

CROSSING OVER WATER

FOR FREEDOM FROM TORTURE

Guidance Booklet

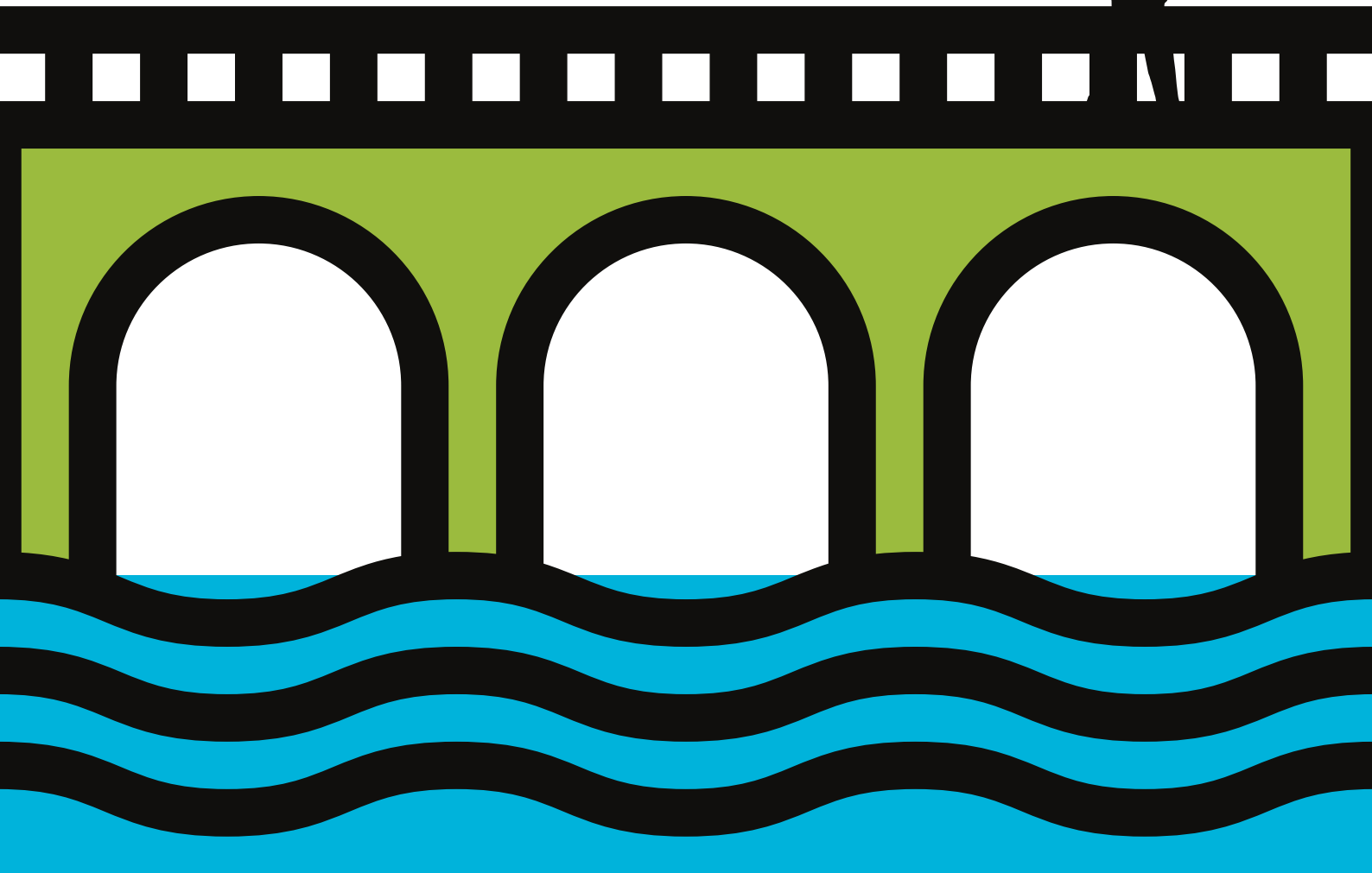


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YOUR CHALLENGE

Thank you for reading this guidance book. We hope it provides all of the information you need to get started with your *#crossingoverwater* challenge

INTRODUCTION

Each year millions of people make journeys across water. For most of us this passage is safe, however for many it is not. Every day, those fleeing persecution and conflict need to make perilous journeys seeking safety.

This year, as a way to stand with people who need to make dangerous journeys and to support survivors of torture living in the UK, Freedom from Torture North London Supporters Group is hosting a fundraising challenge.

[Freedom from Torture](#) is a charity, which for 30 years has provided therapeutic, medical and legal support for survivors of torture.

£3 =

Travel to a medical assessment

£10 =

Resources for art therapy sessions

£50 =

A survivor's first therapy session



HOW YOU CAN GET INVOLVED

Between the 19th of August (Humanitarian Day) and the 21st of September (World Peace Day) we are looking for enthusiastic individuals and groups, to stand with survivors, raise money and show support via their very own Crossing over Water challenge.

IDEAS FOR TAKING PART

The key thing is to enjoy it. Take a minute to imagine an activity that involves crossing water either solo or with friends or family...

A keen swimmer?

You could set your new swimming record



Love to socialise?

You could organise a coastal or river walk with friends



Bridge fanatic?

You could cross every bridge in London (or your local area)



Inspired by water?

You could create a series of poems, paintings or photos



IDEAS FOR TAKING PART



Have wheels?

You could take a riverside promenade



Origami expert?

You could hold a paper boat race!



Own a kayak?

You could kayak between two points



Go for it!

You could do something totally unique - feel free to think outside the box!

Feel free to be as creative as you wish. The activity can be interpreted in any way you see fit.

Surprise us!

HOW TO SIGN UP

Now for the practical bit. Please click on [this link](#) to access the #crossingoverwater Justgiving Campaign. This will take you to the page in the image below. You will be able to find key information, photos, and the running total of how much the campaign is raising. To sign up from here there are two options outlined below.

The screenshot shows a Justgiving campaign page for 'Crossing Over Water' for Freedom from Torture. The main heading is 'CROSSING OVER WATER' in large black and blue letters, with 'FOR FREEDOM FROM TORTURE' in pink below it. A graphic of a bridge with a person walking on it is shown. On the right, a circular progress indicator shows '0%' raised of a '£10,000 target'. Below this are buttons for 'Give Now' and 'Share'. At the bottom left is the Freedom from Torture logo and text: 'Freedom from Torture Crossing Over Water Between the 21st of August (Humanitarian Day) and the 20th of September (World Peace Day) we are looking for enthusiastic individuals and groups, to stand with survivors, raise money and show support via their very own crossing over water challenge.' At the bottom right is a section titled 'Be a fundraiser' with the text 'Create your own fundraising page and help support this cause.' and an orange 'Start fundraising' button.

OPTION 1: SET UP A FUNDRAISING PAGE

If you would like to create your own fundraising page, here's how:

1. Click on the orange box on the right hand side that says 'Start fundraising'. Log into your Justgiving account or create an account.
2. Click 'Start' under 'Taking part in an event'. Search for the event 'Crossing Over Water' and press 'Select' when you find it.
3. Follow the steps and create your page. Default information will appear which you are welcome to use, though you are also welcome to edit and personalise it.
4. If you are participating in a team activity, you can connect your fundraising page to your team members by going to 'Settings' then 'Start a Team'.

OPTION 2: GIVE A DONATION

If you're not keen to set up your own fundraising page - you're in luck! We have made it possible for you to make one-off donations where you can also share your water-crossing activity. Here's how:

1. Click on the blue button on the right hand side that says 'Give Now'.
2. This will take you through to a page where you can input the amount you wish to donate.
3. Write a description of your challenge in the message before donating so everyone can see what you are doing!

HOW TO PUBLICISE YOUR CHALLENGE

LET PEOPLE KNOW WHAT YOU ARE UP TO!

What you are doing is amazing after all...

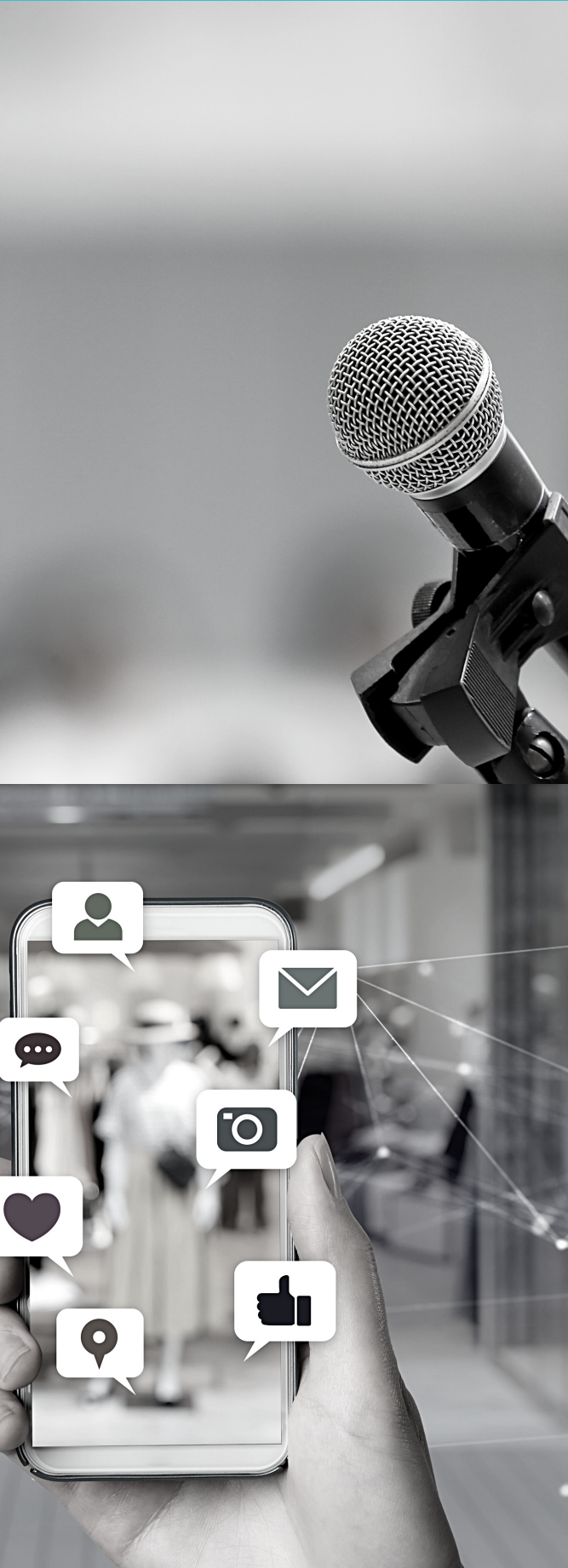
Whether you are sending an email, contacting the local press, or sharing your challenge on social media, getting the message out will be key to raising as much money as possible.

To make things easier we have put together some resources. So if you are not sure what to include, all you need to do is copy & paste.

RESOURCES YOU CAN USE

Please click on [this link](#) to access the #crossingoverwater Dropbox, where we have uploaded the following resources for you to download and use if you would like to:

- Images to post on your social media
- Example tweets & Instagram captions
- Example press release for contacting local press about your challenge
- Example email for writing to your contacts





THANK YOU!



For any further information please check out [the website](#)
or email: teresa.nunn@gmail.com