SOLIDARITY IN PRIDE

THIRD-PARTY FUNDRAISING TOOLKIT
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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Thank you so much for your interest in fundraising for 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.

Contact us at donations@rainbowrailroad.org for additional information
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 7,621 LGBTQI+ individuals find safety through emergency relocation and other forms of assistance.

Rainbow Railroad was founded in 2006 as a volunteer-run organization by a diverse group of LGBTQI+ activists and human rights defenders who wanted to do more to address the levels of violence LGBTQI+ people face worldwide. Our name harkens back to the Underground Railroad – a network of activists in the 19th century, who assisted Black folks escape enslavement in the American South.

Rainbow Railroad scaled up its operations after receiving charitable status in Canada and the United States in 2013 and 2015 respectively. We work in all regions around the world. Our work is completed in partnership with a global network of activists and human rights defenders advocating for LGBTQI+ rights in countries around the world. The people we help are often experiencing police harassment, family violence, employment discrimination or forced conversion therapy. In some cases, they endure life-threatening attacks perpetrated by members of their families or communities.
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.
The Global Landscape of LGBTQI+ Rights

- 67 Countries around the world criminalize intimate relationships between people of the same sex.
- In 11 of those countries, these relationships are also punishable by death.

Rainbow Railroad in 2023

- In partnership with the Canadian government, we will relocate 600 Afghan LGBTQI+ refugees and their families.
- Rainbow Railroad is working with the U.S. government to privately sponsor LGBTQI+ refugees through their Welcome Corps Program - read more here.
- Follow this page for information on Rainbow Railroad’s current concerns about state-enabled violence in particular countries.

Looking Back on Rainbow Railroad’s Work

- Rainbow Railroad has assisted 7,621 LGBQTI+ people since our founding and over 4,500 in 2022 alone.
- In 2022, Rainbow Railroad received nearly 10,000 requests for help - the largest amount we’ve received in our history.
- We’ve assisted over 1,450 LGBQTI+ refugees through our emergency travel support program.
- The top 10 countries in which we’ve received requests for help include Afghanistan, Pakistan, Turkey, Uganda, Jamaica, Russia, Jordan, the United States, Nigeria, and Kenya.
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.

Want to see how other folks have been fundraising? Check out our third-party fundraising page.

**Here are some fundraising ideas:**
- Are you a gamer? Consider hosting a fundraiser on Tiltify
- Want to bring your community together? Host an event.
- 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.
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.

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 events.

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.

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!

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 you in the ways mentioned above. But ultimately this is your event - have fun with it!
DONATING & RECEIVING

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/](https://donate.rainbowrailroad.org/)
- Facebook: Fundraise for Rainbow Railroad directly on Facebook! For more information see: [https://www.facebook.com/rainbowrailroad/fundraisers](https://www.facebook.com/rainbowrailroad/fundraisers)
- PayPal: [https://www.paypal.com/fundraiser/charity/1366204](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

RECEIVING
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.

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.

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](https://www.cra-arc.gc.ca/)
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!