

How to...

# kickstart your fundraising

**FREEDOM FROM TORTURE**  
EMPOWERING SURVIVORS. REBUILDING LIVES



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EMPOWERING SURVIVORS. REBUILDING LIVES

WHAT WE DO

WHAT YOU CAN DO

HELP FOR SURVIVORS

DONATE NOW

SEARCH



## Step 1 Share your story

Everyone who fundraises for us has a reason why they're passionate about Freedom from Torture. Whatever your reason, explaining why could really resonate with other people and they'll be more willing to join you as an advocate for your cause.

When you're ready, share your fundraising page by posting it on Twitter or Facebook, or via email at work. Spread the word about the amazing challenge you're taking on.

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## Anthony Lock takes on Everesting



It's 9PM on the 29th of December 2019, it's dark and has been since 4pm, it's cold and all I want to do is stop. I swing my leg over my bike on the verge of tears and start lap number 21. This was the darkest moment of the day, the darkest I have ever felt on a bike, a feeling I have never had before. But as much as I wanted to stop I couldn't face the idea of quitting so I started riding my bike again into the darkness, going up hill, very slowly.

I hate the phrase "I knew it was going to be hard, but I didn't think it was going to be that hard", it shows naivety and a lack of respect for whatever challenge it was going to be. I knew it was going to be hard, the hardest day I will ever have on the bike, however, what I didn't know was to what levels I could suffer.

My challenge was simple: ride my bike up sky road (between Manchester and Huddersfield) 27 times, the equivalent height gain of Mount Everest 8848m in a single day.



My relationship with Freedom from Torture started 5 years ago, I ran the Birmingham half marathon two years in a row to raise money. I have always been fit however running is something I am very bad at and do not particularly enjoy, mix that in with transitioning into work after leaving university for the first year and an injury and hotel life for the second year made both a worthy challenge.

Fast forward to October 2019, I had just finished a good season of racing on my bike, when the idea of raising money again came to the mind. This time I wanted to do something bigger/harder. The idea of a Everesting came to mind. I spoke with my coach, he said I was crazy but why not give it a go. What followed was the hardest I have ever trained 13+ hours a week on the bike, with the sole purpose to climb that hill 27 times.

I'm in the best shape I have ever been in. I'm the lightest I have ever been and the day of the event rolls around. The alarm goes off at 3:15AM, I am keen to get some of the laps in before the sun rises. In order to make the most of the limited sunlight in December. I start the first lap at 4:30AM, in the pitch black.

For the first 4 hours I felt great, my legs were on a good day and everything was going to plan. I even had the motivation of a beautiful sunrise. Then the next big moral boost was having my parents arrive to support me. I could not get as far as I had without them, I am so grateful for the help and support. A quick hot breakfast and I quickly back on my bike again. The next 6 hours were great. I was in a solid rhythm, I was eating and drinking enough my energy levels

## Step 2 Suggest donation amounts

Sometimes, a potential supporter has already decided that they want to contribute, but they're not quite sure how much they should give.

To make it easier, we've listed some of the key price points with an explanation of what that amount could do for our survivors. When people understand what their money could actually do, they'll feel more connected.

## HOW YOUR DONATION WILL HELP

**£3 could help** a survivor travel to a medical assessment



**£20 could buy** seeds for one of our gardening groups



**£50 could fund** a survivor's first therapy session



The screenshot shows a JustGiving fundraising page for 'Shelagh's Cycle against Torture 2019'. The page features a header with the JustGiving logo, navigation links, and a search bar. A large image shows two cyclists standing next to a sign that says 'SCOTLAND welcomes you'. A progress bar indicates that 101% of the £1,350 target has been reached, with £1,375 raised by 45 supporters. Below this, there are 'Donate' and 'Facebook' buttons. The main content area includes a profile picture of Shelagh King, the event title, and a description of the cycle challenge. A 'Story' section contains text about the cyclist's motivation and the charity's work. A 'Supporters' list on the right shows recent donations from Joelen McKeen (£20.00 + £5.00 Gift Aid), Christine Menhennet (£25.00 + £6.25 Gift Aid), Linda Oliver (£15.00 + £3.75 Gift Aid), Tom Pepin (£10.00), and Mary and Brian Bell (£20.00 + £5.00 Gift Aid). At the bottom, there are social media sharing options (Facebook, Twitter, Email) and an 'Updates' section with two recent posts from Shelagh King.

## Step 3 Own your page

When fundraisers regularly update their page, they also raise more money! Make sure you're customising your fundraising page with a profile picture and posting regular updates about your journey.

**step 4** Let your employer know what you're doing

Don't forget to let your employer know you're fundraising. Many employers offer programs that match charitable donations or offer paid time off for volunteer work. They can also provide spaces to promote your fundraising pages and host small sales to help boost your fundraising.

**step 5** Always thank your donors

Don't forget to say thank you! It's always nice to hear that your contribution has made a difference to someone's life and their journey so don't be afraid to tell your donors that.

Also, if someone has said that they would donate and they haven't yet, it's OK to ask again. Some people are busy and might just need a gentle reminder even if you have already asked once. They may have simply forgotten.

# Good luck!