



# THIRD PARTY FUNDRAISING TOOLKIT

**60** FOR **365**



RAINBOW  
RAILROAD

[rainbowrailroad.org](http://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.



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# INTRO DUCTION

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.

## Quick Links:



[Social Media Assets](#)



[Create Fundraising Page](#)



[Ways to Give](#)

# ABOUT RAINBOW RAILROAD

Rainbow Railroad is an international organization that helps LGBTQI+ people escape violence and persecution to find a path to safety.

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.

**As a result of Rainbow Railroad, more LGBTQI+ individuals will be able to access lives free from persecution. Since our founding, we've helped over 3,100 LGBTQI+ individuals find safety** through emergency relocation and other forms of assistance.

## Our Work

### Emergency Travel Support

Relocating LGBTQI+ people who face immediate danger.

### Direct Livelihood Support

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

### Partnership Development

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

### Response to Crackdowns

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

### Non-Monetary Networks and Support

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.



# WHY WE NEED YOUR HELP

**60** FOR  
**365**

Over the next 60 days, we are asking for your help to make the next 365 days of our work possible.

In the last 60 days of 2022, help us raise the funds we need to help hundreds of LGBTQI+ people between now and the end of the year, while also building momentum for us to start 2023 with a strong, renewed commitment to helping LGBTQI+ people get to safety. Our mission isn't just relevant during Pride - it matters, 365 days of the year.

We aren't just asking for your financial support. This year, we are also challenging you to bring your community together to support LGBTQI+ folks.

When you start a fundraising campaign, every donation you get as a team will go straight to providing life-saving support for LGBTQI+ people in need.

## THE NUMBERS



**69**

Countries around the world criminalize intimate relationships between people of the same sex.

**11**

of those countries, these relationships are also punishable by death.

**10k**

The number of requests for help Rainbow Railroad will receive in 2022.

**2,500+**

The number of LGBTQI+ people helped in 2022 so far.

**3,100+**

The number of LGBTQI+ people helped since Rainbow Railroad's founding.

# YOUR IMPACT

## Do YOUR part in supporting LGBTQI+ people facing persecution

As a leader or ally of the LGBTQI+ community, we need your support to make the next 365 days of our work possible. Here is the impact you could have:



## \$500

### One Month of Financial Assistance

Rainbow Railroad we can use these funds to support an LGBTQI+ refugee with financial assistance for one month.



## \$1,000

### Shelter for an LGBTQI+ Refugee

Rainbow Railroad we can use these funds to provide a space in a shelter for an LGBTQI+ person in need fleeing from crisis.



## \$5,000

### Evacuation Services

Rainbow Railroad can use these funds to help evacuate an LGBTQI+ person from a dangerous situation abroad.



## \$10,000

### Relocate a LGBTQI+ Refugee

Rainbow Railroad can use these funds to help facilitate the full resettlement of one LGBTQI+ person.

# WHAT IS THIRD 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



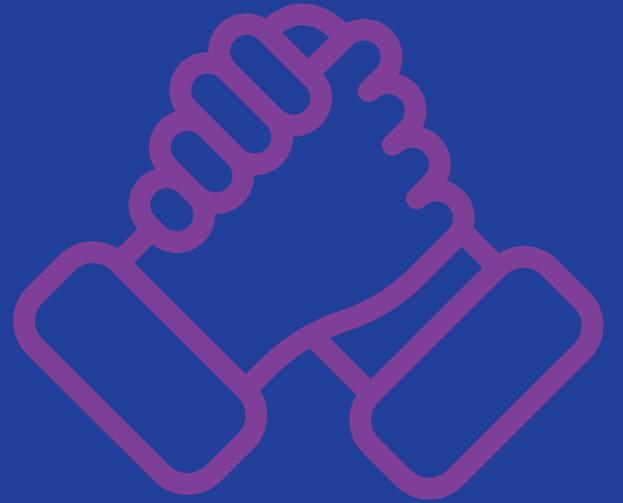
Create Fundraising Page



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](mailto: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](mailto: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!