and tips to get you started. Our dedicated fundraising team are on hand every step of the way, to offer advice, support and the materials you need. Do not hesitate to contact us – we're here to help!

Contact us on 020 7226 4114 or  
email [fundraising@map.org.uk](mailto:fundraising@map.org.uk)

# THANK YOU

## CASE STUDY



Amal and her mother at the MAP Early Intervention Centre.

We promise to use the money you raise to support the medical and health needs of Palestinian people, wherever the need is greatest. That means working for children like Amal, aged 7 who fled Syria with her family in 2013. Shortly afterwards, a stroke left her with developmental delay and loss of mobility. Amal received treatment at the MAP-funded Early Intervention Centre for children with disabilities in south Lebanon. She received physiotherapy and occupational therapy and made great progress.

The centre helps children with a wide range of disabilities, providing therapy and remedial work and combatting the stigma which surrounds disability. Amal's mother was severely depressed after their escape from Syria and blamed herself for her daughter's stroke. The centre staff have reassured her that she was not responsible. This psychological support, offered to parents and children, is very important. 'Whenever I feel sad,' explains Amal's mother, 'I come to the centre.'

## HOW YOUR FUNDRAISING CAN HELP

- £50** could feed malnourished children in Gaza.
- £100** could help provide urgent medical supplies in West Bank.
- £500** could help a refugee family fleeing a conflict.





## WHAT ARE YOU GOING TO DO?

So, you know you want to fundraise for MAP. But if you're stuck for an idea here's a few ways you can support us.



### ORGANISE YOUR OWN EVENT

Whether you organise a cake sale at work, a pub quiz or a coffee morning with your friends and family, organising your own fundraising event can be a great way to raise money and a lot of fun. Check out our Fundraising Planner to make sure your fundraising event is a huge success.



### SIGN-UP TO A MAP EVENT

From 10K runs to marathons, cycling challenges to obstacle races, we have places in events to suit everyone. Head to [www.map.org.uk/events](http://www.map.org.uk/events) to find the right event for you. Use the sponsorship forms in this pack to collect pledges and set up a JustGiving page at [www.justgiving.com](http://www.justgiving.com)



### FUNDRAISE IN A GROUP

Are you part of a sports team or community group? Could you bring people together from your local community to support MAP? Whether you decide to organise a community walk or a bake sale, bringing together a committed group of fundraisers can help raise vital funds. Check out the rest of this fundraising pack for tips and contact us for materials and advice.



### HOLD A COLLECTION

Fundraising collections are a simple and effective way of raising much needed funds to support MAP. All you need is enthusiasm and a smile! From train stations to gigs there are so many places to hold a collection. Check out our Fundraising Do's and Don'ts to ensure you are collecting legally and contact us for advice and materials.

However you decide to support MAP our fundraising team are on hand to offer advice and provide the materials you need to make your fundraising a success. Please get in touch on [fundraising@map.org.uk](mailto:fundraising@map.org.uk) or call 020 7226 4114



**"I certainly had a feeling of accomplishment as we crossed the finishing line. Looking back the pain that my legs felt whilst riding up those hills was nothing in comparison to the suffering felt by the Palestinians on a daily basis and it's great to have supported MAP to help continue to do an amazing job in the worst of conditions."**

Imran, MAP London to Windsor cyclist

## TOP TIP

### MATCH FUNDING

Lots of companies operate a matched funding scheme. So ask your employer if they can match fund any donations you raise and make your fundraising go even further.





## SPREAD THE WORD

So, you've got a fab fundraising idea, now read below for tips on how to promote your event.

### GET CONNECTED

Are you a member of a club, faith group, community group or sports team? Can they help promote your fundraising through their club newsletter? Could you offer to give a talk about MAP and how your fundraising is supporting our work for vulnerable Palestinian communities?

### GET ONLINE

Set up a JustGiving page at [www.justgiving.com](http://www.justgiving.com) and make sure you send out an email with a link to your page to all your friends, family and work colleagues. Make sure you keep your supporters updated with your fundraising efforts on your Facebook and Twitter pages.

### GET IN THE NEWS

A story in your local newspaper or on local radio can be a great way to promote your fundraising. Please contact us and we can give you tips on speaking to the media and provide a press release.

### GET NOTICED

We can provide you with loads of materials to help promote your fundraising such as; posters, t-shirts, stickers and leaflets. Simply contact us and we can send materials out to you.

## FUNDRAISING DO'S AND DON'TS

Please read the information below to ensure you are fundraising safely and legally. If you are unsure please contact us for advice.

### USE OF MAP LOGO, IMAGES AND NAME



- We can provide you with MAP branded materials, our logo and images to use for your fundraising. Simply email [fundraising@map.org.uk](mailto:fundraising@map.org.uk) and we can send these to you.
- Ensure that any fundraising materials state 'in aid of Medical Aid for Palestinians. Registered charity number 10445315'.
- Please do not alter our logo or images in anyway.

### HEALTH AND SAFETY



- If serving food, please ensure you are sticking to food safety guidelines. Help and advice can be found at [www.food.gov.uk](http://www.food.gov.uk)
- You must take necessary steps to prevent any accidents at your event. Make sure you speak with the venue to remove any risks, ensure fire exits are clearly marked and ensure that adequate first aid cover is provided. Advice can be found at [www.hse.gov.uk/event-safety](http://www.hse.gov.uk/event-safety)

### FUNDRAISING COLLECTIONS



- If collecting money on private premises, it is important to get permission from the property owner first. Please inform us if you are planning to hold a collection, so we can provide you with materials and advice.
- You will need to get permission and a permit from the local council in order to carry out a street collection. Please contact us, we can help you gain permission.

### RAFFLES



- You do not need a license if you are selling tickets and drawing the raffle during the event. However, if holding a different kind of raffle you may need a license. For advice check out [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## ANY QUESTIONS?

Please contact us at [fundraising@map.org.uk](mailto:fundraising@map.org.uk) or 020 7226 4114



## FUNDRAISING PLANNER

Use this helpful checklist of questions to help plan your event. Be realistic with your time and fundraising goals, get organised and most of all have fun!

### ESSENTIALS

- When is your event? Does the date clash with any major events?
- Do you have enough time to organise everything and get prepared?
- Have you confirmed the venue and is there enough space?

### FINANCES

- How much are you aiming to raise? Make a detailed list of planned income i.e. tickets, raffle, collection boxes, sponsorship.
- Are there costs involved? What is your budget?
- Have you sent all monies raised to MAP along with Gift Aid forms and sponsorship forms?
- Does your employer operate a matched funding scheme?

### SUPPORT

- Do you have anyone to help you organise and run the event? Make a list of all tasks and divide these among helpers.
- Have you contacted MAP for advice and materials?
- Have you thanked everyone for their help?

### PROMOTION

- Do you need posters and flyers? Where will you distribute these?
- How are you using social media, blogs and email to promote the event?
- Have you told your local media about the event? Contact us for a template press release and tips on talking to the media.

### EQUIPMENT AND SUPPLIERS

- What materials will you need? i.e. t-shirts, posters, collection boxes and leaflets.
- Do you need any electrical equipment? PA system or microphone? Can the venue provide these?
- Are you providing food and drink?
- Can any local businesses support the event by donating prizes or equipment?

### TOP TIP

#### KEEP COSTS TO A MINIMUM!

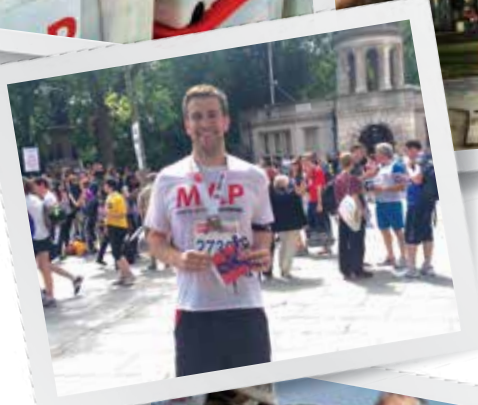
Ask local businesses to support by donating raffle prizes, refreshments and any equipment required.



#### DON'T FORGET WE'RE HERE TO HELP

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[fundraising@map.org.uk](mailto:fundraising@map.org.uk)  
 or call 020 7226 4114





# MAP

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## HOW TO PAY IN YOUR DONATION

### POST



**Please send all donations to:**  
MAP, 33a Islington Park Street, London, N1 1QB  
Please make all cheques payable to 'Medical Aid for Palestinians'  
Please include a cover note with your name, address, contact details and any details on how the money was raised.  
Please avoid sending cash in the post.

### ONLINE



**To donate online visit:**  
[www.map.org.uk/donate](http://www.map.org.uk/donate)  
Please remember to leave your name, contact details and any details about your fundraising in the reference box.

### BANK TRANSFER



**Please transfer any monies raised to:**  
MAP, The Cooperative Bank Plc,  
Account Number: 65218196, Sort Code: 080228  
Please put your full name as the reference and let us know you have made the transfer either by email [fundraising@map.org.uk](mailto:fundraising@map.org.uk) or phone 020 7226 4114

**DO NOT HESITATE TO GET IN TOUCH IF YOU HAVE ANY QUESTIONS OR REQUESTS FOR MATERIALS.**

**THANK YOU SO MUCH FOR YOUR KIND SUPPORT.**



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