

A photograph of a person walking past a wall. The wall is light-colored with some peeling paint and has a large 'Stay Home' sign written on it in black marker. Above the sign is a street sign that reads 'MONTPELIER TERRACE'. The person is blurred, suggesting motion. The background shows a building and some greenery.

MONTPELIER TERRACE

Stay Home

Fundraising during the Coronavirus Crisis  
What do donors want and need?

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queerideas.co.uk



# Methodology

- Conversations on phone with donors
- Up to an hour in length
- Started 9th March – ongoing
- Randomised age spread
- Mix of men and women
- This is stage 2



One day can change  
everything!





I'm invincible.  
This won't affect me.



I've got the kids and  
parents to look after.



I've seen this before.  
It's just another thing.



## Thoughts

This is happening in China!

Realisation that this could be serious.

I need to take control – GET MORE TOILET ROLL!

I'm safe at home though I can see others sacrificing. But I don't want to catch the virus

## Role of Charity

Why are you asking about Coronavirus?

Coronavirus is an issue but I've not thought about charity

Charities are part of the solution to the Coronavirus. Can I volunteer?

I've not been asked but I'm stuck at home. I want to do my part by giving

Up until the 13th

14 – 23

24 - 28

29th – early April

## Thoughts

This is going to have an economic impact beyond the disease.

## Role of Charity

It's the work that is important, not individual charities

*"If that charity goes under, the staff can go and work for the other charity up the road."*

Early April  
to 10th

11 – today



## Thoughts

This is going to have an economic impact beyond the disease.

Things are very different and our personal rules and systems for work and life need to reflect this.

## Role of Charity

It's the work that is important, not individual charities

The way I organize my giving needs to change to respond to the impact of the Coronavirus. 'Should I switch giving?'

Early April  
to 10th

11 – today



£1,143,698

raised of £1,000,000 target  
by 12,503 supporters

Donate



Facebook



Damian Lewis

## Help feed NHS workers one healthy meal each day.

Fundraising for University College London Hospitals Charity UK



### University College London Hospitals Charity UK

We fund equipment, services and research to make a difference to patient care.

Charity Registration No. 1165398

### Story

We're raising ALL THE MONEY WE CAN to help feed NHS workers one healthy meal each day. Starting in the hardest hit London hospitals, then going national.

Hi we're Damian, Helen and Matt and we've raised 1 million pounds to get hot meals to NHS staff most affected by coronavirus, but we must keep going. Please keep donating.

Some of our heroes are already working 20 hour shifts and these hours will only get longer as the crisis worsens. With cafes and eateries all shut there is a real need to get healthy hot food to the hospitals.

We are spearheading a campaign with LEON to get 6,000 meals a day into London hospitals for critical care staff and then hopefully across the nation to feed the NHS. The aim is that everyone will get one hot meal a day. We are starting this initiative in partnership with Imperial College Healthcare NHS Trust and UCLH Healthcare NHS Trust and hope others will be inspired to roll it out across the nation.

### Supporters

12,503



Anonymous

3 minutes ago

£10.00 + £2.50 Gift Aid



Emma Page

4 minutes ago

£20.00 + £5.00 Gift Aid



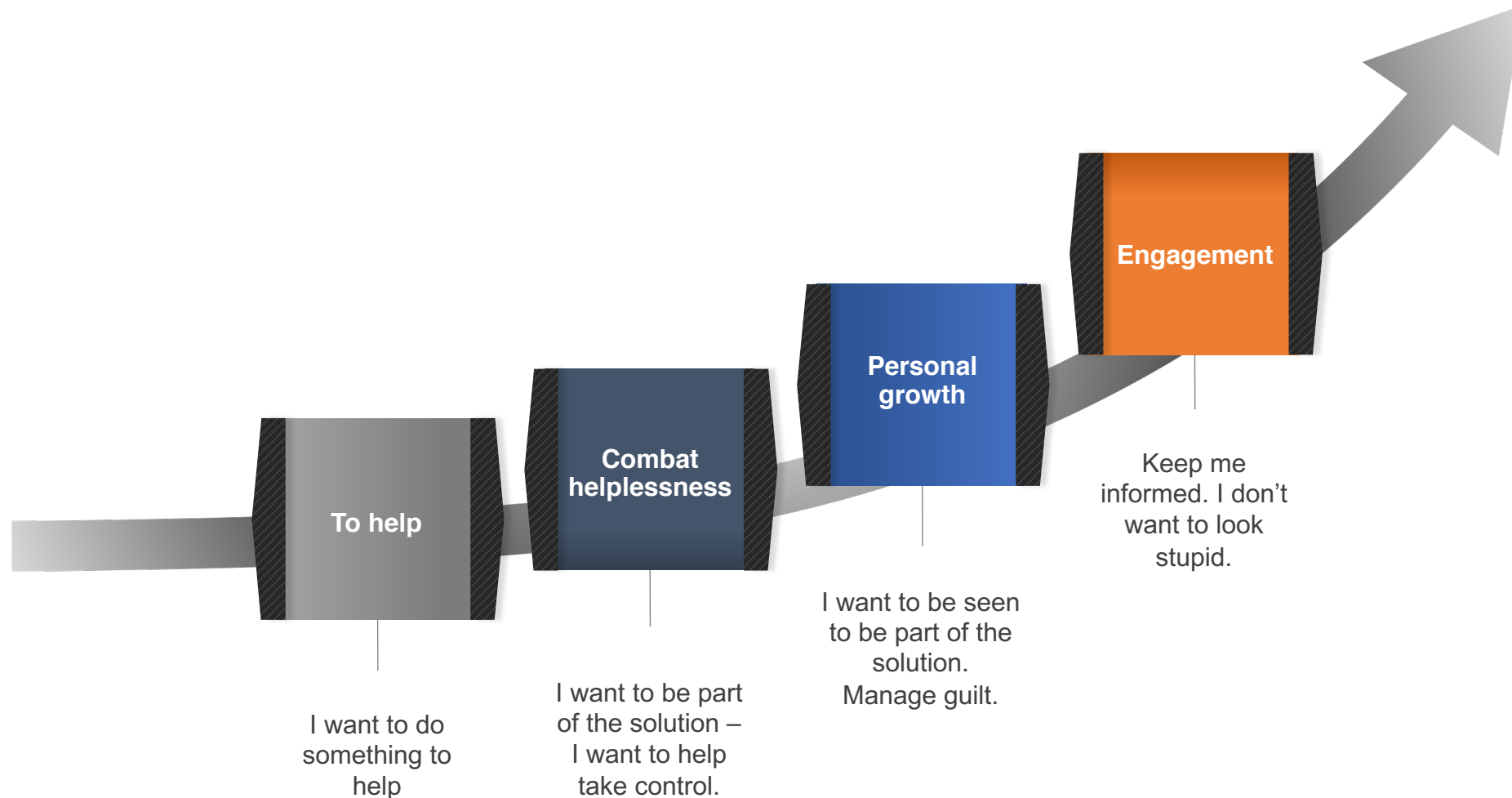
Anonymous

6 minutes ago

£20.00 + £5.00 Gift Aid



# Coronavirus need states



# Why you should ask

- Unless you ask, people won't think you need help.
- Many who are secure financially will give to trusted, favoured charities *"Why would I stop?"*
- BUT NOW there is a growing sense that budgets are being reallocated to relevant causes:
  - Medical charities – take pressure off health service
  - Elderly people
  - Children who are vulnerable or from poor / dysfunctional homes
  - Developing treatments
  - International charities (starting to gain resonance)



# How to be relevant

## DO

- Show how beneficiaries are impacted
- Talk about staff and what they are doing
- Build trust - demonstrate authenticity and human emotions
- This is as much about WE as it is YOU – build a community!

## DON'T

- Talk about how the charity is suffering
- Be disingenuous – or exaggerate your importance

# Considered uncertainty

- Things are changing so quickly that you don't know what is happening.
- We know that things will become worse, but we do not know when or to what extent.
- It is fine to say, 'We don't know, but this is what we are doing...'
- Focus on empathy, relevance and what you do that donors value.
- Be kind

# Cold

## Coronavirus & Refugees: Emergency Bulletin No.1

# HELP UNHCR REACH THE MOST VULNERABLE

Refugees and the host communities around them need your support now. Many refugees already live in cramped, overcrowded conditions, often with very limited access to healthcare or clean water. In many locations, generations of the same family share a single room. Self-isolation is near impossible. UNHCR, the UN Refugee Agency, teams are on the ground in multiple locations, doing everything we can to help the most vulnerable, working with national governments and local partners on preparations to protect people from coronavirus and limit the spread.

## WHAT UNHCR IS DOING NOW

At the time of writing, 79 refugee-hosting countries have reported local transmission of coronavirus. They include:

See this newspaper next week for an update on UNHCR's response.

**Bangladesh** – In Cox's Bazar, where 855,000 Rohingya refugees live side-by-side, the first local case has just been confirmed. UNHCR is currently training community health staff, increasing the number of hand-washing facilities and undertaking a mass public education campaign.

**Sudan** – UNHCR has distributed soap to 260,000 refugees and displaced people, while also providing handwashing stations and water tanks. We are currently developing a refugee-specific preparedness and response plan to prevent and slow down infection.

**Syria** – First local cases confirmed. After nine years of war, the health system is in disarray. UNHCR is supporting 14 Primary Health Centres for displaced families, distributing basic items and stepping up education and awareness-raising campaigns.

**YOU CAN HELP FIGHT THE THREAT OF CORONAVIRUS IN REFUGEE SETTLEMENTS**

This crisis has turned life in the world's wealthiest countries, like our own, on its head. It is now reaching warzones and countries where there are already humanitarian emergencies. Refugee communities are amongst the most at risk and least able to access healthcare or to isolate.

UNHCR is determined to help every refugee we can, wherever they live, but we do not currently have funding to reach them on the scale needed. By supporting this appeal today you can help UNHCR airlift aid materials to countries in need, distribute soap, masks and protective equipment, increase hand-washing facilities and establish quarantine and isolation arrangements in camps. This is a huge challenge, but with your support we can limit the spread and save lives.

**£78 COULD PAY FOR LIFESAVING SOAP SUPPLIES FOR 50 REFUGEE FAMILIES.**

**GIVE NOW TO SAVE LIVES AT**

**unhcr.org/stopthespread**

**Call 0800 029 3883, or fill in and return the form below.**

Post to: **Freepost UNHCR.** You do not need a stamp.

Please accept my gift of: ☐ £78 ☐ £156 ☐ £234 ☐ Other £ \_\_\_\_\_

Please debit my: ☐ Visa ☐ MasterCard ☐ Maestro

Card no.

Valid from	Expiry date	Issue number
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valid from	Expiry date	Issue number
<input type="text"/>	<input type="text"/>	<input type="text"/>

Maestro only

Signature \_\_\_\_\_ Date \_\_\_\_\_

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☐ I enclose a cheque or postal order made payable to UNHCR (Currently CAF cheques cannot be accepted)

We will use your details to process your donation and to keep you up to date with our work, fundraising activities and other events. You can read more about how we use your data in our Privacy Policy [www.unhcr.org/uk/privacy-policy](http://www.unhcr.org/uk/privacy-policy).  
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Title	First name
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Last name

Address

Address

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Email \_\_\_\_\_

Phone \_\_\_\_\_

Please tell me:

Your de  
directly

corona

Please f



**UNHCR**  
The UN Refugee Agency

## We want you involved beyond this appeal

## We are sharing what we know

## You can be part of the solution

This is what you can do

Average gift = £110 (\$136)

# ROI – 3:1

## Keep to the rules



# HELP UNHCR REACH THE MOST VULNERABLE

## WHAT UNHCR IS DOING NOW

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# ACT NOW TO SAVE REFUGEES' LIVES

## WHERE YOUR SUPPORT IS NEEDED

Check back next Saturday  
for further updates.

**Syria and neighbouring countries** – Coronavirus has now been confirmed in countries hosting over 5 million Syrian refugees: Jordan, Lebanon, Iraq and Turkey. UNHCR is working with governments to train health workers, expand intensive care hospital provision and establish isolation procedures.

## YOU CAN HELP PROTECT REFUGEES FROM CORONAVIRUS

Last Saturday, scores of Guardian readers responded to UNHCR's first *Emergency Bulletin* with lifesaving donations. **Thank You.** With coronavirus now hitting even more countries, we urgently need your support. You could help by giving £84 to fund handwashing stations. Where refugees don't have access to running water in their shelters, the soap and water they dispense will save lives.



This diagram shows the simple handwashing station UNHCR is providing in camps. The soap and water it contains will save lives.

## £84 COULD HELP PAY FOR LIFESAVING HANDWASHING STATIONS IN REFUGEE CAMPS

**GIVE NOW TO SAVE LIVES AT**

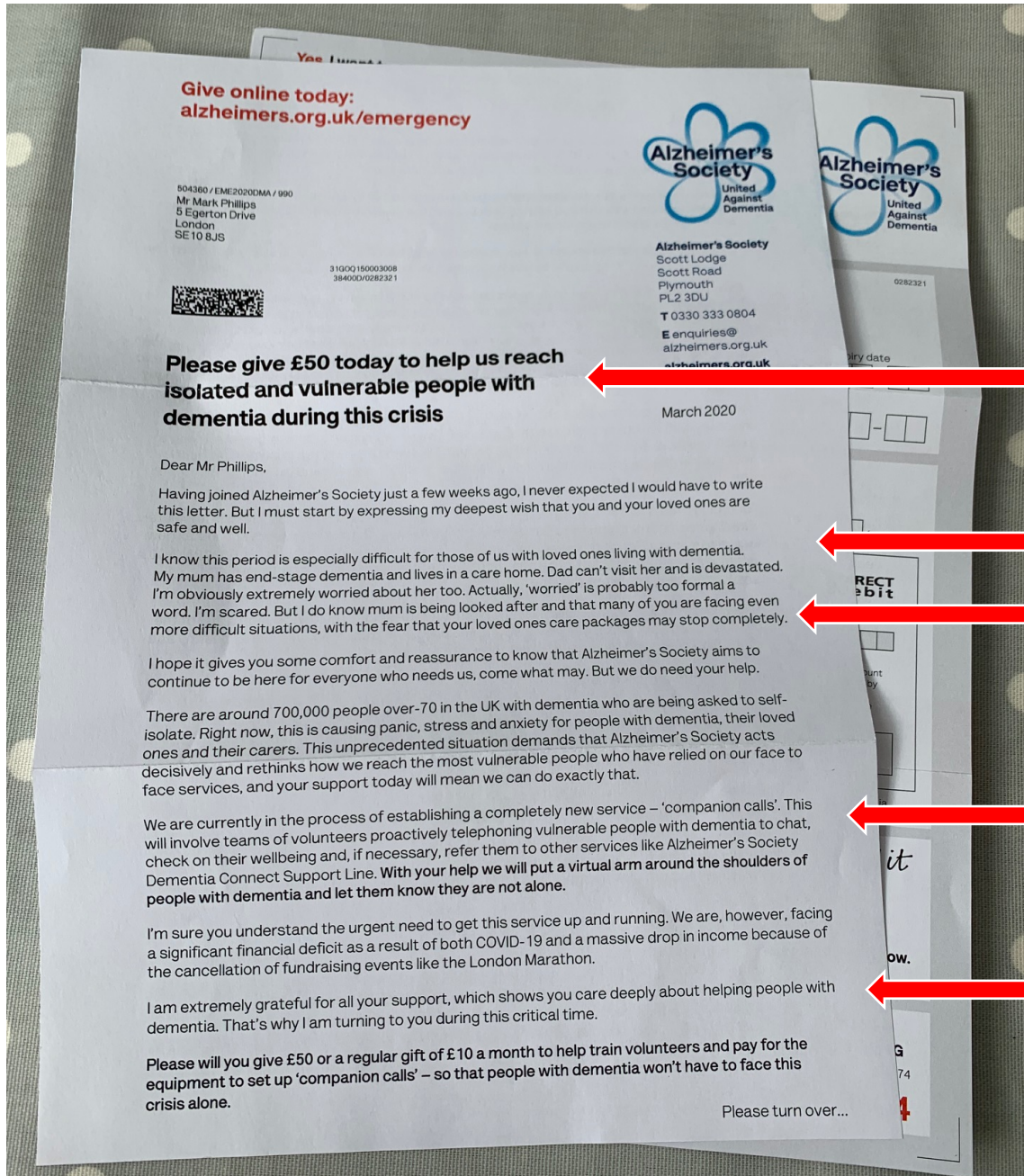
**unhcr.org/stopthespread**

**Call 0800 029 3883, or fill in and return the form below**

**UNHCR**  
The UN Refugee Agency



# Warm



What we need you to do

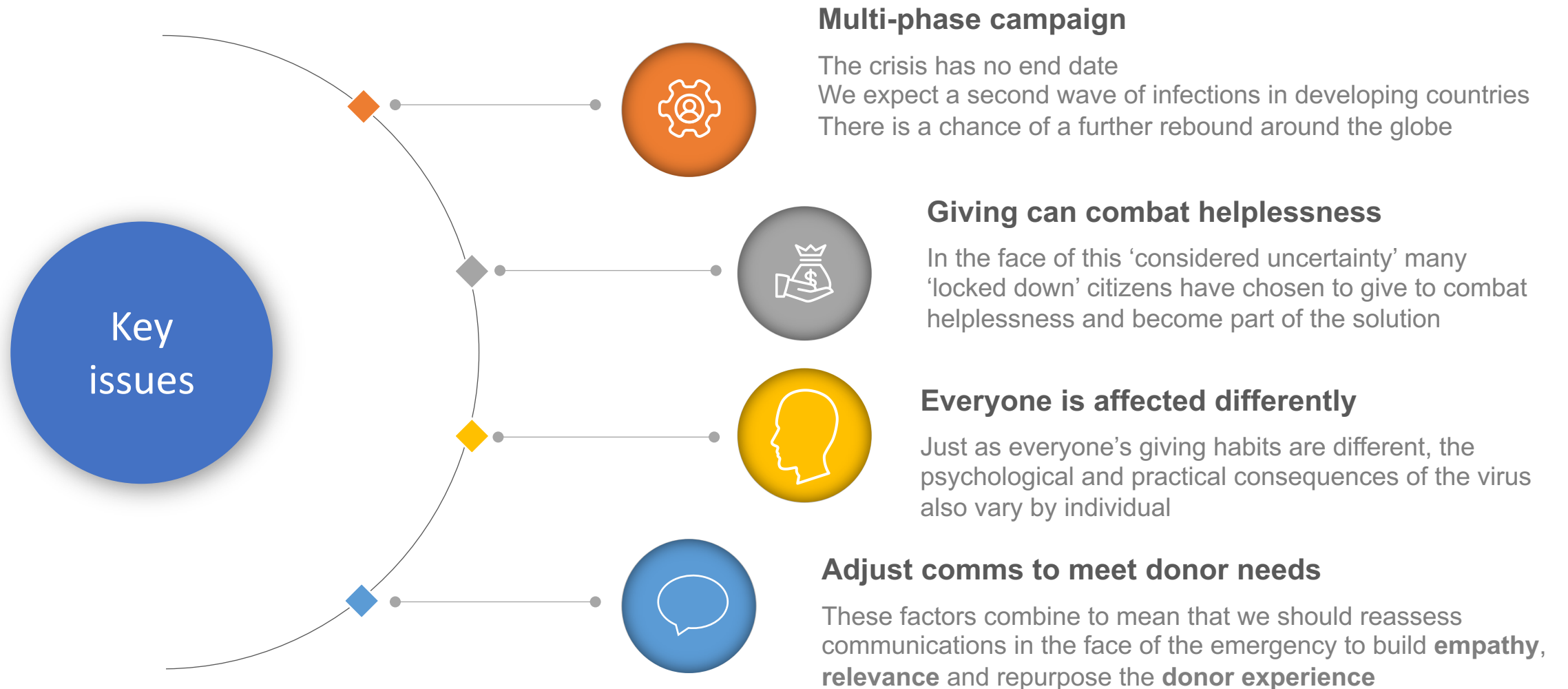
We are part of the same community

We are like you – Scared!

This is what we can do with your help

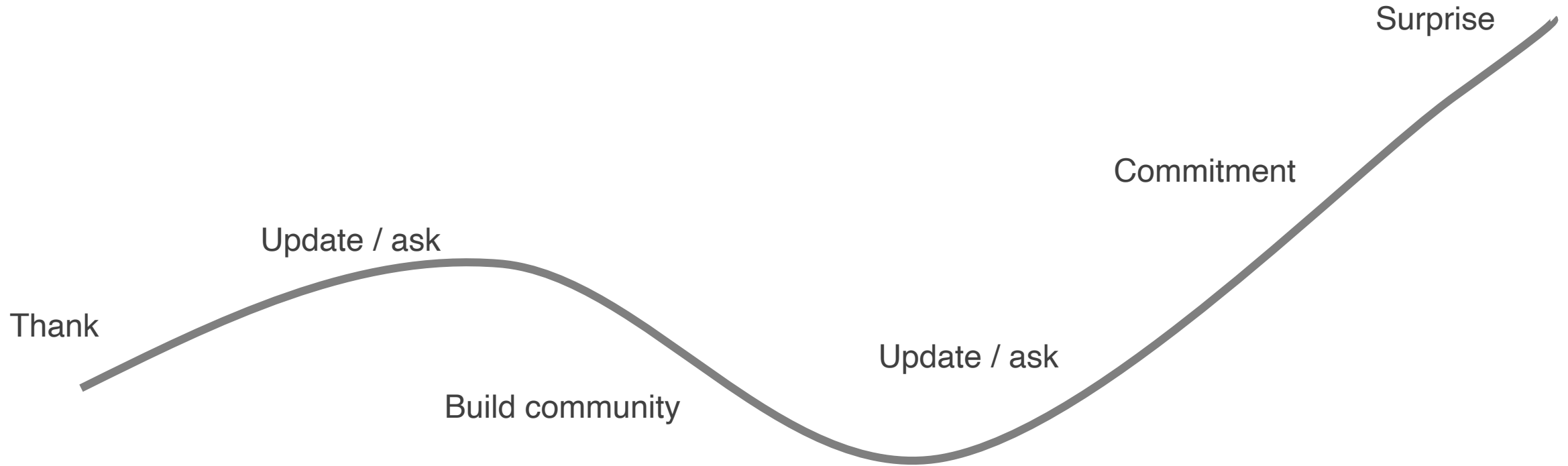
You can take control

# Empathy, relevance and experience





# Build a three-month engagement cycle



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