

FREEDOM FROM TORTURE UNIVERSITY AMBASSADOR NETWORK



**WHERE YOU FIT INTO FREEDOM FROM TORTURE,
HOW YOU COULD RAISE AWARENESS, AND
HOW YOU CAN FUNDRAISE ON YOUR CAMPUS.**

Pictured above: our 2021/22 University Ambassadors at the University of York.

Make sure to follow us on social media to keep updated on campaigns and survivor stories:

-  [@freedomfromtorture](https://twitter.com/freedomfromtorture)
-  [@freedomfromtorture](https://www.facebook.com/freedomfromtorture)
-  [@freedomfromtorture](https://www.instagram.com/freedomfromtorture)
-  [@freedomfromtorture](https://www.tiktok.com/@freedomfromtorture)
-  freedomfromtorture.org

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

WHERE DOES YOUR GROUP FIT INTO FREEDOM FROM TORTURE?



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The aims of this network are to expand our community as a charity, and work with students on fundraising and awareness raising events. From this, we would ask you to organise at least 3 fundraising, and 2 awareness raising events over the academic year.

You will slot into an already thriving community of supporters. We currently have 20+ Local Groups throughout the UK who already fundraise and raise awareness for us, there may even be one in your University Town or City! We have chosen to expand to the student community as we believe in the power of student campaigning, and we would love to see this network grow.

We provide you with an onboarding process and introductory meetings, alongside check in meetings to make you feel comfortable and supported in your role. We set the group goals and support you to achieve these by the end of the academic year.

Each University will have 1-3 head ambassadors to ensure the groups run smoothly.

Not only are you vital in the work that we do here at Freedom from Torture, but you have the chance to work alongside fellow students who have similar thoughts and passions as yourself. We also aim to provide workshops across the year, and you will be able to get involved with our planned campaigns alongside running your own (if you chose to).

By joining this network, you have joined a committed team of student activists across the country. All campaigning and fundraising in support of survivors of torture.

THANK YOU!

The following pages include some ideas of activities and events you could plan as a group, alongside some information on how best to do these.

RAISING AWARENESS

One of the main aims of your university ambassador group is to make other students and anyone else within your university aware of Freedom from Torture, what we do and our goals. To do this successfully you first need to know our four strategic goals. These are: Changing lives, Changing the System, Survivors Driving Change and Changing Ourselves.

We provide specialist psychological therapy to help asylum seekers and refugees who have survived torture recover and rebuild their lives in the UK. And we provide training for professionals working with torture survivors.

Alongside survivors, we campaign for change in the UK and across the world. Together we raise awareness and influence decision-makers about torture, and its impact.

So, how can YOUR GROUP raise awareness in your area?

- **Build an individual group social media following** – you can see current examples of this on Instagram from @uoyfreedomfromtorture and @rhulfreedomfromtorture. Through this you can re-share from the main Freedom from Torture accounts, create your own graphics with information (we recommend canva), and make yourself known on campus.

We suggest that you introduce your group on social media, and follow any other human rights, activism, and campaign groups/societies on campus. You can then get them to share your posts, extending your reach even further.

- **Society collaborations** – Collaborating with already well known or sustained societies is a great way to raise awareness of your group on campus. You could drop in to a society meeting, or do a collaborative fundraising event.

We recommend you ask societies to share your posts. Societies we have seen good collaborations with before: Amnesty International, Student Action for Refugees (STAR), lawyers without borders, Law society, History society, Politics society – the list could go on!

- **Book/Film Club**

A monthly book or film club is a great way to learn more about the experiences of refugees and asylum seekers, it is also a good method to involve non-ambassadors in the group.

- **Planning a webinar, speaker, or panel event** – An event like this is great to do within universities. If it is a webinar or panel event you will normally need to pick a discussion topic or question.

A speaker will normally speak for 30-40 minutes, and hold a Q&A at the end. We do have speakers within our SSO (survivors speak out) programme, but we need advance warning if you would like to have a survivor speak at your university.

For these events you need to: plan a relevant topic or communicate wanting a speaker, book a room or lecture theatre at your university, and advertise the event.

FUNDRAISING

The other main job of your group is to fundraise for us so we can continue our vital work in providing psychological therapy to help asylum seekers and refugees who have survived torture.

When fundraising, you can do this via JustGiving – use this link <https://www.justgiving.com/freedomfromtorture> to fundraise for us. You can also take card payments, as we can send you a zettle card machine to use at events, or take cash and send it over in bank transfer.

All events are another opportunity to raise awareness, so encourage those attending to follow your social media and engage with people in conversation about the cause.

Knowing the best ways to fundraise on campus can be difficult, so here are a few ideas that you could carry out or that could spark an idea!

Smaller events (could raise between £50-150)

- **Sponsored sports events**

If one of your ambassadors, or a friend/ housemate of one, are involved in a sport, a sponsored match, training session or class is a great way to raise some money. For example: you could arrange a sponsored netball match, where participation is £2 per player, and it is £1 to watch. Or you could do a themed training session where everybody wears blue for FFT. If you are a member of a dance or cheer society, you could arrange a 24-hour dance-a-thon and get sponsored to take part.

- **Donate your normal coffee/tea price**

If your university has a coffee or tea society, you may be able to collaborate with them on this. Set yourself up somewhere central on your campus, or somewhere with a lot of foot traffic, and “sell” coffee or tea. Instead of selling the coffee or tea for your benefit, you can have people donate what they would normally pay.

- **Film screening**

This can be organised yourself by booking a room and using a film from a streaming platform (doesn't HAVE to be related to the work we do), or you can collaborate with a film society. You can charge £2-3 entry per person, and could even sell snacks inside.

- **Pub Quiz**

A classic pub quiz! Hire out a space on campus, or reserve a few tables at a pub and create your own quiz. You can have small prizes, or we could send you FFT merch to use. Have each player put in £1-2 to play.



FUNDRAISING



Larger events (could raise £150+)

- **Music event**

A music event is a fun and easy way to raise a large amount of money. You can either find a space on your campus to use or you can look externally, often because you are representing a charity you can find spaces for free or at discounted rate.

To find bands or artists you can look for them within your universities, either by word of mouth or within a band or music society. We recommend charging £5+ for tickets, and you can also see if you can take a proportion of the takings from drinks during the evening, and also sell FFT merch whilst you are there.

Make sure you advertise this event a lot, and keep advertising it until you have sold out tickets!

- **Sponsored challenge**

A sponsored challenge is a way for ambassadors to all fundraise together without having to take as much time to plan the event.

A common challenge is the 10K walk or run, where each of your ambassadors set up a JustGiving Page, all linked to a team page. You can then all share this on personal social media, alongside your groups social media.

We recommend: getting pictures doing your challenge and posting them with proof of distance. It is always great to include a narrative in a challenge – are you relating your distance to a similar journey taken by a refugee? Or is it inspired by an aspect of a refugees journey to the UK?

- **Ball or formal**

This is a larger, and more challenging event to organise – but it could be done in collaboration with other human rights charities or groups, if this is the case then you can split any money raised.

We recommend to hold an event like this at the end of the academic year, as it would take more planning than other events.

If you have any questions or comments please contact our Community and Local Groups Officer, Poppy, at pbartontopple@freedomfromtorture.org