

Action for C.A.R. Fundraiser Toolkit



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What's Happening in CA.R.?

The Central African Republic has faced brutal conflict since a violent coup in 2012. While the conflict was not initially religiously-motivated, tensions began to follow religious lines, with many Muslims supporting the Séléka group and many Christians supporting the opposing anti-balaka group. Interim President Catherine Samba-Panza helped decrease violence, particularly in the capital, although insecurity and local violence continues in many parts of the country. CAR held successful elections in February, taking the first step towards sustainable peace. Moving forward, it is vital that relationships are rebuilt between Christians and Muslims, and that groups from across the religious spectrum and from all corners of the country feel represented by the central government.

On the ground, Aegis Trust is working with local youth activists and religious leaders on reconciliation and peacebuilding, aiming to “disarm the hearts and minds” of those affected by religious violence. The situation in the Central African Republic is improving, and peacebuilding is essential to cement that progress.



Three faith leaders of the Central African Republic come together to discuss the crisis



Why Aegis?

After founding the first and only Holocaust education center in the UK, Dr. James Smith founded Aegis Trust to focus on structural genocide prevention. In 2004, Aegis founded the Kigali Genocide Memorial. Since then, they founded and implemented a peace education program for Rwanda, which has been incorporated into the national curriculum. This methodology, led by Aegis' Rwandan staff, has been extremely successful in Rwanda.

In 2014, Alain Lazaret, today Aegis' Country Representative for CAR, met Freddy Mutanguha, a Rwandan genocide survivor and head of Aegis' programs in Rwanda. Together, Alain and Freddy organized a roundtable in CAR with faith leaders, politicians and victims from both sides of the conflict. After Freddy had given his testimony about his experience from Rwanda, in a room full of 150 people, a Muslim woman stood up and spoke of her son who was murdered and a Christian woman told how she was raped and her husband killed. Everyone on both sides was weeping; they realized the effect of violence on both communities. They saw themselves not as enemies, but as survivors together. They hugged each other and cried. It was a very powerful moment, and the beginning of Aegis' impact in the Central African Republic.

Shortly thereafter, James and Alain met with the interim President of CAR, Catherine Samba-Panza, who asked Aegis to open a program in the country. "We want Aegis to help us, I have been to Rwanda and seen what you have done, so everyone can come together to learn about peace and reconciliation." She felt very strongly, and said directly, "James, please, I am waiting for you, I am here."

We know that genocide does not occur overnight. There are steps through which a society regresses before mass murder can begin. It is vital that CAR implement effective prevention strategies now, before it is too late.



What's Peace Education?

Time and time again, we have seen the importance of prevention before a conflict occurs. Peacebuilding and education are the foundation of genocide prevention, and an investment in peacebuilding programs, and especially in youth, is an investment in the future of the country.

The continuum of violence can be interrupted and turned into a continuum of benevolence. By emphasizing empathy and critical thinking, we can enforce personal responsibility and resilience. This turns bystanders into “upstanders”.

Violence starts at a small level and each person has a personal responsibility to step into the continuum of benevolence and compassion. Through peace education, people can discover the power to be resilient through suffering and find the courage to stand against hatred.

Twenty dollars is all it takes to fund one student's peacebuilding education. That means each and every dollar raised makes a huge difference in changing a life.



Where will funds go?

Action For C.A.R. is driven by students across the country (and world!) who are seeking to raise public awareness of the crisis in the Central African Republic and fundraise to support youth-led social cohesion projects in C.A.R.

Your donation to #Action4CAR will support peacebuilding in CAR by:

- Initiating a peace education program in CAR, as proven in Rwanda
- Implementing a peacebuilding and leadership program for Central African youth to lead peace efforts in their communities
- Securing ongoing funding to sustain our programs in the longer term

We will empower local youth through training, train the trainer programs, events, and development of materials. We have established local partnerships with a number of agencies, including Catholic Relief Services, World Vision and others to leverage Aegis' impact.



Choose a fundraiser

There are hundreds of ways to raise money, but there are three top things to do before starting to fundraise:

- **Set a goal!**

A goal lets people know their money is pushing you to the finish line. If you pass your goal? All the better.

- **Ask everyone to participate!**

Friends, family, acquaintances - everyone. Even if someone can't make an in-person event, let them know they can still donate online at <http://standnow.org/donate/>

- **Make it fun!**

People will go to your event or stop by your table if they think they'll have a good time.



Email us at info@standnow.org to purchase and learn more



Fundraising Ideas

Here are some of our ideas, but you can think out of the box too!

- **Bake Sale (or maybe a hot chocolate/cider/lemonade sale)**
- **Sell pins with a slogan or picture of CAR**
- **Sell Story Cards of people in CAR**

These cards feature success stories of students who have completed the peacebuilding program. They are a visual way to show your donors how exactly their donation is making a difference.

Contact us at info@standnow.org and we'll hook you up!

- **Cause Marketing**

Hold a percentage night at a restaurant or business! Ask them to donate a percentage of their proceeds to Action For C.A.R. and get follow students and community members to join you for a meal!

- **Silent Auction**

You can host a standalone auction, or you can hold it at halftime of a sports event or intermission at a theater production. Have people bid on donated goods and services such as a night of babysitting, a hand-knit scarf, or other donated products from local businesses. The highest bid gets the prize!

- **Bracelet Sales**

Get in touch with us at info@standnow.org to buy a bracelet for yourself, or to get some to sell on your campus! You can also make your own shirts or jewelry to sell.

- **Campus or Community Yard Sale**

Ask people on campus to donate their unneeded clothes. Sell collected items at a reduced price in a campus Garage Sale and hand out one-pages on C.A.R. with each purchase.

- **Ask a local band/ school band to perform at a benefit concert**
- **Run for C.A.R. (5K race)**



Need help?

Planning a fundraiser can be intimidating, but setting a goal and deciding on the type of fundraiser is the toughest step!

If you need advice or have any questions about planning your fundraiser, reach out to your **Regional Organizer** or email jramirez@standnow.org for help!

Regional Organizers

Amit Sen, West: asen@standnow.org

Bethany Vance, Southeast: bvance@standnow.org

Casey Bush, Midwest: cbush@standnow.org

Timmy Hirschel-Burns, Mid-Atlantic: thirschelburns@standnow.org

Zac Peloquin, Northeast: zpeloquin@standnow.org

Tips for your Fundraiser

- Create a Facebook event and invite everyone you know - even if they can't be there for your event in person, they might still donate to the cause.
- Reach out to your student paper and ask to have your event featured.
- Talk to your professors about promoting the event - that could be sending out an alert on their listserv or even offering extra credit to students who attend.
- Ask people to come personally when you can.
A personal touch can be the difference between your fundraiser catching their eye or blending in with the other invitations they may be receiving.



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Fundraiser

After the Fundraiser

There are two options for turning in the money you raised for Action For C.A.R.

Donate it at <http://standnow.org/donate/>

Send a check to our address! You can make the check out to **STAND, LLC.**

Our address:

**STAND c/o ImpactHub
419 7th St, NW, Suite 300
Washington, DC 20004**

Are you interested in taking further action for genocide prevention after your fundraiser is over? Check out our Easy As APB campaign at standnow.org for more!