

SHOW RACISM THE RED CARD



**WEAR
RED DAY**



Friday 21st October 2016

**FUNDRAISING
GUIDE**

RACISM WRECKS LIVES
www.theredcard.org

#WRD16

Friday 21st Oct



Wear **Red** Day takes place on Friday 21st October 2016.

This fundraising guide provides all you need to know about supporting Show Racism the **Red** Card's big day!

Show Racism the **Red** Card is an anti-racism education charity which was established in 1996. We work in schools throughout England, Scotland and Wales delivering anti-racism workshops to more than 50,000 young people every year, while also providing training to teachers.

Despite our efforts, young people continue to be victims of racial abuse every day.

Our educational work is crucial in challenging racist attitudes in society and breaking down barriers within communities.



We need your support to raise as much as possible to enable us to reach out to as many young people as we can and spread the message to "Show Racism the **Red** Card!"

"Education is the most powerful weapon which you can use to change the world"

Nelson Mandela

#WRD16

Friday 21st Oct

How to Register

To register your school, workplace or get involved as an individual just get in touch to let us know what you are planning!

Call us on:
(0191) 257 8519

Or

Email us at:
info@theredcard.org



Next steps...

Once you have registered you will be sent a Wear Red Day supporters pack that includes our iconic red cards for photo opportunities as well as some other goodies.



Please let us know if there is anything specific we can help with for your event!

#WRD16

Friday 21st Oct

Getting Involved

There are many ways in which you can get involved with Wear **Red** Day this October. We can't wait to see the creative ideas you come up with, but quite simply it's all about uniting against racism for one day, wearing something **Red** and donating £1 wherever you are!

At Work

You and your fellow colleagues can get involved by coming to work sporting something **Red** for the day. It can be as subtle as wearing a **Red** tie or even **Red** socks!

At School

Pupils, teachers and support staff can join together in holding a non-uniform day.

Schools could also run a sponsored penalty shoot-out competition or other activities to raise further funds.

On My Own

Individuals can also get involved. You can just wear **Red** wherever you are and donate £1.

Or you could go further and organise an event on the day such as a bake sale, coffee morning or get sponsored to do a challenge!



Make sure you register to get your Wear **Red Day supporters pack!**



#WRD16

Friday 21st Oct

We love seeing photos and updates of your events during Wear **Red** Day.

Whatever social network you are on we've got it covered!

Use the hashtag **#WRD16** with your social media posts and we will retweet or share our favourites.

You can even post a video telling everyone why you are showing racism the **Red** card!

So make sure you follow our social media accounts...



@SRtRC**_England**



showracismthered**card**



showracismthered**card**



@thered**card**



/company/show-racism-the-red**-card**

#WRD16

Friday 21st Oct

**How You
Will Help**

Racism affects everyone and every pound we receive from Wear **Red** Day can make a real difference to young people's lives.

The funds raised during Wear **Red** Day will help us continue to support and educate young people and teachers throughout England, Scotland and Wales.

Racism continues to be an issue in our society with many people suffering abuse each day.

We believe that education is key in challenging racism in society. By working with the next generation in schools we can have a big impact towards eradicating racism and creating a better world in the future.

Just £5 will provide a full day of education for a young person



Just £50 will provide a full day of training for a teacher

Our Impact



Hannah's Story

I was racially bullied from Years 3-5 in Primary School. I would be called names and it was really upsetting. They found it funny but it wasn't funny for me.

I was the only girl with dark skin in my class so I was picked on. It definitely affected my education.

When people are being racist to you, it's all you can think about. It's really hard to concentrate on learning in school when it's constantly on your mind.

I did tell the teachers about it, but they didn't really help. We didn't learn about racism, or really do any work on people from different backgrounds in school. If we had then maybe they wouldn't have been so nasty to me.

I told my mum and she got in touch with Show Racism the **Red** Card who really helped change things for me.

Since the workshop I am much more confident with myself now and I feel I can handle it better when people are racist to me.

"I feel strongly that SRtRC are needed in every school. It can change young people's lives I have seen it with my own eyes and experienced the effects it can have."

Hannah's Mum

#WRD16

Friday 21st Oct



How To Pay

You have done all the hard work... How do you send your donation?

Pay by Post

You can send a cheque made out to 'Show Racism the **Red** Card' to:
Show Racism the **Red** Card
The Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

Pay by BACS

You can pay by bank transfer using the details below:
Sort Code - 60 83 01
Account No - 20214931

Pay by Text

Text **WRED16** + £theamount via SMS message to 70007

Pay via JustGiving

You can submit your funds via our JustGiving page:
[www.justgiving.com/the**red**card](http://www.justgiving.com/theredcard)

Don't Forget Gift Aid

Gift Aiding your donation, means we can increase your donations by 25p for every £1 without costing you another penny!

Make sure you complete the Gift Aid form included in the **WRD** pack.



#WRD16

Friday 21st Oct



Need something **Red** for your
Wear **Red** Day event?

Why not order something from our online shop:



SRtRC Red T-Shirts
£8.00 including P&P

Available in:
Childrens:
Age 9-11 & 12-13

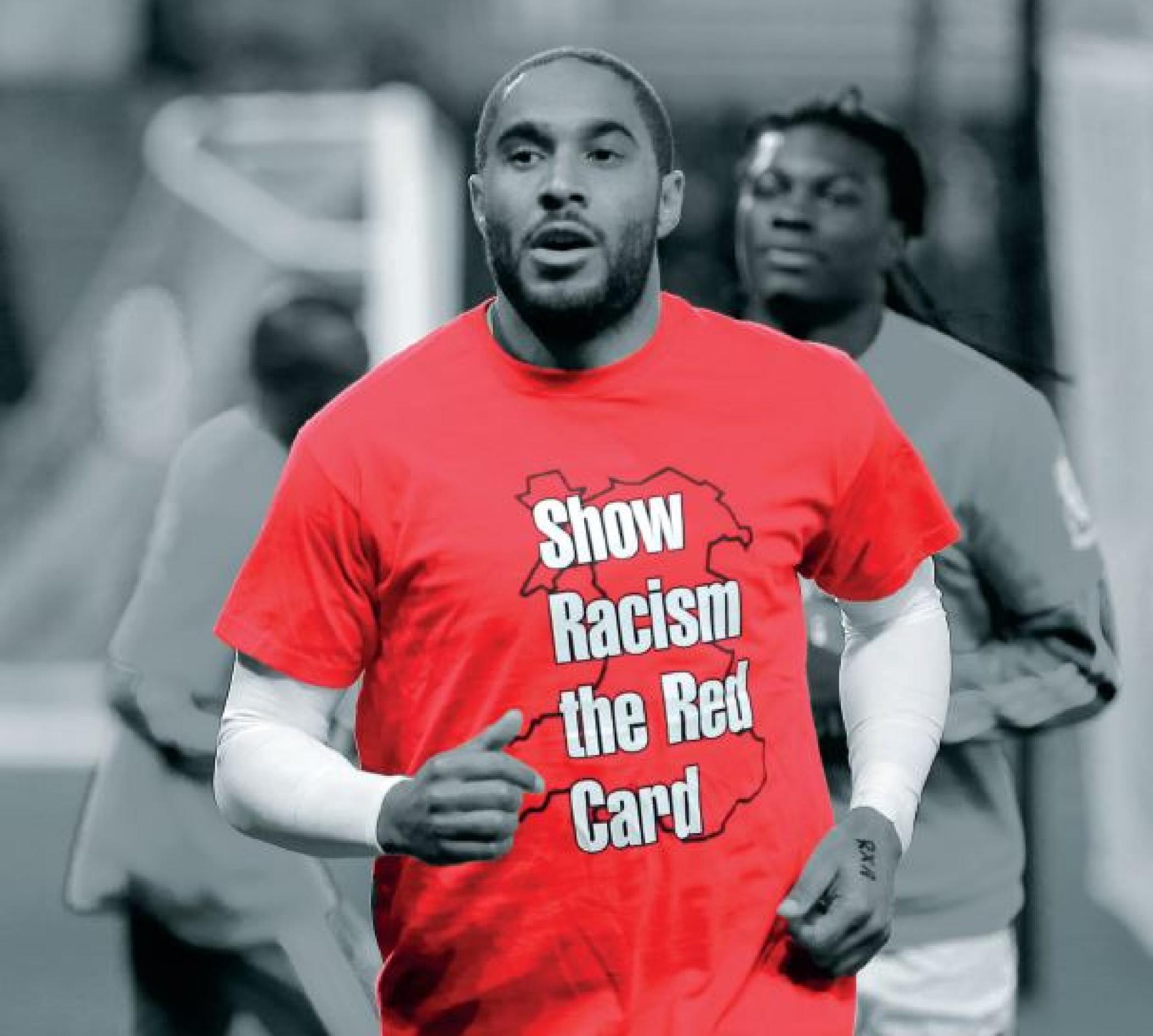
Adults:
Sizes S, M, L, XL &
XXL

SRtRC Button Badges
£20.00 for 100 including P&P

Round 35mm badges with pin
fastening



Visit our online shop:
[http://www.the**red**card.org/shop](http://www.theredcard.org/shop)



Show Racism the **Red** Card
The Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

Tel: 0191 257 8519
Email: info@theredcard.org
www.theredcard.org