

Accepting Pledges: CRITERIA

Applicants are considered on the strength of their pledges – their activity in the UK must demonstrably contribute towards creating a **better society**, whilst **challenging hatred** and **raising awareness of the genocide**. A delegate's pledge is to be taken seriously; after hearing the testimonies of survivors in Bosnia-Herzegovina, there is a considerable responsibility and duty to ensure that their stories are honoured, and are used to educate and commemorate in the UK.

As a pledge is to be considered as a promise, the pledge needs to be something that is **achievable** and/or **obtainable** for the delegate according to their capabilities and resources available to them. This will vary greatly from delegate to delegate. However, all pledges should act to promote Remembering Srebrenica's key aims:

- 1) Remember and honour the victims and survivors of the Srebrenica genocide;
- 2) Learn the lessons from Srebrenica, particularly that we must always be vigilant against hatred and intolerance in our communities;
- 3) Take action to build better, safer and more cohesive communities for all.

Pledges take many forms, but typically fall into one of three categories:

- 1) Promoting awareness of these issues and possible consequences of hatred through education, typically in schools, universities, and other educational institutions;
- 2) Holding events in Srebrenica memorial week to both honour and remember the victims of genocide and bring communities together in collective acts of remembrance;
- 3) Undertake a social action project to work with different community groups to challenge racism, hatred and intolerance and bring different groups together.

There needs to be clear idea of what **impact** they want to achieve through their pledge, with some plans of the potential areas they can capitalise on, and also potential obstacles they may face. The best pledges are those that have a **wide reach**. This can sometimes be overridden if the pledge has the potential to benefit the charity in other ways, such as through accruing meaningful funds or influence.

Fundraising is to be considered with great importance when assessing a pledge. However, the delegate's ability to carry out the pledged amount is key in gauging whether to accept their pledge. For the long-term planning of the charity's budget, setting up a regular direct debit is extremely helpful.

Good pledges often refer to the kinds of **resources** that are available to individuals; whether that means access to free or affordable spaces and venues, or/and good social contacts and connections (e.g schools, societies, faith networks, radio programmes).

It is key that pledges are carried out in a **timely manner**, certainly within a year, usually with a commitment to participating in some way with commemorations in July. If a pledge has multiple elements to it, a sense of short-term, mid-term and long-term time scales are helpful in assessing how likely a pledge can be completed.