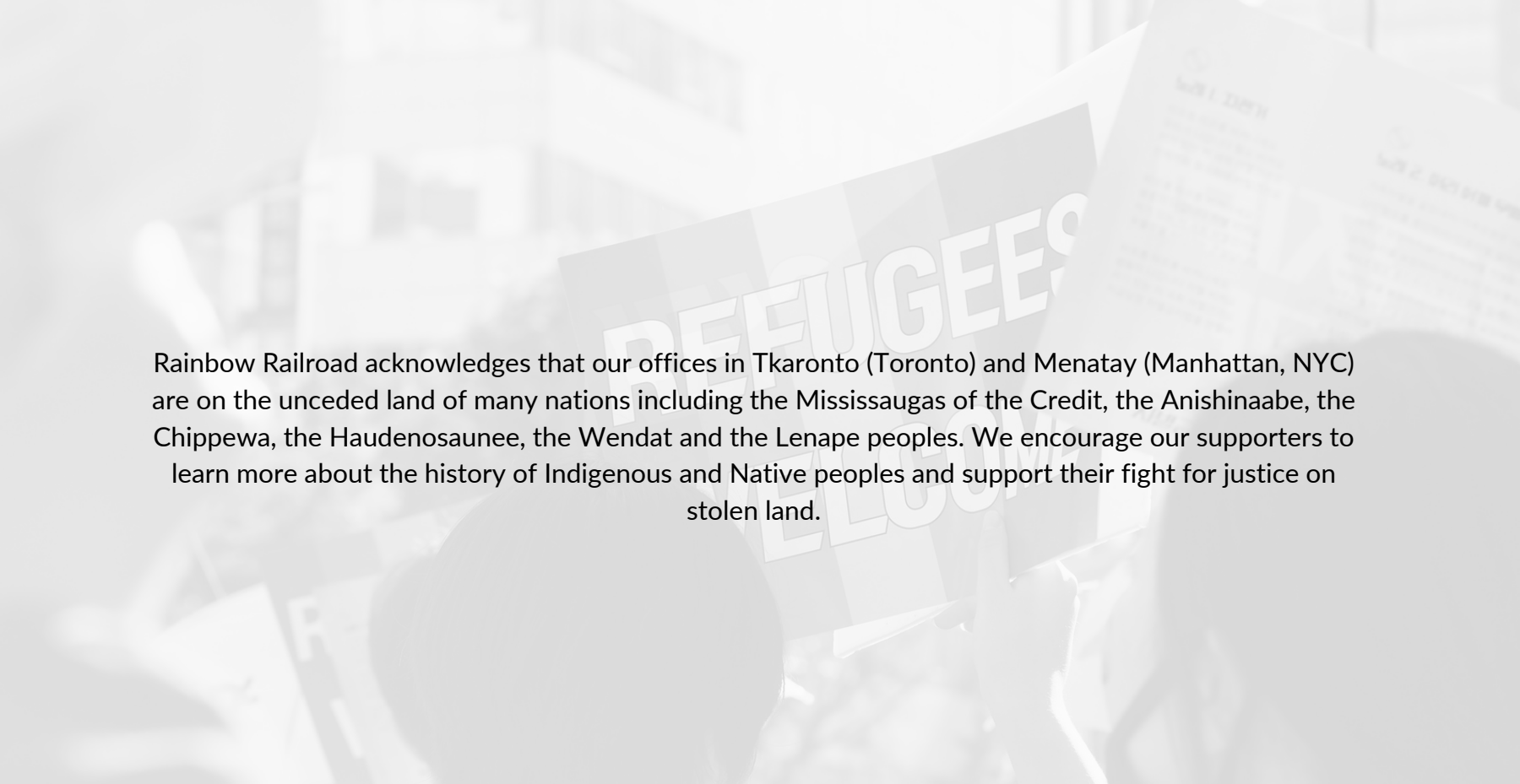




FUNDRAISING TOOLKIT

2023



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 Anishinaabe, 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.



KENA & SANCHIA

TABLE OF CONTENTS

Introduction.....	1
About Rainbow Railroad	2
Fundraising.....	3
Call to Action.....	4
How we can support you.....	5
Resources.....	6
Donating Funds & Receipting.....	7
Checklist.....	8

INTRODUCTION

Thank you so much for your interest in fundraising for Rainbow Railroad! As an LGBTQI+ organization that was volunteer-run upon its founding, we continue to depend on the power of our incredible community. 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 supports our mission - helping more LGBTQI+ people escape persecution and violence. We are so grateful to count you 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.

Email us directly at donations@rainbowrailroad.org for additional information.

ABOUT

Rainbow Railroad is a global not-for-profit organization that helps at-risk LGBTQI+ people get to safety worldwide. Based in the United States and Canada, we're an 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, 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 can access lives free from persecution.

Since our founding, we've:

ASSISTED -12,000 LGBTQI+ REFUGEES TOTAL

MOVED OVER 1,700 REFUGEES THROUGH EMERGENCY TRAVEL SUPPORT

ASSISTED -8,800 LGBTQI+ PERSONS THROUGH OUR PARTNERS

SUPPORTED -1,500 LGBTQI+ PERSONS THROUGH CRISIS RESPONSE

*as of December 2023

OUR PROGRAMS:



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.

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 a 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**, to promote to friends and family.

HERE'S YOUR CALL TO ACTION:

Be an active advocate for those facing persecution and discrimination simply for being who they are by supporting Rainbow Railroad not just as a donor but as a fundraiser. Together, we can bring communities together to fundraise and make a difference for LGBTQI+ refugees.



Twitch Fundraiser

[Create a fundraising page on Tiltify and ask your followers to support Rainbow Railroad's work.](#)



Donate a Portion of Sales

[Businesses can donate a portion of their sales to Rainbow Railroad.](#)



Host an Event

[Host an event to raise funds for LGBTQI+ refugees. Whether it's a dinner party, drag show, art showcase, concert, or school event - we'd love to be a part of your celebrations!](#)



Book a Speaker

[Invite one of our staff members to speak to your team about Rainbow Railroad's work!](#)



Create a Fundraising Page

[Create a fundraiser on our website and ask your community of friends, family and colleagues to contribute.](#)

HOW WE CAN SUPPORT YOU

We **LOVE** to hear from our supporters and community members, but with our capacity can be limited during certain times of the year so, 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

- We are happy to share social media assets like logos, social media assets and talking points.
- **NOTE:** If you use our logo, please email final 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 fundraising results on our social media pages. Please ensure @rainbowrailroad 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 donations to Rainbow Railroad as soon as possible. Don't hesitate to get in touch with us if you need any help.

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

RESOURCES:



[Social Media Assets](#)



[Our Current Work](#)



[2022 Annual Report](#)



[Speaking Engagements](#)



[Staff Directory](#)



[Upcoming Events](#)



[FAQs](#)



[Sponsor A](#)
[Refugee](#)

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>
- **Tiltify:** <https://tiltify.com/rainbow-railroad>
- **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.

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](#)

USA: [IRS Guidelines](#)



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!
- Set up a fundraising page on our website or identify a platform to collect donations.
- Launch your fundraiser! Promote your event among your family, friends, and across 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!

Have Questions?

For assistance with donations, please contact:

donations@rainbowrailroad.org

For fundraising questions, please contact:

Brittany Skerritt

Director, Community Giving

bskerritt@rainbowrailroad.org

Rainbow Railroad

401 Richmond Street West, Suite 360, Toronto, ON, M5V 3A8, Canada

Rainbow Railroad USA

575 5th Avenue, Unit 18-139, New York, NY, 10017, USA