

RAINBOW
RAILROAD

Fundraising Toolkit





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Thank you so much for your interest in hosting a fundraiser for Rainbow Railroad!

As an LGBTQI+ organization that was founded by a group of volunteers, we are deeply grateful for the ongoing community connections that power our work. Whether you are a member of the LGBTQI+ community or an ally, you can be a part of Rainbow Railroad's vital work.

Every dollar raised supports our mission - helping more LGBTQI+ people around the world escape persecution and violence. We are so grateful to count you as a supporter and champion of our cause.

In this toolkit, you will learn about our work, how to plan a fundraising event for Rainbow Railroad, and what we can do to support you in your fundraising efforts.

ABOUT RAINBOW RAILROAD

Rainbow Railroad is an international human rights organization that creates pathways to safety for at-risk LGBTQI+ people and strengthens policies and systems that support their protection and integration. Since our founding in 2006, we have supported over **40,000 individuals** and families, and have become a **global leader in advancing LGBTQI+ rights**. We are one of the few organizations that work as direct service providers, advocates, thought leaders, and movement strategists to address global queer forced displacement. Our mission is guided by a commitment to becoming a refugee-led organization that centres the experiences, leadership, and authority of LGBTQI+ refugees.

Rainbow Railroad is a registered charity in Canada and a U.S. 501(c)(3) organization with offices in Toronto and New York. For Rainbow Railroad, and what we can do to support you in your fundraising efforts. If you have any questions, please email events@rainbowrailroad.org, and we'll be happy to help.



HOW WE WORK



Emergency Travel Assistance

Our core program, provides relocation support to get at-risk LGBTQI+ individuals to a place of greater safety.



Cash Assistance

Support for basic needs including accommodation, medical care, access to essential medicines, and internal relocation.



Partnership Development

Direct support to organizations and human rights defenders globally.



Crisis Response

Monitoring and responding to crackdowns and crises impacting LGBTQI+ people.



Information Services and Referrals

Non-monetary support including mental-health resources and referrals to local LGBTQI+ organizations.



Government Resettlement Pathways

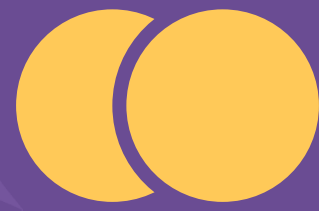
Private sponsorship of refugees and complementary pathways.

YOUR IMPACT



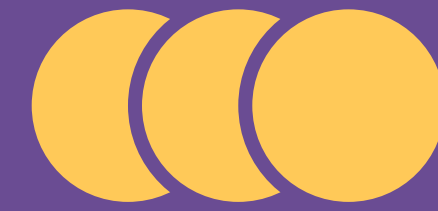
\$500

Provides one refugee with access to shelter, food and medication for one month while waiting for relocation.



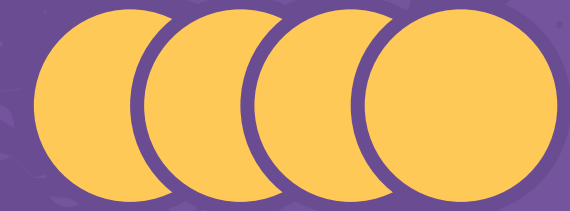
\$1,000+

Provides one-time emergency housing cash grants to LGBTQI+ refugees and asylum seekers in the U.S. and Canada.



\$2,500

Provides resources to LGBTQI+ refugees and asylum seekers for the first 1-3 months post-relocation.



\$15,000

Can help facilitate the resettlement of one LGBTQI+ person.

FUNDRAISING EVENT IDEAS

Whether you are pulling together a quick gathering or building something bigger, these ideas are here to help you take action, celebrate community, and make an impact in the lives of at-risk LGBTQI+ individuals.

Board Game Café Takeover

Host a game night at a local board game café or community center and encourage a donation to play or join a tournament.

Charity Sip and Paint

Host a painting workshop where participants can donate to join and enjoy a creative evening together.

Drag Brunch or Drag Bingo

Host a drag show or bingo event where guests buy tickets, and tips or entry fees are donated to support the cause.

Themed Fitness Class

Partner with an instructor to lead a yoga, spin, or dance class with a donation required to attend.

Open Mic Night or Talent Show

Charge performers and attendees a small donation to join a night of community entertainment.

HOW WE CAN SUPPORT YOU

Community fundraising events are a powerful way to support Rainbow Railroad's mission to help LGBTQI+ people escape violence and persecution, while building solidarity and amplifying awareness of the ongoing fight for LGBTQI+ freedom. Every dollar raised directly contributes to providing vital support for individuals at risk.

Here are some of the ways Rainbow Railroad can help support your event:

- Dedicated support from one of our team members
- Logo use and promotional materials to help spread the word
- Tools to track and collect donations online
- Help with post-event activities, including donor thank-yous and recognition

PLANNING & IMPLEMENTATION

Third-party fundraisers are not official Rainbow Railroad events; they are independently organized, which means you're leading the charge. While you'll handle the core planning and logistics, we're here to support you however we can. Whether you need advice, resources, a letter of support, or just someone to bounce ideas off of, we're happy to help.

For support with planning and implementation, email Taylor Luftig, Rainbow Railroad's Senior Development Officer, Community Fundraising at tluftig@rainbowrailroad.org.



COMMUNICATIONS & PROMOTIONAL MATERIALS

Depending on the nature of your fundraiser, there may be an opportunity to share your event, or results on our social media platforms. Please ensure @rainbowrailroad is tagged on all your posts. Unfortunately, we cannot share everything, but we will try!

Need logos or branded materials? Send us an email at events@rainbowrailroad.org and we'll set you up with everything you need. If you're planning to use our logo, please send a copy of your promotional materials to tluftig@rainbowrailroad.org for approval to ensure alignment with our organizational brand.



WAYS RAINBOW RAILROAD IS UNABLE TO SUPPORT YOUR EVENT

We're so grateful for your support and want to be as helpful as possible. That said, there are a few areas where we're not able to provide support:

- Applying for licenses or permits, including those for raffles and 50/50s
- Covering event costs or reimbursing expenses
- Issuing tax receipts for donations (cash or in-kind) not received directly by Rainbow Railroad

Because of the number of amazing fundraisers in support of Rainbow Railroad, it's not always possible for staff to attend the event in person. Even if we can't be there physically, we're cheering you on and are here to support you in other ways.

FUNDRAISING CHECKLIST

- Visit our website to read about our work and get inspired, and follow us on social media @rainbowrailroad.
- Decide how you plan to receive donations. If you're unsure of how you would like to receive donations, email Taylor at tluftig@rainbowrailroad.org.
- Launch your fundraiser promo! Promote your event amongst your family, friends, and wider community.
- Host your event!
- Send your donors a big thank you.
- Submit your funds raised on our website with a note about your event so we can recognize your incredible contribution!

We're so grateful for your support - thank you!

For more information or to discuss your event ideas, please contact:

Taylor Luftig

Senior Development Officer, Community Fundraising

tluftig@rainbowrailroad.org