

The Bhopal Medical Appeal



Fundraising for the BMA

Thank you for supporting **The Bhopal Medical Appeal**. Your fundraising helps us provide free medical care to the survivors of the world's worst industrial disaster and to families still being damaged in their thousands by ongoing water poisoning in Bhopal.

There are many fun and rewarding ways to fundraise and help provide free healthcare to the survivors of the ongoing disaster in Bhopal. Whether it's an online fundraiser or event, holding a bake sale, running a marathon, or hosting a film night there are lots of ways you can raise money for The Bhopal Medical Appeal. You can fundraise online, at school or university, at work, within your community or as part of a larger group. Be as creative and innovative as you want.

Here's our guide to help make your fundraising simple, please don't hesitate to get in touch with us if you are looking to fundraise, we can help with planning, publicity materials, digital promotions and handling donations. You can contact us on:

01273 603278 or at admin@bhopal.org

You can also join our social media community for more information about our current work in Bhopal, fundraising tips, and other supporter events.



[@BhopalMedicalAppeal](https://www.facebook.com/BhopalMedicalAppeal)



[@BhopalMedAppeal](https://www.twitter.com/BhopalMedAppeal)



[@bhopalmedicalappeal](https://www.instagram.com/bhopalmedicalappeal)

www.bhopal.org

Persuasive & Important Facts You'll Need

There are several things worth pointing out to your sponsors that really help to put things into perspective. Most important of all is to explain that, no matter how one might feel about those responsible for the disaster, and those who have become culpable in a tangled mess of litigation, that people are still suffering in Bhopal. Worse still, **THEY ARE STILL BEING POISONED** by toxic waste that has never been cleared up.

It is also worth pointing out how dreadfully poor most of these people are. India, as a whole, may be rapidly becoming a wealthy country but you can believe us when we say that there is not much evidence of this in the contaminated slums around the abandoned disaster site in Bhopal. Without our clinics many of these people would go without medical care.

Just these simple facts should help you persuade your sponsors to give generously but, for more information, you can find an overview of the disaster and the work happening in Bhopal [here](#) and you can always refer them to our website at www.bhopal.org

In addition, you only need call, or email, the Bhopal Medical Appeal and you will always find us very happy to answer any questions you, or your sponsors, may have. We will also be happy to provide you with whatever detailed information, and pictures, you might want for your fundraising publicity.



Born beside a lake into which chemical wastes were dumped, Suraj reached 18 unable to walk, talk or even sit unaided. Following 18 months of intensive therapy at our Chingari Clinic, Suraj took his first unaided steps. Weeks later, and for the first time in his life, Suraj spoke his mother's name - Photo: ©Giles Clarke

Where Will Your Sponsors Money Go?

Our clinics are right in the heart of the disaster zone, exactly where the greatest need is found, and whatever amount is donated you can tell your sponsors to rest assured that their money will be making a genuine difference.

- **£6** a month funds a special education class for a child in a daily life skill
 - **£9** a month pays for speech therapy for a child unable to speak
 - **£15** a month covers the costs of a damaged child's physiotherapy
 - **£115** funds a community health worker for two weeks
 - **£300** buys a set of doctor's medical examination tools for six doctors in one year
 - **£600** pays for Chingari's electricity for six months
 - **£1,450** employs a child's physiotherapist for four months
 - **£9,000** pays a doctor's salary for an entire year
- **£13,000** runs the Chingari clinic supported by the Bhopal Medical Appeal for an entire year



Therapy session at the Chingari Clinic - Photo: ©Giles Clarke

How To Collect Donations

Please do lean on us as much as you need while you are fundraising. We'll keep in touch with you but please don't be afraid to ask for whatever help you need.

So long as you are happy working online then the first things you'll want to do is set a goal fundraising figure and create a fundraising page.

This can be at: www.justgiving.com or at www.virginmoneygiving.com

They are both great, user-friendly sites but, if you have any difficulty, then we're very happy to help. It's always worth personalizing your page as much as you can with good pictures and information about yourself, your challenge, and your cause. If you need any factual information from us then please just ask.

If you don't want to use an online page then we'll be very happy to provide you with good, old-fashioned sponsor forms- personalized for you and to the event you are participating in, we can post these to you, or you can download a [sponsor form here](#)

Please also check out our Facebook and Twitter pages to get the latest news and share that with your potential sponsors. You may also want to share your best fundraising ideas with us or with other fundraisers.

We'll certainly be very happy to hear your fundraising stories and to get an idea as to what works the best for you.



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Please also don't forget to encourage your sponsors to tick the Gift Aid box. So long as they are a UK taxpayer then their donation is worth around 25% extra after we claim the tax back. You don't have to do anything more than ask them to tick the box!



Hannah used JustGiving to fundraise for her sponsored walk, raising over £500

Simple Things That Will Boost Your Online Fundraising

Your JustGiving or VirginMoneyGiving Page

Please don't forget to make your fundraising page as interesting as possible. Add as much personalisation as you can- words, photographs, and even video! They will all help you raise more money.

After you've got your fundraising page up there are plenty of other simple things you can do online that will really give your fundraising a big lift:

- **Add interesting stories and photos to your fundraising page.** Facts about the BMA and Bhopal are important but don't forget to explain what the cause means to you, nor what you are going through to achieve your goal.
- **Write a blog about your training and fundraising.** Make sure it's updated regularly and share a link for it. Make sure it's got lots of pictures. Humorous pictures of you engaged in your activity always work well!
- **Use your social networks** – Facebook, Twitter, Instagram, and LinkedIn. Post your own message on your contact's pages and keep an eye on ours for extra, interesting content.
- **Email your local press and get your story in the paper.** This always works best if you have an interesting angle for the story. Maybe you visited India, or Bhopal, years ago and vowed to help no matter how long it took. Maybe you have another family connection, maybe you have a professional connection or an interest in our treatments e.g. yoga, ayurveda, or you are a long-term sufferer of one of the common problems in Bhopal. Maybe it is as simple as the fact that you need to lose some weight, you want to challenge yourself, and you are running for the first time in your life!
- **Put your giving page into your email signature.** Make it easy for your contacts to simply 'click through' from the signature.
- **Send out an email to your personal and work contacts or post a message on your work intranet site.** Spread the word as far as you can and don't forget to add some interesting links.



Other Simple Ways To Boost Your Fundraising

Flyers

Create a real or a virtual flyer by printing your JustGiving page address along with a few words about why you're fundraising for The Bhopal Medical Appeal. Make sure you add a good picture of what you're doing, or Bhopal related, which we'll be happy to supply.

Place of Work

As well as asking your colleagues to sponsor you, have you thought of asking your company if they will match what you raise? Have you asked them to advertise you, and your JustGiving page, on the notice board and the company's intranet?

Late Sponsors

On average, 20% of all donations are received after the event so please don't forget to send your fundraising page back out once you have completed the challenge. You might think about adding some 'after the event' news and photos!



*Our clinics in Bhopal use leaflets, posters, and pamphlets to effectively educate communities about the current Covid-19 pandemic.
Photo: © Biju Nair*

Fundraising Events, Tasks and Challenges

Although perhaps requiring a little more effort, these ideas can often be the easiest way to give your fundraising a big boost in one go. Not only that, they're actually a lot of fun!

Film Show

Hold a film show- we have lots of films/documentaries about the Bhopal Survivors, the gas disaster and our clinics' work – we can work with you to find the most suitable film for your event and send you a copy. This is really useful if you think your sponsors will be interested in the cause. If you think they just want to see you do your thing then why not just show your favourite film?

Curry Night

A good way of telling the story of Bhopal is to set an Indian tone. What better way than cooking a few simple dishes and holding a curry night? If you need any recipe inspiration, then please do get in contact with us.

A Winning Combination

The two above ideas make a great combination. Inform and entertain your audience and then who can complain if they go home, after watching a film, and full of curry?!



Multi Award Wining Documentary 'Bhopali' - available on request

Yoga for Bhopal Event

Yoga for Bhopal is a wonderful opportunity to promote the benefits of yoga while helping people affected by the Bhopal gas disaster and the ongoing water contamination. We invite individuals, teachers, groups and studios to hold a fundraising yoga session or event. Yoga for Bhopal events take place around the year, there is never a bad time. However, our **Yoga for Bhopal week will fall on the 21st – 27th September 2020**, where we hope you will join us in creating, running or attending a Yoga for Bhopal event. You can learn more at: www.bhopal.org/yogaforbhopal/



Our Sambhavana Clinic uses yoga as one of a range of treatments for the survivors of the Bhopal Disaster - Photo: ©Andy Spyra

Virtual Events

A virtual fundraiser is an online fundraising event. Instead of gathering together physically, supporters can come together online, this is a great way of fundraising during the current pandemic. They can be done using video tools such as Zoom or Skype. If you need any help setting up a virtual event please get in contact with us and we can help with the technology. Ideas for a virtual event include:

- Live streamed music concert
- Yoga for Bhopal yoga session
- Virtual pub quiz
- Online auction
- Sponsored at home activity (who can forget Captain Tom's incredible efforts)

Challenge Events

Why not get fit or take a challenge while raising money for the BMA! We have access to places in events all around the country; some are strenuous, some are gentle, and some are downright daring! Previous challenge events include, London 10k, Brighton Marathon and Hackney Half Marathon. Please contact us to find out what events are available and to sign up.

You might want to create your own challenge – this could be a walk, run, cycle ride or even skydive.



Dominic set up his own 25-mile cycle fundraiser and raised £1000!

Other Fun Events

With a little imagination there are plenty more fun ideas that can raise good amounts of money. How about a cake sale, a raffle, a sweepstake, or a quiz night? How about taking money for a head shave or a beard shave?!



Paul “The Bhopal Beardpal” Armfield. His beard shave-off raised £3500!

You've Raised The Cash, Now Pay It In!

There are plenty of ways to do this:

1. **Online.** The good news is that, if you are using a JustGiving or VirginMoneyGiving page, then you don't have to do anything! The money is paid directly to us and, so long as your sponsors are eligible and tick the box, so is the Gift Aid.
2. **Online bank transfer.** You can make an online bank transfer directly to us. Please contact us for the reference and bank details.
3. **Over the phone.** Call us and we will be able to take an instant payment over the phone and the money will be added to your fundraising total.
4. **By cheque.** Make cheques payable to 'The Bhopal Medical Appeal' with your name and your event clearly stated on the back. Please send cheques to our office: **The Bhopal Medical Appeal, Community Base, 113 Queen's Road, Brighton, BN13XG**

And finally, please don't forget to thank everyone who sponsors you!

Thank you for supporting The Bhopal Medical Appeal

Please do not hesitate to contact us if you are planning to put on a fundraiser or have any further questions:

Telephone: 01273 603278

Email: admin@bhopal.org

Community Base, 113 Queen's Road, Brighton BN1 3XG

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