



Sustainable Impact Fundraising

Service Toolkit



Welcome

Beauty for Freedom is a movement that believes every individual can create meaningful change in our world.

By offering the resources to help people create positive social change in their local and global communities, we empower people to make an impact on the lives of others.

Through domestic programs like Advocacy & Activism, Creative Workshops, and International Travel Abroad Programming, Beauty for Freedom empowers change with resources that create sustainable impact.

The Beauty for Freedom Approach

Beauty for Freedom provides creative therapy at no cost to survivors of human trafficking and at-risk youth who have experienced trauma. We need your help in order to meet the demand for services in the areas that we work in the USA and Abroad.

Our holistic and sustainable development model partners with local NGOs that focus on rescue, recovery and reintegration in local communities in seven countries: USA, Africa, Cambodia, France, Haiti, Hong Kong and India.

Over the years, this sustainable development model has worked to solve not just one issue, but also tackle multiple issues to help survivors rebuild their self-esteem. It works. It's proven. It's scalable.

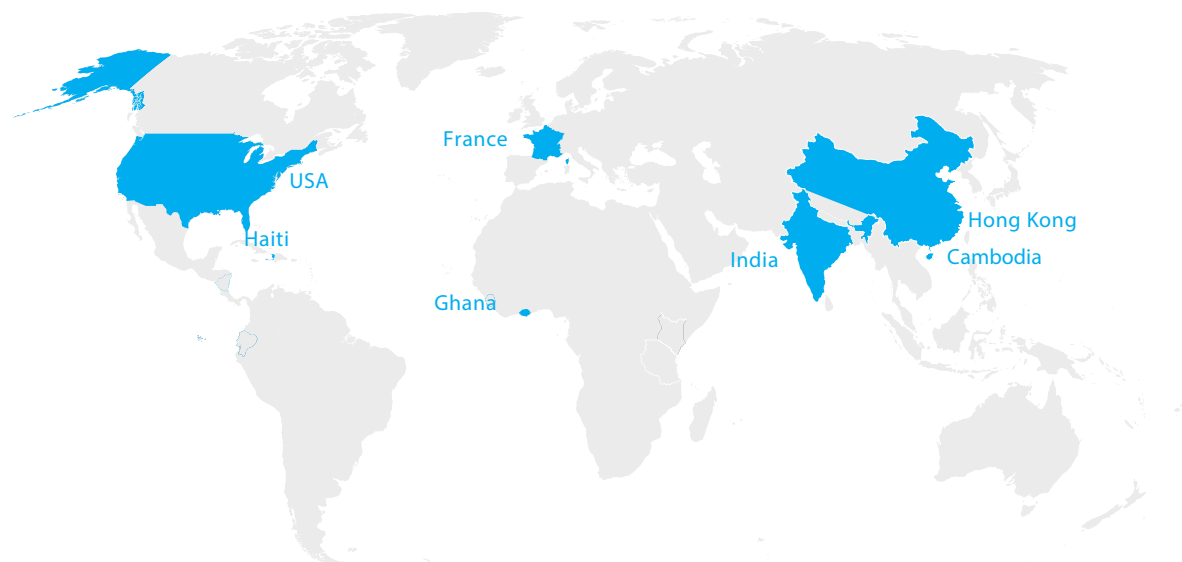
Beauty for Freedom programming provides a therapeutic approach and creative outlet to help heal the most challenged populations. It is designed to empower, help people get back on their feet, teach coping skills, relieve stress and give participants a chance to become engaged, active members of their community.

Opportunity: More than 2,000 women and children have been empowered themselves through our programs since 2014 and over \$275K have been donated in art supplies, photo equipment, music instruments, sewing materials and self-care products to our non-profit partners globally.

In the USA, 204 students have been impacted through Beauty for Freedom's Youth Advocacy in Action Programming. We have facilitated 7 Youth Advocacy and Empowerment Programs for High School and College Students in a multi-city tour in New York, Texas, Massachusetts, Florida, California, Utah, etc.

Where We Work

We work in seven countries, where we partner with local communities to break the cycle.



Visit www.beautyforfreedom.org to Learn More.

Advocacy & Activism Programs

Each Course Includes:



Group Discussions on Youth Issues



Creative Writing & Creative Arts



Design, Production & Marketing



Advocacy & Activism Campaign Creation



Ideation Sessions



Call-To-Action

Creative Arts Programs

Each Course Includes:



Group Discussions on Freedom



Creative Writing (Hopes & Dreams)



Community Portrait Series (Photography Workshops)



Mural Workshops



Painting Workshops



Community Exhibition

Step 1

Commit to Starting a Fundraising Campaign for Beauty for Freedom and Support Survivors and At-Risk Youth.

WOMEN AND MEN SURVIVORS OF SEXUAL TRAUMA

BFF Creative Programs assist women and men survivors an opportunity to participate in art programming, job readiness and the opportunity to connect with others.

SURVIVORS OF CHILD LABOR

BFF Art Therapy Programs provides children and adolescents who have endured trauma in their community or in their country an opportunity to build self-confidence and self-esteem.

AT-RISK CHILDREN AND ADOLESCENTS

BFF Art Therapy Program works with children and adolescents struggling with a range of challenges resulting from trafficking, family, peer and school.

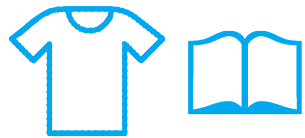
ADVOCACY AND ACTIVISM

BFF Creative Programs raise awareness about the on-going crisis of human trafficking and educate the next generation of change makers who want to make a social contribution to the cause.

Step 2

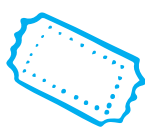
Decide How You Are Going To Fundraise

There are many options for getting involved and fundraising with Beauty for Freedom. Check out these ideas to help get you started!



Sell T-shirts/Books

Purchase a starter kit from our website beautyforfreedom.org and sell them in the workplace, at a community center or at your next family gathering. Take orders and help raise money for your cause. We have Beauty for Freedom T-shirts and “Illuminate” Photography Books youth photographed from our photography workshops.



Host an Event

Whether it’s gathering your friends to make holiday cards, hosting a benefit dinner or running a trivia night in your community, there are so many incredible event possibilities to help you fundraise for your chosen country and Pillar of Impact.



Collect Donations

Ask local businesses, family members and friends to donate what they can to your cause. Try creating collection jars to put in local community centers and businesses for people to donate loose change, or collect pledges and challenge yourself to something—a marathon, bike-a-thon, get creative!

Additional Ideas

Having trouble thinking of a unique fundraiser? Check Out these ideas to help make a meaningful difference.

Give Up a Day of Pay

Participating employees opt to give up a day’s worth of their salary to donate the pooled money.

Birthday Fundraiser

Donate your birthday and host a birthday fundraiser asking your friends to donate to Beauty for Freedom instead of buying you a birthday gift.

Donate a Cup of Coffee for a Month

Make a donation of a cup of coffee one day a week or for the whole month. Ask your co-workers to participate and donate the pooled money.

Get Moving

Get your sweat on with a dance-a-thon, walk-a-thon or cycling fundraiser and collect pledges in support of empowering programs in developing communities.

Engagement/Wedding Gift

Donate your Engagement/Wedding Gift by asking your friends and family to donate to Beauty for Freedom. You can easily set-up a registry using Tendr.com/beauty-for-freedom where we are listed.

Bake Sale

Host a bake sale and raise money for a cause you care about. Create a recipe book you used and sell it at the bake sale to increase your funding total for the Beauty for Freedom Campaign.

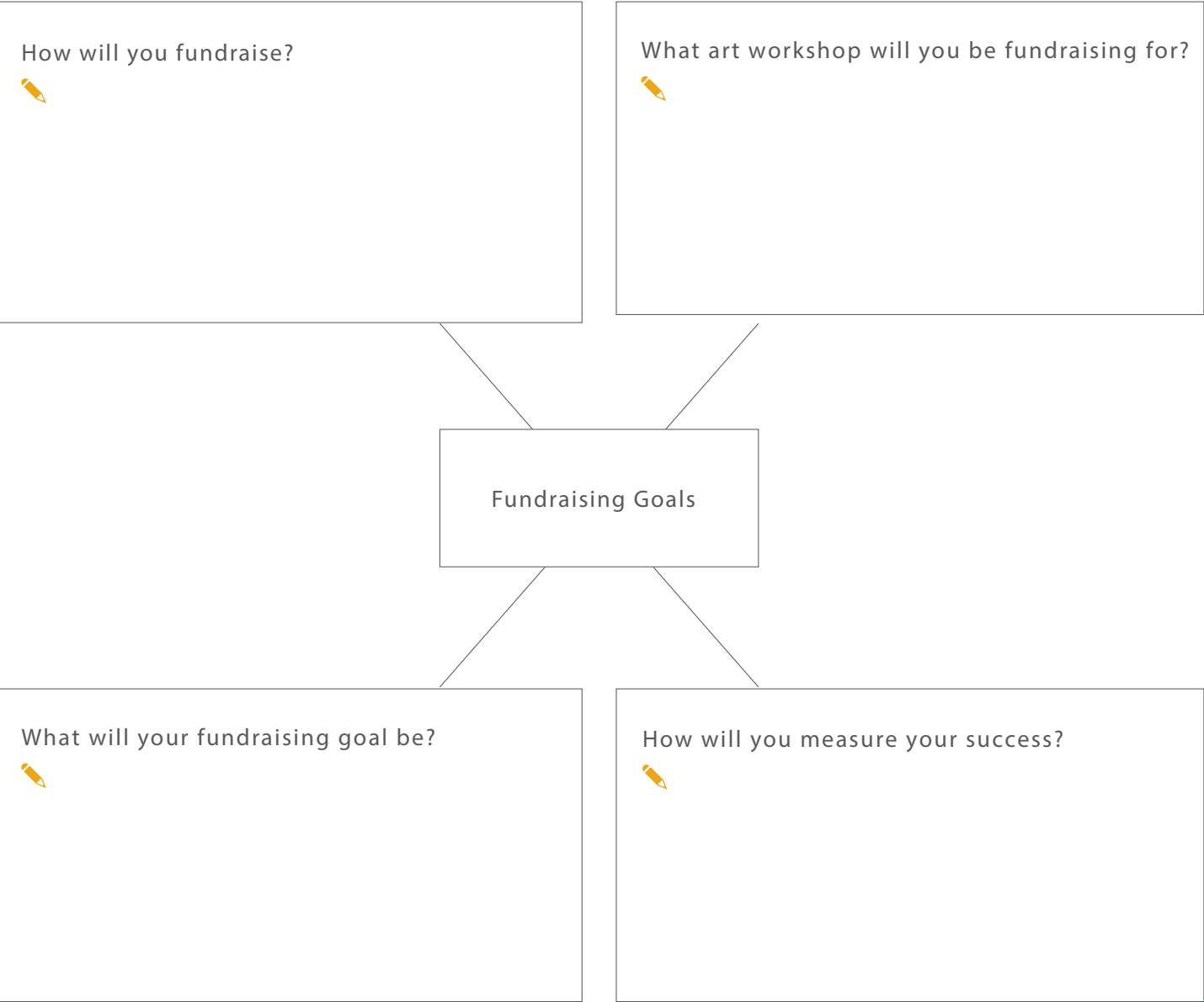
Sports Tournament

Organize a softball, basketball, touch football or bowling competition and charge an entry fee per team.

Step 3

Set Your Goal

Every fundraiser needs a goal! When you fundraise for Beauty for Freedom, you empower change with resources that create sustainable impact. Once you’ve decided on your fundraiser, set a specific, measurable goal that you, your friends and family, or community can work towards.



Step 4

Start Fundraising

To help spread awareness of your fundraiser, share this BFF Art Programming video to help others understand what you’re fundraising for. Also make sure to share your fundraiser on social media and take photos throughout your event or campaign.

Use the tag `@beautyforfreedom` on all of your posts!



Reference Links to start Beauty for Freedom Fundraising:
<https://www.facebook.com/pg/BeautyForFreedom/fundraisers/>
<https://www.gofundme.com/>
<https://tendr.com/beauty-for-freedom>



Check out this video to help you spread awareness during your fundraiser!

Step 5

Connect with the Community You’ve Made an Impact In

Update the people who donated about how their contribution impacted a community. BFF will provide updates on the community or project you’ve helped to fundraise for so that you can stay connected to the impact you’ve helped create.





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

