moving for mental health

the official gaza 5k fundraising guide
thank you for committing to fundraising for the gaza 5k!

When you commit to fundraising for the Gaza 5K, you’re making your miles matter to someone besides yourself.

Fundraising doesn’t just mean asking friends and family for donations – you’re directly helping UNRWA be there for the children of Gaza.

So, how far will you go?

In this guide you will find
- How to set up your fundraising page
- Ideas to get your fundraising off the ground
- Facts about mental health and children in Gaza
- More about how your participation changes lives

Get in touch with UNRWA USA
phone (202) 223-3767
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How to set up your fundraising page

make your fundraising page yours

By personalizing your Gaza 5K fundraising page, you amplify your fundraising potential!

Chances are you’ve already registered for the Gaza 5K and have created your personal fundraising page. If not, get to gaza5k.org and sign up now.

Once you have your page, log in, and personalize it: set your fundraising goal, edit your headline, your story, choose your photo, and customize your url (optional).

It only takes a few minutes and the more personal you make it, the more you increase your fundraising potential.
Ideas to get your fundraising off the ground

**Kickstart your fundraising**

So you’ve decided you want to help kids in Gaza receive mental health counseling—we have tons of tips and tricks to help make the most of your fundraising.

First thing’s first. Get in a fundraising state of mind. Don’t want to put people on the spot? We get it! Asking for money can feel awkward. But, you’re not asking for yourself. You’re asking for kids that have literally no way to ensure the future of this program themselves.

By actively promoting and fundraising for the Gaza 5K, you’re giving a voice to the thousands of children who rely on UNRWA’s Community Mental Health Programme for life-changing mental health counseling. And truth be told, people want to support causes that their loved ones care about, but they will not do it if they’re not asked.

**Make the first donation to your page!**

Big or small, it shows the people who you’re asking to donate that you believe in the mission and are willing to put your hard earned money toward supporting it.

**Email away**

Emails are your #1 tool for fundraising. Make the emails personal. Share why you care. People donate when they feel that personal connection so it’s your job to communicate that.

**Follow up by phone**

Don’t feel discouraged if you don’t hear back from a friend, family member, or community member that you emailed. Chances are they got busy and missed your message, so why not pick up the phone and give them a call, or better yet, talk to them in person at the next family gathering, church service, or office party and remind them?

There’s a reason you signed up for the Gaza 5K. Are you a passionate believer in human rights and want to do something about it? Do you want more people to know what’s happening in Palestine? Do you feel compelled to advocate for better mental health services? When you share your story, you amplify your effect!
**Get social**

Share your personalized page to your social media. But don’t stop there. When you post your page, include an explanation about why you believe in the Gaza 5K and why supporting kids in Gaza is personal to you. The more you connect yourself to the mission, the more successful you will be with your fundraising. Be sure to use #Gaza5K in your posts so our team can easily find them!

**Ask face-to-face**

Tell people about the event. Invite them to participate with you and/or donate to your page. Share your passion for the cause and the impact you’re trying to have through your involvement.

**Send text and whatsapp messages**

Start a group chat and use it to get your community to donate.

**Example text:** *Hi cousins! I’m only $100 away from hitting my fundraising goal for the Gaza 5K. If each of you donates $20 it will push me over my goal and help kids in Gaza access mental health care! Call me if you have questions or want to hear more about the cause.*

Don’t forget to include your fundraising page link in your message!

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**Want to know the golden ticket to making fundraising on social media effective?**

Post regular updates about your fundraising and how close you are to your goal.

You should also post individual thank you shout outs for each person who donates and tag the donor in your post. This simple trick can take your fundraising from $100 to $1,000!
a few creative ideas to keep your momentum

Hitting a fundraising wall or looking for a creative way to launch your campaign and motivate your Gaza 5K team members?

There are 262,000 students attending UNRWA schools in Gaza and countless ways to support them.

- Host a potluck dinner and ask for donations in lieu of the amount each person might have spent on a dinner out at a restaurant.
- Are you a regular at a local restaurant, coffee shop, or bar? Ask if they will host a benefit hour and donate a percentage of sales.
- Many companies match donations made to nonprofit organizations by their employees. Ask your employer if they will match your donation. Ask donors to do the same!
- Offer to make a $3 donation for each donation you receive or a $1 donation for each person who shares your social media post.
- Come up with a creative prize (for example: a home cooked dinner, an evening of babysitting, baked goods, Monday morning coffee delivery, name your new goldfish after them) for one lucky winner who donates to your campaign!
- Put out a collection tub at your school, place of worship or office and ask people to donate their extra change for a week.
- Have a special event coming up? Dedicate your birthday or other special holiday to the Gaza 5K and ask people to make donations in lieu of traditional gifts.
- Turn a vice into a virtue. What do you spend money on regularly that you could live without for a week or two? Going out to lunch, coffee, happy hour? Calculate what you would have spent and make a donation to your page in that amount. As others to join you in the challenge.
Facts about mental health and children in Gaza

mental health in gaza

Children and adults experience high levels of stress and distress as a result of a decade of recurrent Israeli military assaults, deepening poverty, increased gender-based violence, isolation, and movement restrictions because of the illegal blockade imposed by Israel and Egypt.

The stress of these issues manifests as post-traumatic stress disorder (PTSD), anxiety, depression, intense fear, bed-wetting, poor concentration, eating disorders, sleeping disorders, irritability, and violence in children.

It is expected that these high levels of stress and distress will continue, as individual and family coping strategies are further eroded by chronic stressors and poor living conditions.

Basic psychosocial and mental health care is not only critical in supporting the most vulnerable children and adults, but remains essential in developing and implementing community-based interventions that can strengthen families.

mental health in numbers

3 major Israeli military assaults faced by every child over the age of 10.

50+ percent the children in the Gaza Strip suffer from PTSD or some other form of psychological trauma.

20–30 percent of children are expected to continue to experience significant difficulties with trauma.

2002 UNRWA CMHP program established to assist Palestine refugees in the Gaza Strip who lost their ability to cope with the deteriorating conditions.

267 schools UNRWA schools in Gaza. Every school has a full time, dedicated mental health counselor on staff.

262,000 Palestine refugee students enrolled in UNRWA schools in Gaza.
More about how your participation changes lives

how your fundraising helps kids in gaza

Proceeds from the Gaza 5K directly fund the UNRWA Community Mental Health Programme (CMHP), which provides psychosocial support to Palestine refugee children in the Gaza Strip suffering from trauma due to repeated Israeli military assaults and the continued blockade.

Your participation in and fundraising for the Gaza 5K funds the CMHP which provides children in Gaza with critically needed counseling services, offering them a safe space to express their emotions and fears, and the opportunity to work with trained counselors to learn valuable coping skills. Since CMHP’s establishment, UNRWA has seen greater academic focus and confidence in the children who have received support. UNRWA works to make sure the kids served receive the respect, dignity, and support they need to become positive, contributing members of society.

The goal for the 2018 Gaza 5K races across all cities is to raise $500,000 which will employ 25 UNRWA counselors -- refugees themselves. For every $1,450 raised, you provide another month’s salary for a CMHP counselor.

These counselors play a critical role in supporting young Palestine refugee students, parents, teachers, and other educational staff cope with this ongoing trauma, depression, physical complaints, disruptive behavior, and distress.

With the Gaza 5K funds, together we aim to strengthen UNRWA’s services to both children and adults and ensure everyone has access to a counselor or some form of psychosocial support.

have fun!

Remember raising funds should be fun! We hope that you have found these tips to be useful. Don’t forget to ask for donations, follow up, and thank your donors, and you are sure to be successful!

Thank you for all you’re doing for the children of Gaza. We’ll see you at the race!