



# OPERATION UKRAINIAN SAFE HAVEN

## OPÉRATION HAVRE DE PAIX POUR LES UKRAINIENS




# Crowdfunding

July 2023





### Enhanced Visibility

By creating a campaign, service providers can:

-  Leverage existing exposure and visibility.
-  Reach a broader audience.
-  Take advantage of an existing network and get more exposure.

### Donor Engagement

By creating a campaign, donors can:

-  Support multiple causes in a single platform.
-  Find an easy way where to contribute to causes they care about.

## HELP THROUGH COLLABORATION



Operation Ukrainian Safe Haven created a channel for crowdfunding in FundRazr to support its partners, the re/settlement agencies, in their mission to help displaced Ukrainians arriving in Canada.

Crowdfunding platforms offer an effective way to raise funds for specific causes and campaigns. By organizing and participating in the crowdfunding of Operation Ukrainian Safe Haven specifically targeted toward assisting Ukrainian newcomers and other displaced people, re/settlement agencies can harness the generosity of Canadians to address their immediate needs, such as accessing food, housing, clothing, and transportation.

## WHY CREATE A CAMPAIGN?



Using Operation Ukrainian Safe Haven crowdfunding channel, partners can leverage the existing national network and administrative structure, gaining access to potential donors through Canada, facilitated by a user-friendly platform that empowers individuals to make a difference in the lives of those in need. A centralized system ensures seamless engagement, while transparency and accountability foster trust among donors. Together, the response to urgent needs could be rapid and encouraging and impact the lives of those in need.

### 1 Easier to share



- After creating a crowdfunding campaign under the umbrella of Operation Ukrainian Safe Haven, you can easily share and communicate about it on social media.

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### 2 One-stop-shop to receive donations

- One-stop-shop to reach donors, with different campaigns to donate all over Canada, where needs are.
- Operation Ukrainian Safe Haven will send the funds to the supporting organization that joined the crowdfunding initiative.

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### 3 Transparency and accountability

- Help collect those who cannot do so for only a 10% administrative fee.
- Periodical reports will be shared on the Operation Ukrainian Safe Haven website.

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Funded by:

Financé par :



Immigration, Refugees and Citizenship Canada

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