

# FUNDRAISING PACK

**UKRAINE  
WEEK**  **SIDE  
BY  
SIDE**

**21 - 27 AUGUST 2022**

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Thank you for downloading this fundraising pack and for expressing an interest in organising an event to fundraise for Ukraine Week. The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise for the Bailiff's Ukraine Appeal will make a huge difference to those surviving in the midst of a country torn by war.

We hope you enjoy your experience of fundraising for Ukraine Week. If you need any further information or support please do not hesitate to get in touch with us at Jersey Side by Side or with our Ukraine Week Coordinator at [c.ramsay@gov.je](mailto:c.ramsay@gov.je).

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# 2 - THANK YOU FROM OUR CHAIR



Jersey has stood shoulder-to-shoulder with the people of Ukraine since the invasion began on 24th of February. Starting with a candlelit vigil in Royal Square, we have raised and distributed almost £2.3m of assistance, including essential medical supplies, ballistic vests and helmets for front-line medics, incubators for premature babies, and mine-clearance training courses for Ukrainian women. The Island has also collected and sent 15 lorry-loads of donations and supplied 200 surplus oxygen concentrators from Jersey's hospital. This speaks volumes about the character and culture of our Island.

Ukrainian flags flutter over every corner of our Island, and we have been privileged to welcome several Ukrainian families fleeing the conflict. I believe that Jersey's Ukraine Week will clearly demonstrate our continuing support for Ukraine while also raising more money also those so badly affected by this senseless conflict. Thank you for standing with us side by side with Ukraine.

Best Regards,

A handwritten signature in black ink that reads 'Michel Le Troquer'.

Michel Le Troquer,  
Chairman, Jersey Side by Side

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# 3 - KEY MESSAGES



- Wednesday 24th August is the main state holiday in modern Ukraine. This year the holiday will commemorate the 31st anniversary of Ukraine's Declaration of Independence. It will also, sadly, mark the 6-month anniversary of the start of the Russian invasion.
- 21st - 27th August islanders are invited to show their solidarity and celebrate with our Ukrainian neighbours through a series of community-led activities and fundraising events.
- In addition to attending official Ukraine Week events, we encourage you to organise your own fundraising activities throughout the month of August and during Ukraine Week.
- All funding received by The Bailiff's Ukraine Appeal and Side by Side will be distributed by the Island's official aid agency, Jersey Overseas Aid (JOA).
- JOA's team have experience working at various international organisations, including the UN. Through their network of humanitarian agencies and regular briefings, JOA will identify where funds are best spent and ensure that they are directed to the agencies and locations where they will be most impactful, distributed rapidly, and properly accounted for. All partner organisations have gone through rigorous due diligence procedures.
- JOA has identified a list of key life-saving items that are desperately required. During Ukraine week we will have the chance to learn a bit more about these items and work together towards sending a few of these specific items to where they are most needed. Please visit <https://www.sidebyside.je/choose-where-your-donation-goes/>
- For up to date information about how the funding has been allocated so far, please visit <https://www.joa.je/bailiffs-ukraine-appeal/>

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# 4 - HOW YOU CAN HELP

**UKRAINE  
WEEK**  **SIDE  
BY  
SIDE**

1. Email [charity@race-nation.com](mailto:charity@race-nation.com) with the subject line, "Set up a page for Side by Side". Include your name and contact details in the body of the email. RaceNation will set up a personal fundraising page for you to start your very own fund.
2. **Plan a Ukraine Week** event. Invite your friends, family, and co-workers to get involved.
3. **Keep in touch!** Follow and tag us on social media and use the hashtag **#jerseyukraineweek** so we can celebrate your fundraising success. The JEP has offered to run pictures of the most creative efforts!

**Your event ideas need only be limited by your own imagination, but if you're looking for inspiration why not try one of these:**

- Plan for your team to come to work dressed in either yellow or blue (the colours of the Ukrainian flag) - or dye their hair - for the 24th August. Let's try to get all of St Helier out in colours at lunchtime that day!
- Organise a relay team to run or walk across Ukraine (1,316 km)
- Join up with other companies to cycle the length of Ukraine's border (6992.98 km)
- Beach or dinner parties with Ukrainian food (keep an eye on our website for recipes!)
- Raffle a day off work
- Hold a Eurovision Song Contest
- Screen a Ukrainian film

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# 5 - SCHEDULE OF EVENTS

## 21 AUGUST LIVING FLAG

Sunday 10:00 - 12:00

Le Braye beach

Put on your brightest blues and yellows and bring the whole family to join our Living Flag photo on the beach. We will gather in a flag shape for a drone shot at 10.30am, and our partners at Friends of Ukraine will give a demonstration of land mine clearance equipment. Please head down to one of the participating charity shops to source your blue or yellow and support local charities at the same time.

**Please bring both blue and yellow tops so we can be sure we'll have enough to make the flag! Register your interest on Facebook.**

## 23 AUGUST FILM IN THE PARK

Tuesday 20:00 - 22:00

Millenium Park

Director Elie Grappe's *Olga* (2021) tells the story of a 15-year-old Ukrainian gymnast exiled in Switzerland, who is working to secure a place at the country's National Sports Centre. When the Euromaiden revolt breaks out in the country, anxieties rise as her family gets involved.



Stefan Rousseau presents *Olga* in collaboration with Creative Spaces as part of the Green Screens: Films in the Park series.

# UKRAINE WEEK



# SIDE BY SIDE

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FROM 21 - 27 AUGUST 2022

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# 6 - SCHEDULE OF EVENTS

## WEDNESDAY 24 AUGUST - UKRAINE DAY



### BLUE-AND-YELLOW DRESS DOWN DAY

ALL DAY  
ISLAND-WIDE

Local businesses including the finance industry are encouraged to organise fundraisers and come to work in blue and yellow and organise their own events and challenges. Email [info@sidebyside.je](mailto:info@sidebyside.je) to let us know if your office is participating, and the JEP has offered to run pictures of the most creative efforts, and the company that raises the most on their page!

Please see Page 4 for instructions on how to set up your fundraising page through RaceNation.

### EQUIPMENT DEMOS

11:00 - 14:30  
Charing Cross (The Toad)

Jersey Overseas Aid, Crown Agents, mOm Incubators, Baby Lifeline, and Friends of Ukraine will gather in town to share the latest updates from the front lines. We will get the chance to take a close look at some of the equipment our donations will be able to send to Ukraine, and hear from our special guest Linda Bassett (Call the Midwife) about her work with Baby Lifeline.

Make sure you dress for work in blue or yellow that day so lunchtime on the High Street will be a show of colourful solidarity!

### BLUE-AND-YELLOW- TIE DINNER

18:00 - 23:00  
Field Squadron

Join us for a formal but fun Blue-and-Yellow-Tie Dinner to celebrate Ukraine's national holiday. We'll auction off some real, desperately needed equipment and resources to help those impacted by this crisis in a practical and tangible way. We will be treated to live music, and hear from some of the organisations that are working on the front lines.

Please email [c.ramsay@gov.je](mailto:c.ramsay@gov.je) to reserve tickets.

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# 7 - SCHEDULE OF EVENTS

## 25 AUGUST STORY HOUR

Thursday 11:00 - 12:00

Jersey Public Library

Join us for a reading of *How War Changed Rondo*, a picture book written and illustrated by Romana Romanyshyn and Andriy Lesiv, a husband-and-wife duo from Ukraine. A gentle way to introduce a difficult topic to children, this beautiful story addresses the darkness and pain that conflict brings and the wounds that linger long after it's over, while ultimately serving as a tribute to peace, resistance, and hope.

**Tickets on Eventbrite through Jersey Public Library.**

## 27 AUGUST MARKET DAY

Saturday 11:00 - 16:00

West Centre (The Cows)

We will round out the week with a Ukrainian market day in West Centre. Jersey's Ukrainian community will gather to say thank you with a little taste of home in the form of artisan crafts, market stalls, authentic cuisine, a traditional fashion show, and live performances.

**Keep an eye on our socials and website for event updates and news.**

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# 8 - OTHER ACTIVITIES

## Splash Out for Ukraine at Watersplash

**6 August from 11:00AM**

Watersplash is setting the gold standard for fundraising events. The day starts at 11am with a Kookslam, a surf competition where the worst dressed and best wipe outs win (keep eyes on the Ukrainian Invitational Team!) DJs start performing at the Reggae Beach stage from 12pm and will carry on until 9pm. The music continues inside from 10pm - 2am. Tickets can be found on the Splash Out for Ukraine Facebook Event Page £11/ticket.

## Blue-and-yellow Clothing Sales at Charity Shops

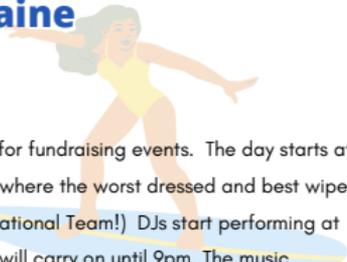
**Month of August**

Charity shops around the island will assemble blue-and/or-yellow items for the shopping convenience of those looking for an economical and environmentally friendly way of celebrating Ukraine Week. One pound from each item will be donated to Ukrainian aid efforts. See our [website](#) for participating shops.

## Night lights at Fort Regent

**21-27 August**

When the sun goes down, keep an eye on the Fort! They will be showing their solidarity by lighting up the dome in Ukrainian colours for the week.



# UKRAINE WEEK



# SIDE BY SIDE

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## Ukrainian Book Display at Jersey Public Library

**Month of August**

Would you like to learn more about Ukrainian history? Find a traditional recipe? Hear local stories? Head to the Jersey Public Library, where they will be displaying books about Ukrainian history, culture, and more throughout the month of August.



## Parish Events in your neighbourhood

**Throughout the Week (21-27 AUG)**

If you are arranging an event outside of St Helier, why not let your Parish Hall know about it so everyone in your area can get involved? They will also be able to tell you what else is going on in the neighbourhood that week.

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SPLASH OUT FOR UKRAINE

# 9 - HOW WE CAN HELP



## HOW WE CAN HELP:

There will be a downloadable fundraising poster onto which you can add your event details and the Ukraine Week logo both available for download from [www.sidebyside.je](http://www.sidebyside.je) soon. Feel free to contact Carolyn ([c.ramsay@gov.je](mailto:c.ramsay@gov.je)) if you would like any help.

## Instructions for setting up an individual fundraising page:

If you are arranging a community, work or school event, or doing a personal challenge to raise money you might like to set up your own personal fundraising page. Simply email [charity@race-nation.com](mailto:charity@race-nation.com) (subject: "set up a page for Side by Side") with your name and contact details. Copy in [c.ramsay@gov.je](mailto:c.ramsay@gov.je) if you would like us to support in any way.

## HASHTAG / SOCIAL:

We would be delighted if you would share your fundraising activities on social media, either by tagging us on your own channels or by sending your pics and updates to Caro ([c.ramsay@gov.je](mailto:c.ramsay@gov.je)). When you post please use the hashtag #JerseyUkraineWeek

## KEY CONTACT:

If you have any questions or queries regarding Ukraine Week events or an event you or your organisation are organising, please contact Caro Ramsay on [c.ramsay@gov.je](mailto:c.ramsay@gov.je).

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# 10 - SPONSORSHIP OPPORTUNITIES



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*Getting your company involved in Ukraine week offers great CSR, brand placement, and opportunities for staff engagement, all while helping a worthwhile cause. Please email [c.ramsay@gov.je](mailto:c.ramsay@gov.je) if you are interested in sponsoring one of our events or volunteering your team to help. The JEP has kindly offered to feature the most impactful corporate efforts.*

## Examples of Impact Opportunities:

Drone photography for 21st August.....	£500
Sponsor for Film in the Park.....	£750
Take care of wine at the Blue-and-Yellow-Tie Dinner.....	£1200
Cover the catering at the Blue-and-Yellow-Tie Dinner...	£5000
Key Sponsor for Ukraine Week.....	£12000

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Jersey Side By Side is a Jersey charity that supports humanitarian assistance to people most in need in the wake of major emergencies and natural disasters around the world. The charity was established in response to the 2004 Boxing Day tsunami and raised in excess of £1.7 million for countries and communities affected by the disaster. Subsequently Jersey Side by Side has collected considerable sums in donations to support a number of other global humanitarian and environmental emergencies, including responding to earthquakes in Pakistan (2005), Haiti (2011) and Nepal (2015) and the flooding and mudslides in Madeira in 2010.



So far Jersey Overseas Aid has donated £508,000 to support those caught in the conflict. This is in addition to over £1.5 million this year to other humanitarian emergencies in Ethiopia, Kenya, Somalia, Nigeria, South Sudan, Yemen, Central African Republic and Syria.

The Government of Jersey has to date contributed £1 million to the Bailiff's Ukraine Appeal as well as a further £250,000 to help Ukrainians find refuge in the Island. The people of Jersey can all be proud of the part we have played in supporting those in need.

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