

# Hold your own Action Syria Carols fundraiser

***Renewed Hope. Stronger Action.***



[actionsyria.org.uk](https://actionsyria.org.uk)

*Action Syria is the  
operating name of the  
Hands Up Foundation,  
Charity no. 1156491.*

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# Thank you

Your support means a lot — by even considering getting involved, you're already part of a community that's making a real difference.

Syria has entered a new chapter after decades of authoritarian rule — one of hope and uncertainty. A broken economy, lack of basic services and rising violence are just some of the daily challenges that Syrians are facing.

Action Syria (previously the Hands Up Foundation) is working with local partners to create lasting impact where needs are greatest. Now is the time to step up and take stronger action to ensure Syrians have the medical care and education they need as they rebuild.

We all have the power to help, and it doesn't have to be difficult!

To amplify the impact of Action Syria Carols (previously Singing for Syrians), we're asking you to hold your own fundraiser this festive season. Whether it's music-themed — like a concert or singalong with friends — or something different, like a Christmas crafts session, you'll be turning celebration into a powerful force for good.

Inside this pack are plenty of ideas to get you started, a step-by-step guide to running a fundraiser, and some useful tips. We've also included posters, leaflets, and other resources at the end, to help make your event a success.

If you're planning a fundraiser, we'd really love to hear about it! Drop us a note at [contact@actionsyria.org.uk](mailto:contact@actionsyria.org.uk). Big or small, every effort helps raise awareness and support for Syrian communities in and around Syria. We can't thank you enough — none of our work would be possible without incredible supporters like you.

# What you'll be supporting

For the last 11 years, Action Syria has supported sustainable projects led by Syrians, both inside Syria and in neighbouring countries.

Given the new context since the fall of Assad, and the hope and uncertainty that has come with the interim government, we reviewed the situation in Syria and how we can continue to make an impact. Our focus remains on working with local partners to make sure Syrian communities have the medical care and education they need, every day and when emergencies strike.

We scoped new partners, identified where support is needed most, and launched two new partnerships with Syrian-led organisations, MARS and Abjad, in July 2025. We've also continued working with long-standing partners such as SAWA. Our partnerships reflect our commitment to adapt to where the needs are greatest and support local organisations who know their communities best.

## Action Syria is proud to currently be supporting:

### School in Lebanon's Bekaa Valley — in partnership with SAWA

Delivering full-time education for 80 Syrian refugee children, including psychosocial support, safe transport, and heating in winter. Action Syria funds the full operating costs, including teacher and support staff salaries.







## School rehabilitation in Zamalka — in partnership with Abjad

Restoring a public school to provide safe access to education for over 750 children in rural Damascus. The project includes upgrades to water, sanitation, power, and accessibility — including improved access for children with disabilities.

## Classroom restoration in Daraya — in partnership with MARS

Renovating four classrooms, including one model space to set a new standard for safe, inclusive learning. Action Syria's funding delivers engaging learning spaces for 200 children.

At Action Syria, health has been at the core of our mission since the beginning. We've delivered medical support such as prosthetics and primary healthcare to underserved areas, and acted fast to address urgent health needs. We're ready to keep going and strengthen our support, but we don't have the funding to do it.

**During this critical time for Syria, your fundraising initiative can support safe and inclusive learning for Syrian children, and restart life-saving medical care for communities where access is limited.**

For more information on our work, please don't hesitate to get in touch at [contact@actionsyria.org.uk](mailto:contact@actionsyria.org.uk).

# Event ideas

We've got some ideas to get you started, but feel free to get as creative as you like with your fundraiser in aid of Action Syria.

## Carol service collection

Why not combine forces with an existing event? Tie in a donation collection with your school, university, or community's carol service this year — it's a super simple way to get involved.

Or, if you're part of a choir and want to do something bigger, you could put together a concert in your local village hall and perform for friends and family.

## Christmas jumper day

Encourage your pupils to donate a couple of pounds to come to school in a fun and colourful Christmas jumper. You could even link this to an assembly on Syria — we'd be happy to provide resources to support.

## Crafts session

Get your friends together and host a Christmas crafts session. From knitting scarfs to making wreaths to decorating gingerbread — you can get creative and make a difference!

# Winter bake sale

Whip up your favourite festive bakes, and share them with your local community at a bake sale.

# Festive drinks

Get your local community together for some mulled wine, hot chocolate or mince pies. It's a great way to get to know your neighbours better or have a catch up with friends, all while spreading festive cheer!



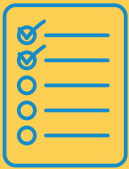
**Lizzie and Tim hosted their own festive drinks fundraiser in Bristol, December 2024, raising an incredible £1,325 for Action Syria.**



# Simple steps to holding your event



1. **Mark your calendars** — Choose a date, time and venue.



2. **Get planning** — Gather friends, neighbours, colleagues, or family to help plan the event. Share tasks and keep a track of what everyone has volunteered to do. Sharing the load will make it easier and much more fun.



3. **Begin to spread the word** — The more people that attend, the more you can raise. Encourage your friends and family to post on social media, and we'll shout about it too!



4. **Set a target** — This will help to encourage donations. And there are always ways to make more: hand round a bucket for donations at the end of your event, and explain to guests where their money is going.



5. **Be prepared on the day** — Make sure you're fully equipped with resources and information to share with people about the impact of their support — we've included some at the end of this pack.



# Your guide to hosting an Action Syria Carols event

## Where you can host the event

Pretty much anywhere works!

- Village hall or school
- Local church, mosque, temple, or gurdwara
- A bigger concert venue
- Even your own living room

Tip: Already got a carol concert or festive get-together planned? Turn it into a fundraiser!

## How to spread the word about Syria during the event

The personal touch matters.

- Tell your guests why you're inspired to support Action Syria — it's your story that connects.
- Don't worry about being an expert!
- You could invite someone who knows more to say a few words — think journalists, writers, artists, or students.

## How to promote the event

- Ask friends to invite their own circles — family, colleagues, community groups.
- Use social media (Instagram, WhatsApp, Facebook groups) to share your event widely. Get friends to share too!
- Don't forget to tag us: [@actionsyria](#) on Instagram, [Action Syria](#) on Facebook.
- Old school more your style? Send a note to your local newspaper.

## How you can maximise the impact

You're already doing something amazing by supporting Action Syria. If you'd like to go one step further, why not team up with local businesses?

- Ask for sponsorship — They could chip in with money, or cover costs like food, drinks, or prizes.
- Look for community champions — Lots of supermarkets have dedicated staff who can donate items or vouchers for local causes.
- Make it a win-win — Remind them it's great for their ESG credentials, and offer to pop their logo on your posters or event page — it gives them visibility too.

A little local support can go a long way in making your fundraiser even more fun and successful!

## How to send the money you've raised

Once you have completed your event, you can donate on our website, transfer the donations to us by BACS transfer, or send us a cheque.

- Online: Donate directly at [actionsyria.org.uk/donate](https://actionsyria.org.uk/donate).
- Bank Transfer (BACS):  
Name of bank: Barclays PLC  
Account Name: THE HANDS UP FOUNDATION T/AS ACTION SYRIA  
Account number: 50590142      Sort code: 20-26-46  
Please put your surname as the reference.
- Cheque: Payable to Action Syria, with "Carols" written on the back. Post to: Action Syria, Rich Mix Centre, 35-47 Bethnal Green Road, London E1 6LA.

# Fundraising tips

Whether you're hosting festive drinks, a carol service or something different, here are some simple ways to make your fundraiser shine:

- **Set up a fundraising page** — The easiest way to collect donations is online (via [our webpage](#) or JustGiving).
- **Offer options** — Not everyone likes online giving, so let people know they can donate by BACS or cheque too. Don't forget to encourage Gift Aid — it adds 25% at no cost to them.
- **Add a personal touch** — Share a bit about yourself and why you're fundraising. A photo makes it feel more real and inspiring.
- **Explain the cause** — Be clear about what you're doing, why you're raising money, and always say it's "in aid of Action Syria."
- **Be upfront** — If any of the money will cover expenses (like food or materials), let supporters know.
- **Spread the word** — Share your page on social media (Facebook, Instagram, LinkedIn, X) and tag us so we can cheer you on!
- **Keep people updated** — Post little updates as you go — planning, menus, rehearsal snaps, progress towards your target.
- **Say thanks** — A quick thank you goes a long way in keeping donors connected.

One last thing: fundraising for charities like Action Syria is regulated by the Fundraising Regulator. By following these tips, you'll be keeping everything safe, legal and transparent.

# Resources

We've created some resources to help you with your fundraising. On the following pages, you'll find:

- **Information leaflets and posters** — Print out A5 copies to distribute or larger A2 copies to display as posters at your event, to show supporters the impact of their giving. We've included a case study highlighting the story of Houda, a pupil who we've supported at our school in Lebanon.
- **Cut out for buckets** — Attach these to your donation collection buckets so it's clear who you're raising money for!

Please get in touch if you'd like us to send you an Action Syria template to create your own poster. We can also send you our logo to include on your own posters.

Email us at [contact@actionsyria.org.uk](mailto:contact@actionsyria.org.uk).





# Action Syria

**Education | Health | Emergencies**

We work with local partners to make sure  
Syrian communities have the medical  
care and education they need,  
**every day** and when  
emergencies strike.



Registered 2024/25 ✓

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# 16.7 MILLION IN SYRIA NEED HUMANITARIAN ASSISTANCE



Action  
Syria



Registered 2024/25

FUNDRAISING  
REGULATOR

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# Action Syria

## What we do

**We work with local partners to make sure Syrian communities have the medical care and education they need, every day and when emergencies strike.**

At same time, we offer you a way to help and we make sure our funding gets to the right people quickly and safely.

## Who we help

**Over the past year (2024-25) we helped over 20,000 Syrians, funding:**



Over 17,600  
medical  
consultations



Education  
for 84 children



Salaries for 10 medical  
staff, 6 education staff,  
and 43 support staff



Two playgrounds  
for 2,400 children



61 prosthetics  
and 193 orthotic  
devices



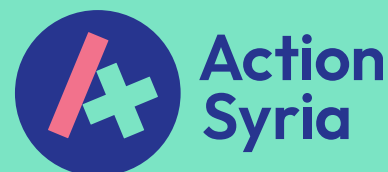
Emergency supplies and  
hot meals for 240 families

Right now, we're providing education to over 80 Syrian refugee children and rehabilitating schools in rural Damascus. We're raising funds to sustain these programmes, as well as restart our prosthetics clinic and primary health centre in northern Syria. We also mobilise when there is an emergency, such as an earthquake.



*"I feel **free, grateful, and happy** to be here. I love sharing my poems with my teachers — and they love hearing them."*

**Houda, age 9**



Houda is a student at our school in Lebanon. With her teacher's encouragement, Houda's passion for poetry has helped her grow in confidence.

**Your support makes stories like Houda's possible.**



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# Fundraising in aid of



**Action  
Syria**

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