ENGINEER FAMILY FUND

Campaign, Fundraising & Outreach Guide

A father. A mother. Three children. A future worth fighting for.

Website: https://engineerfamilyfund.com

This guide brings together the campaign's messaging, fundraising materials, volunteer instructions and outreach strategy. Its purpose is to help more people discover the family, understand their situation and support their journey towards safety in the UK.

1. Campaign purpose

Engineer Family Fund supports a Palestinian family of five from Gaza:

- A father, a mechanical engineer.
- A mother.
- Three children, aged 5, 7 and 8.

The family's home and workplace have been destroyed, and they have endured years of war, displacement and uncertainty.

The father has received an unconditional offer to study an MSc in Advanced Mechanical Engineering at the University of Leeds, starting in September 2027.

This opportunity provides a practical potential pathway towards a safer future for the whole family.

Our primary objective is to help the family leave Gaza and reach safety in the UK.

The university offer is the vehicle, not the main story. The family and the children's future must remain at the centre of the campaign.

2. Anonymity and communication rules

The family wishes to remain anonymous for safety and privacy reasons.

What volunteers can share

- The father is a Palestinian mechanical engineer from Gaza.
- He has a wife and three children.
- The children's ages are 5, 7 and 8.
- He has received an unconditional university offer from the University of Leeds.
- The family is trying to reach safety in the UK.

What volunteers must protect

- Real names and identifying personal information.
- Exact residential locations and previous workplaces.
- Private documents and sensitive family circumstances.
- Photographs or videos that have not been approved for public use.
- Details that could expose the family's identity.

Pseudonyms

Use consistent Palestinian pseudonyms whenever names are needed.

Suggested campaign aliases:

- Father: Samer
- Mother: Dima
- Children: Reem, Leen, Omar

These are campaign pseudonyms, not the family's real names. Confirm the children's age-to-name assignments with the organiser before publishing individual profiles.

Do not introduce the family's anonymity in every first-contact message. Explain it when someone asks for personal details or when pseudonyms are used.

Video calls

Video calls are permitted under specific conditions:

- They are intended for potential sponsors who need to confirm the family's situation.
- They must be arranged in advance.
- The potential sponsor must contact the campaign organiser through the website.
- The organiser will coordinate and approve the call.
- Volunteers must never arrange independent calls or publish recordings.

There must be no public livestreams, unscheduled calls or unapproved real-time interactions.

Core campaign messaging

Always lead with the family and their need for safety.

The strongest connection for many audiences is the three young children and their future.

Suggested messages:

- Three young children deserve the chance to grow up somewhere safe.
- A family of five is trying to find a way out of Gaza.
- Help a father, a mother and their three children reach safety.
- A university opportunity has opened a possible path towards a new beginning.

Avoid:

- Presenting the father's education as the main reason for the campaign.
- Suggesting that the university offer guarantees visas or evacuation.
- Making promises about specific outcomes.
- Reducing the family to their suffering.

Our message should communicate dignity, hope and the possibility of a different future.

4. Face-to-face fundraising

Opening

"Hi! Do you have a minute? We're supporting a Palestinian family from Gaza, and we'd love to tell you their story. It's a father, a mother and three young children trying to reach safety. Would you mind hearing a little about them?"

One-minute pitch

"Imagine being a parent of three young children and not knowing whether your family will have a safe place to grow up.

This is the reality of a Palestinian family in Gaza. Their home and workplace have been destroyed, and they have endured years of war and displacement.

But there is still an opportunity for a new beginning. The father, a mechanical engineer, has received an offer to pursue a master's degree at the University of Leeds.

We are raising funds to help make the family's journey towards safety possible.

We want these three children to have the chance to grow up somewhere safe, continue their education and build a future.

Would you consider supporting them today?"

Short pitch

"We're raising funds to help a Palestinian family of five leave Gaza and reach safety in the UK. The father has received a university offer that could provide a pathway towards a new beginning. Please consider making a donation or sharing their story."

Closing questions

- Would you consider making a donation today?
- Could you help this family take one step closer to safety?
- Would you share their story with someone who might help?

#Common questions

“Why should I donate?”

"This is a family trying to find a way out of a situation no family should have to endure. We want to help turn an opportunity for a new beginning into something they can achieve."

“Where does the money go?”

"Donations support the family's stated fundraising goal and the costs associated with their

efforts to reach safety. Please visit the website for the campaign details and updates."

How can I know this is genuine?

"Please visit Engineer Family Fund, read their story and explore the roadmap and updates. You can also find the relevant campaign contacts there."

I cannot donate.

"That's absolutely fine. Sharing their story with someone else can also make a difference."

Can I speak to the family?

"Potential sponsors who need confirmation can request a video call through the campaign organiser. All calls must be arranged in advance."

Volunteer reminders

5. Children's artwork and creative outreach

The children's drawings and crafts are valuable ways to introduce the family to new audiences.

They help people connect with the children as individuals, not simply as victims of war.

What volunteers can do

- Print and distribute approved drawings.
- Create individual profiles using pseudonyms and ages.
- Share their hobbies, favourite animals, colours and aspirations when approved.
- Describe their drawings and creativity.
- Include positive details about their personalities and hopes.

Balance the reality of their circumstances with their childhood, creativity and dreams.

Suggested conversation opener

"These are drawings made by three young children whose family we're trying to help leave Gaza and reach safety."

Printable cards

Front:

An approved children's drawing and the child's campaign pseudonym.

Back:

"This drawing was made by one of three children whose family we are trying to help leave Gaza and reach safety.

Their father has an unconditional offer to study in the UK, providing a possible pathway towards a safer future for the whole family.

Scan the QR code to discover their story, follow their roadmap and support them."

Include:

- Engineer Family Fund website.
- QR code linking to the website or roadmap.
- A clear donation invitation.

Make approved drawings available as downloadable PDFs so supporters can print and distribute them.

6. Leaflets and printed materials

Ready-to-print flyers are available in different languages on the Engineer Family Fund website.

7. Social media promotion

Keep posts varied and use one clear call to action.

Main campaign introduction

A family. A dream. A chance for a future beyond Gaza.

Meet a Palestinian mechanical engineer, a husband and a father of three.

After years of war and displacement, his family has lost their home and workplace. Today, they are trying to find a way to reach safety.

He has received an offer to pursue a master's degree in the UK, providing a possible opportunity for a new beginning.

Engineer Family Fund was created to bring people together around this family's journey.

Meet them. Read their story. Follow their progress. Donate and share.

[https://engineerfamilyfund.com/]

Short posts for X

The children

Three children, aged 5, 7 and 8, deserve more than growing up surrounded by war.

Their parents are trying to find a way to bring them to safety.

Help this family build a future beyond Gaza.

The opportunity

After years of war and displacement, a possible way forward has appeared for a family in Gaza.

Their father has received an offer to study in the UK. Now we need your help to make a safer future possible for the whole family.

Direct appeal

A father. A mother. Three children.

We are raising funds to help a Palestinian family leave Gaza and reach safety.

Please donate. Please share. Help their story reach further.

Instagram and Facebook

What would you do if you finally saw a possible way forward after years of war?

For one Palestinian family in Gaza, that opportunity has come through a university offer in the UK.

But behind this opportunity is a family: a father, a mother and three young children who deserve a chance to reach safety and start again.

Engineer Family Fund brings their story, updates and ways to help together in one place.

Meet the family. Follow their journey. Send them messages. Help them reach safety.

Please donate and share.

8. Seven-day social media calendar

| 1 | Meet the family - Introduce the family of five
| 2 | The life they lost - Explain the impact of war and displacement
| 3 | A new opportunity- Introduce the Leeds university offer
| 4 | The children- Highlight their hopes and future
| 5 | Meet the website- show the roadmap, updates and communication features
| 6 | Donation appeal- encourage direct donations
| 7 | Build the community-encourage supporters to share with five people

Suggested captions:

1. A father, a mother and three young children hoping for a chance to start again.
2. Their home and workplace were destroyed. Today, they are trying to rebuild a future.
3. A university opportunity has opened a possible path towards a new beginning.
4. Three children deserve safety, education and the freedom to dream.
5. More than a fundraising page. A place to meet the family and follow their journey.
6. We need your help today. Please donate and share.
7. Share this family's story with five people. Help us reach someone who can make a difference.

9. Stories and video captions

Instagram and WhatsApp Stories

1. A father. A mother. Three children. A family from Gaza hoping to reach safety.
2. We created a place where you can meet the family and follow their journey.
3. Read their story, follow their updates and send words of encouragement.
4. Discover their roadmap and see their progress.
5. Be part of their journey. DONATE • SHARE • STAND WITH THEM.

Video 1 – Introducing the family

Behind this campaign is a father who wants a safe future for his wife and three children.

He is a mechanical engineer from Gaza. His family has endured years of war and displacement.

We are asking you to stand with them and help them reach safety.

Meet them. Hear their story. Help them move forward.

Video 2 – Why we created the website

We didn't want another fundraising link that people would scroll past.

We wanted a place where people could meet a family from Gaza, understand their story and

follow their progress.

That's why we created Engineer Family Fund.

Come and be part of their journey.

Video 3 – Direct appeal

We have an opportunity to help a family of five find a way out of Gaza.

A father, a mother and three children are hoping for a chance to reach safety.

We cannot promise what tomorrow will bring. But we can choose to help today.

Please donate. Please share.

10. Influencer, creator and community outreach

Message to influencers and creators

Hello!

We would love to introduce you to Engineer Family Fund.

We are supporting a Palestinian family from Gaza: a mechanical engineer, his wife and their three young children.

After years of war and displacement, the father has received an offer to pursue a master's degree in the UK. This provides a possible pathway towards a safer future for the whole family.

We have created a dedicated website where people can discover their story, follow their progress and donate.

Would you consider sharing their campaign with your audience? Your support could help this family reach people who can make a real difference.

Website: [https://engineerfamilyfund.com/]

Thank you for considering it.

WhatsApp and Telegram

I'd like to introduce you to Engineer Family Fund.

It's a campaign supporting a Palestinian engineer, his wife and their three children from

Gaza.

The website brings their story, updates, roadmap and ways to help together in one place.

Please take a moment to visit and share their story with others.

[https://engineerfamilyfund.com/]

11. Supporter ambassador challenge

5 PEOPLE. 1 FAMILY. 1 CHANCE.

Invite every supporter to:

1. Share the website with five people.
2. Publish one post about the family.
3. Invite at least one person to donate.
4. Follow the family's progress and share important updates.

The aim is to reach people beyond the volunteers' existing networks.

12. Using the website and roadmap

The Engineer Family Fund website is the central information and communication point for the campaign.

Supporters can use it to:

- Meet the family and read their story.
- Follow the live roadmap and milestones.
- Read campaign updates.
- Find contact information.
- Send messages and words of encouragement.
- Access donation information.
- Download printable flyers in different languages.

Additional flyer translations can be requested through the website.

Sponsor enquiries

Anyone requiring further information or wishing to arrange a confirmation video call should use the contact details available on the website to reach the campaign organiser.

Volunteers should direct enquiries rather than independently sharing private details or arranging calls.

13. Publishing and fundraising guidelines

Before publishing any campaign material:

- Check the current fundraising target and what donations cover.
- Use accurate information about the University of Leeds offer.
- Check the latest roadmap and family updates.
- Use only approved photographs, videos and children's artwork.
- Protect the family's anonymity.
- Do not invent costs, deadlines, milestones or achievements.
- Never suggest that a donation guarantees a visa or evacuation.
- Use a clear call to action.
- Link directly to the relevant donation page for fundraising appeals.
- Use the homepage when introducing the campaign and its features.

Keep the tone human, warm, respectful and hopeful.

14. Campaign slogans and hashtags

Main slogans

- Help a family reach safety.
- A father. A mother. Three children. A future worth fighting for.
- More than a fundraiser. A family, a story, a future.
- Meet the family behind the fundraiser.
- Don't just follow a link. Follow their journey.
- One family. One story. A community of support.
- Help their story reach further.
- Every family deserves a chance at a future.

Hashtags

#EngineerFamilyFund #GazaFamily #Lifeline4Gaza