



Words for Welcome

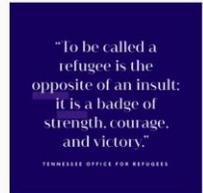
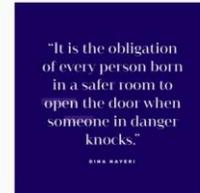
Impact Report

Putting names to numbers in the refugee crisis

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Our aim

1. To help people to gain a deeper and more rounded view of the refugee crisis at both a local and international level.
2. We felt it paramount that we brought back humanity to the situation that needs it most, hence our slogan: **'Putting names to numbers in the refugee crisis'**.
3. To challenge any stereotypes and misconceptions of the refugee crisis through reporting and analysis of accurate news and information



Our experiences



All of us came into this project extremely passionate about raising awareness of the refugee crisis, however we did not have much specific knowledge of it or its impact in our local community of Cheltenham. Throughout this project, through our online journalism and blog posts, we have learnt an incredible amount about the specifics of the crisis and found ourselves being much more active about getting the latest news and facts to share with our followers.

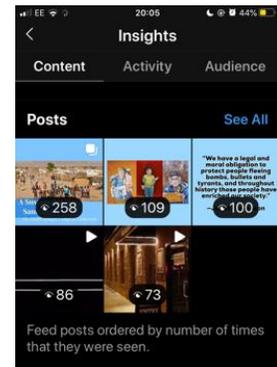
We learnt a great deal about failure and how it inevitably makes you stronger. We experienced a great amount of difficulty with organizational links falling through, our services not being accepted and of course the complications in light of the COVID-19 pandemic. But at each of these hurdles, we bounced back with the support of one another, if anything we were able to develop our project in ways we did not expect at the start- especially with the online route. As we ourselves come from 5 / 6 different countries, we learnt to work online with each other, teaching us the importance of communication. Unfortunately, due to the COVID-19 pandemic, we were unable to carry out our volunteering, direct work with refugee charities and the talk we had organized, however, again we didn't let this stunt our progress, rather we looked at other online ventures such as our creatives competition.

On a practical level, we learnt a lot about marketing and making our own website as shown below. But throughout this project, we have learnt a great deal about the refugee crisis, physical impact in our lives and the stories behind the statistics.

Our Impact



We created a [website](#) and an [Instagram account where we have achieved 169 followers](#), to help us spread our message and interact with a wider audience of people. On these sites we did daily posts and frequently asked our followers how we could improve our content. Our website and Instagram account worked as complementary to each other, however we ensured to adapt our use of each platform to ensure its maximum effect of fulfilling our aim of *'putting names to numbers'*.



Our blog was used to feature detailed editorials carefully chosen and written by our team. We put special emphasis on zoning in on different refugee crises around the world, with a focus on less well-known regions, to

ensure that no crisis goes unheard. This provided our viewers with unbiased information and widened their perspective of the refugee crisis through the eyes of individuals living in diverse conditions and cultural backgrounds.



Our Instagram was used to promote some of the highlights from these articles, giving viewers condensed versions of the information to encourage them to gain insight into important issues even if they were unwilling to exert themselves in processing a lot of information. We also used our Instagram to highlight important quotes and ideals to challenge any stigma that may be held towards refugees.

Words for Welcome organized a GoFundMe to raise money for UNHCR that supports the most vulnerable refugees around the world, and we have successfully raised £160 to this effect.

Our next steps

