

RAINBOW RAILROAD'S

THIRD PARTY FUNDRAISING TOOLKIT

Pride Version 1.0 | May 2022



RAINBOW
RAILROAD

rainbowrailroad.org

Rainbow Railroad acknowledges that our offices in Tkaronto (Toronto) and Menatay (Manhattan, NYC) are on the unceded land of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, the Wendat and the Lenape peoples. We encourage our supporters to learn more about the history of Indigenous and Native peoples and support their fight for justice on stolen land.

Pride is one of the busiest times of year, and we have many requests coming in for promotion and support, which we can't always facilitate.

This toolkit is packed with resources, and will have everything you need to support you throughout your fundraiser - including, where to go if you need help or have questions!





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INTRODUCTION

Thank you so much for your interest in supporting Rainbow Railroad! As an LGBTQI+ organization that was volunteer-run upon its founding, we know all too well how important the power of community is. Whether you are a member of the LGBTQI+ community or an ally, we can come together to forward Rainbow Railroad's mission to help persecuted LGBTQI+ individuals get to safety.

Every dollar raised provides supports our mission - helping more LGBTQI+ people escape persecution and violence. We are so grateful to count you in as a supporter and champion of our cause.

In this toolkit, you will learn a little bit more about our work, how you can help, and how we can assist you in your fundraising efforts. Please don't hesitate to reach out for questions and support.





ABOUT US

Rainbow Railroad is a global not-for-profit organization that helps LGBTQI+ people facing persecution based on their sexual orientation, gender identity and sex characteristics. In a time when there are more displaced people than ever before, LGBTQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia. These factors either displace them in their own country or prevent them from escaping harm.

Since our founding, we've helped over 3,100 LGBTQI+ individuals find safety through emergency relocation and other forms of assistance.

As a result of Rainbow Railroad, more LGBTQI+ individuals will be able to access lives free from persecution.

Our story has received international media attention, including a feature on CBS 60 Minutes.



HOW WE WORK

There are currently 80 million displaced people around the world - the highest number since the end of the Second World War. Over half of these individuals are internally displaced, and of these people, LGBTQI+ internally displaced persons are uniquely vulnerable.

In 2021, 8,451 people reached out to Rainbow Railroad for assistance.

While we are unable to relocate everyone who reaches out to us, we offer a variety of programs to support their unique needs and circumstances. Additionally, we work with 24 international partners on the ground, various international civil society organizations, domestic relocation support organizations, and international governments.

A summary of our requests for help:



8,451

Request for help from LGBTQI+ individuals in 2021



1,808

Total LGBTQ+ individuals helps across Rainbow Railroads 6 program in 2021



206

Individuals supported through emergency travel support in 2021



10,000

Rainbow Railroad's projected number of requests for help for 2022 - a record amount

HOW WE WORK

Emergency Travel Support for LGBTQI+ folks at risk

Providing emergency travel to LGBTQI+ people facing imminent danger is our core method of work. This involves 3 key steps:



1. **Verification:** We verify each case, learn about the circumstances of the individual facing persecution and begin determining how we can help.

2. **Research & Support:** We research possible routes to safety and connect with local contacts who provide logistical support. This includes providing support to the individual in-country (e.g safehouses).

3. **Travel:** We provide travel to a safer country where the person's basic rights and freedoms are upheld.

Upon arrival, we provide limited, short-term support to help people settle in.

In addition to emergency travel, Rainbow Railroad provides safety to LGBTQI+ people around the world in five additional ways:

Lifesaving support to individuals in imminent danger

Support includes accommodation, medical care, access to essential medicines and relocation to another region of the country.

Direct support of LGBTQI+ partner organizations

Direct capacity building and livelihood support to human rights defenders, organizations and collectives in countries where people are displaced.

Emergency responses to crackdowns on LGBTQI+ people

Monitoring and responding to mass detentions and/or arrests of LGBTQI+ persons.

Essential information to LGBTQI+ people at risk

Providing essential non-monetary resources and counsel to LGBTQI+ people facing violence and persecution.

Private sponsorship of refugees

Arranging for the private sponsorship of refugees and pursuing other complementary pathways to safety.



WHAT IS 3RD PARTY FUNDRAISING?

Third-party fundraisers are initiatives organized by an individual, company, or community to raise funds to benefit Rainbow Railroad's mission, independently from the organization. Third-party fundraisers are not official Rainbow Railroad events, but they are an important part of increasing awareness around LGBTQI+ issues, our work as an organization, and raising funds to further our mission. We work closely with the generous people who make them possible.

3PFs can take many forms! Whether you are asking friends and family for donations for your birthday or running a marathon to bring awareness to Rainbow Railroad's work, we encourage you to be creative with your fundraiser!

Here are some fundraising ideas:

- Are you a gamer? Consider hosting a fundraiser on Tiltify
- Want to bring your community together? Host an event (link event page).
- Own a business? Donate the proceeds of your sales to RR
- Are you creative? Auction your work and promote RR on your social media.
- Invite a Rainbow Railroad speaker to speak about our mission in front of a group or your company.
- Create your own fundraising page, which you can promote to friends and family.
- Host a Facebook fundraiser for your birthday or other special events.

Stream
on
Tiltify

Host
an
Event

Donate
Proceeds

Speakers

Create
Fundraising
Page

Facebook

Want to see how other folks have been fundraising? [Check out our third-party fundraising page.](#)

HOW WE CAN SUPPORT YOU

We LOVE to hear from our supporters and community members but with Pride being the busiest time of the year, we've put together this helpful list of resources and tools to support your fundraiser:



Planning and implementation

- Since third-party fundraisers are not Rainbow Railroad official events, you are responsible for the core planning of the event. When possible, we provide promotional and organizational support in as many ways as we can.

Communications



- Our website has a ton of information about our work. We encourage all fundraisers to check out our "[The Latest](#)" page for up-to-date-news on our work including current event.
- For additional resources like our logo pack for promotional material, please click [HERE](#) to access our shared assets folder.
- **NOTE:** If you will be using our logo, please email find copies of the promotional material to bskerritt@rainbowrailroad.org for approval.



Social Media/Promotion

- Depending on the nature of your fundraiser, there may be an opportunity to share your event, or results on our social media pages. Please ensure Rainbow Railroad is tagged on all your posts. Unfortunately, we cannot share everything - but we will try!



Post-Event

- The MOST important task you can do as a fundraiser on behalf of Rainbow Railroad is to say thank you. Please reach out for support in saying thanks to your supporters for their participation. If donations are made directly to you or your business, it is your obligation to submit these to Rainbow Railroad as soon as possible.. Please contact us if you need support.

Our staff is happy to support in the ways mentioned above. But ultimately this is your event - have fun with it!

DONATING & RECEIPTING



DONATING FUNDS

Rainbow Railroad has several methods for you to donate the earnings of your fundraiser in order to accommodate our supporters around the world:

- Fundraising Page: Create a customized fundraising page for Rainbow Railroad where your supporters can directly donate toward your fundraising goal.
<https://donate.rainbowrailroad.org/>
- Facebook: Fundraise for Rainbow Railroad directly on Facebook! For more information see:
<https://www.facebook.com/rainbowrailroad/fundraisers>
- PayPal: <https://www.paypal.com/fundraiser/charity/1366204>
- Other: If you are collecting the funds yourself and you would like to transfer donations directly to our bank account through an e-transfer, wires, or direct deposit, please contact donations@rainbowrailroad.org for our banking information

RECEIPTING

If you are receiving donations using our general donation or fundraising page, Facebook, CanadaHelps, Benevity or other fundraising platforms, your receipts will be automatically generated and are legitimate income tax receipts. Your supporters will receive these upon completing their donation.

If you are donating by sending funds directly to our bank account, through our donation form, fundraising platform or Paypal our staff will follow up with a tax receipt in a timely manner. In the case where the funds are made by a single party, we cannot issue tax receipts to the rest of your supporters. Therefore, it is our suggestion that you collect donations in one of the many ways listed above.

Please note that if you are hosting a fundraiser you cannot claim donations from other donors on your tax receipt. You can only claim funds that you have personally donated. For more information about claiming charitable tax credits, please visit:

Canada: [CRA Guidelines](#)

USA: [IRS Guidelines](#)



THIRD PARTY FUNDRAISING CHECKLIST

- You're ready to give back to your community and have a great fundraising idea - now it's time to put it all together!
- Visit our website to read about our work to get inspired!
- Find your preferred way of fundraising on our website and submit a fundraising form if necessary.
- Read our Third-Party Fundraising Toolkit - great job, you're already doing it!
- How will you receive donations? Set up a fundraising page on our website or identify a platform you will use to collect donations.
- Launch your fundraiser! Promote your event amongst your family, friends, and social media. Reach out to our team if you need help with any communication materials.
- Once you've finished your fundraiser - it's time to celebrate! Send your donors a big thank you and feel free to send us a picture of your fundraisers to share on Rainbow Railroad's social media.
- Last but not least, if you are independently collecting donations please submit your donation to us through one of the methods outlined in this document.

Thank you for your support!