

Start **fundraising** for
women's aid
until women & children are safe



Together we can **end** domestic abuse

Thank you for choosing to support Women's Aid. Every penny you raise, every mile you run, every event you host, helps build a safer world for women and girls.

Right now, 1.7 million women are trapped in abusive relationships [1]. Alone and afraid, they desperately need help to escape. Our life-changing support can be the difference between staying or finding safety.

We want to be there for every woman who needs us. We want to end domestic abuse for good. And with your help we can make it happen.

Thanks to supporters like you, we help thousands of women to escape abuse and rebuild their lives every year.



[1] Office for National Statistics (ONS). (2020). Domestic abuse victim characteristics, England and Wales: year ending March 2020. Published online: ONS

You helped Emma* **find a refuge space**

Emma was abused by her husband for years. She repeatedly tried to escape but was turned away from refuge. On one occasion she arrived for help with a fractured cheekbone, only to be told her case wasn't 'high risk' enough to get a refuge space. Frightened and with nowhere else to turn, Emma called us. Our specialist caseworkers worked tirelessly to find her and her children a place of safety.



“ Without the support of the Women's Aid caseworker I wouldn't be where I am, I would still be suffering in that place. My caseworker just listened to me. She didn't judge me or jump to conclusions. **I'm forever grateful to her.**

You helped Nicki* **gain the confidence to leave**



Nicki's husband was extremely controlling, and she suffered frequent physical, sexual and emotional abuse. Scared to tell friends or family about the abuse, and not knowing what to do, she reached out to our Live Chat service for help. Our trained support workers gave her the confidence and tools to leave the relationship.

“ Without Women's Aid I might never have left him. They let me know my options and that what was happening wasn't my fault. They were always there if I had questions. The moment that I first spoke to someone on the **Women's Aid Live Chat** was the moment that my life started changing for the better and I'll never forget it.

You helped Kate* realise she was experiencing abuse

Kate was in her first relationship when her boyfriend became controlling; isolating her from friends and regularly threatening her. She thought domestic abuse couldn't happen to someone her age. After seeing one of our social media posts about the signs of abuse she reached out to us for support.

“He'd convinced me everything was my fault, that I provoked him. I was constantly **walking on eggshells**. I was really scared of him and what he might do next. After chatting to Women's Aid they helped me realise I was experiencing abuse and gave me the support I needed to tell my family and go to the police.



You helped Claire campaign for change



Claire's two sons, Jack, 12, and Paul, 9, were both killed by their father despite her warnings to the courts that he was a danger to them. She has since campaigned tirelessly with us to stop unsafe child contact with dangerous perpetrators of abuse. Due to her commitment and resolve, family courts are now safer.

“I promised my precious sons as I held them as they died, that no more children should have to die at the hands of someone who should love and protect them the most. **This is why I support and campaign with Women's Aid today.**

*Some names have been changed to protect identities

Not sure where to start with fundraising?

Let us help.

The first thing to do is decide on your perfect fundraiser. Are you a bookworm, a party animal, or is crafting and gaming more your thing? Whatever you love, choose your favourite activity and turn it into the ultimate fundraising event.

For **culinary kings** and **queens**



Make the perfect bake

A cake sale is a fun and tasty way to raise money.

Whether you get everyone in your workplace to bring in a bake and a donation, choose to set up a stall on your street, or organise your own Bake-Off with friends, sharing sweet treats is a yummy way to fundraise. Our [free, downloadable posters](#) can help you advertise your event.



Donate your plate



Be a host with the most and turn your dinner party into a fundraiser!

Take it in turns with your friends to host a dinner party with guests scoring each meal to crown the ultimate dinner party champion. Each guest makes a donation equal to the amount they would pay for a meal out. We've got [great recipe ideas](#) from Michelin starred chefs Tom Aikens, Meera Sodha and Madeleine Shaw to get you started.



For **big thinkers**



Feminist film night

Raise money while watching films? What could be easier!

At work or from the comfort of your sofa, get together and choose from some phenomenal feminist films that tackle important issues from women's rights and female empowerment to sexual politics. Our **free pack** has lots of ideas and top tips to get started.



Get reading



Be inspired with stories of inspirational women by holding a feminist book club.

Love books? Us too. Bring friends or colleagues together each month and ask for a small donation to discuss iconic and thought-provoking books with strong female characters. Download our **free pack** with advice on how to set up a great book club and use platforms like Facebook, Discord or TikTok (search #BookTok) for your book club chats.



For **gamers** and **makers**



Play to win

A games night with friends is a fun — and competitive — way to fundraise. Whether you fancy a spot of Snakes and Ladders, want to challenge your friends to a Monopoly marathon, or see yourself as having a good poker face, invite your friends to play and donate for Women's Aid. If you're planning an online gaming tournament, live stream it and get people to donate using Twitch or **Just Giving**.



Get crafty

Share your love of crafting and making with others.

Set up a regular lunch hour session to teach your colleagues to knit, sew, paint or whatever your talent may be. Ask them to donate to take part. If your company has lots of offices across the country, you could host your session virtually.

Go purple

Get your college, workplace, or community to dress up in suffragette purple for the day. The colour of the suffragettes and the colour of Domestic Violence Awareness too. Raid your wardrobe for some purple outfits or make some purple accessories and get everyone at work or school who joins in to bring a donation.



For **challenge takers**



Reach your personal best

Running, hiking, cycling — a sponsored sports event keeps you fit and raises vital funds. Whatever challenge you test yourself with, we're here to offer support. There are loads of organised fitness challenges you can take part in, or you can create your own adventurous challenge too - from a local 10k run to a work sports day or a sponsored swimathon.



Your biggest challenge yet

Will you jump out of a plane for Women's Aid?

Or do a sponsored bungee jump... or climb a mountain... whatever daring, crazy, awe-inspiring, breathtaking challenge you want to take on, go for it. We've partnered with **UltraChallenge**, who host long-distance endurance races and **ActionChallenge** who run challenges worldwide - from trekking across the Sahara to cycling from Vietnam to Cambodia. Whatever your dream adventure, we've got you covered.



Getting organised

Once you've chosen your perfect fundraiser, these simple steps will help make your event a great success.

1

Who's on your team?

Whether you're organising a cake sale, a challenge, or a fun event at work, it helps to have people supporting you. A little help goes a long way. Recruit volunteers who can put up posters, send out invites, or simply wave the pom-poms when you cross the finish line. Make sure everyone involved knows what their responsibilities are.

2

Set the date

Give yourself enough time to prepare and choose a date that doesn't clash with any other big events. Think about who's coming and when they would most likely be able to attend - would an evening, weekend or during school holidays work best?

3

Location, location, location

Need a venue? It's a good idea to book well in advance. See if the venue will offer a charity discount and make sure it's accessible for everyone attending. If you can, try and keep costs down by using a free venue or consider hosting your event online using Twitch or Zoom.

4

Keep it safe, keep it legal

Whatever you do, make sure your fundraising event is safe and legal. Do you need insurance, permissions and licenses? There are certain rules you'll need to follow but we have lots of information to help you do just that on **our website**.

5

Ask, and you might get!

Speak to local businesses about whether they could donate raffle or auction prizes, or whether they would be interested in sponsoring your event. You might be surprised by how many people are willing to help you.

6

Publicise, publicise, publicise

We can provide you with everything you need to promote your fundraising. A few posters at work, at the gym or on community noticeboards can really make a big impact. Use social media to share information about your event and a platform like **Eventbrite** to sell tickets too.

Remember — we're here to help. If you have any questions, concerns, or want some resources, just get in touch at **fundraising@womensaid.org.uk**

Maximise your fundraising

These top tips will help make the money you raise go even further.

Set up a fundraising page on a platform like JustGiving

- Share your story and explain why fundraising for Women's Aid is so important to you. Personalised pages raise significantly more, so take the time to add lots of detail and pictures.
- Fundraisers who donate to their own page raise 120% more than those who don't, so why not make a donation to your own page or ask a close family member or friend who may donate generously to donate to your page first. This will hopefully set the tone for other donations.



Spread the word on social

- Don't be shy, shout about the amazing fundraising you're doing by regularly updating on your progress.
- If you're doing an active challenge for us, connect your Just Giving page with the fitness app Strava*. Then you can share your training and ask for donations.
- Let us know what you're up to by tagging us in your posts. We're @womensaid on **Facebook** and **Twitter** and @womens_aid on **Instagram** and TikTok. Use #TeamWomensAid in your posts too!



Make every penny count

- Set a target – it can help keep you focused — and it's a good way to encourage more people to donate. Of course, if you exceed your fundraising total early on, you can always increase it!
- Make your event a regular thing by holding monthly sessions for a donation each time.
- Boost your total! When you use Gift Aid, Women's Aid receives an extra 25p for every £1 you raise — at no extra cost to you or people donating to you.

***Remember to stay safe if you do this and check your privacy controls.**

You're not just fundraising, you're making the world **safer** for **women** and **girls**

When you fundraise for us, you are part of a powerful force for change. With three women killed every fortnight by a current or ex-partner **[2]**, and the police receiving over 100 calls relating to domestic abuse every hour **[3]**, our work has never been more needed.

You may have chosen to fundraise for us because a loved one, friend or colleague has been affected by domestic abuse. Perhaps you've experienced abuse yourself. Maybe you're simply passionate about helping others. Whatever the reason, every single pound that you raise will be spent where the need is greatest - ensuring our life-saving services are there for those who need it most.

£50

could enable us to have 5 life-saving conversations with survivors via our Live Chat.

£90

could ensure a woman struggling to escape abuse is given ongoing support by one of our expert caseworkers to find safety.

£120

could help run our online community space for survivors for up to a whole day, enabling safe, peer-to-peer support.

£450

could help train professionals, from the police to the judiciary, to better understand and improve their response to domestic abuse.

[2] Office for National Statistics (ONS). (2020). Domestic abuse victim characteristics, England and Wales: year ending March 2020. Published online: ONS

[3] Her Majesty's Inspectorate of Constabulary (HMIC). (2015) Increasingly everyone's business: A progress report on the police response to domestic abuse. Published online: HMIC, p. 28

"Running the Great North Run helped me feel close to Alice"

Sue's daughter, Alice, was only 24 when she was murdered by her ex-boyfriend. Struggling to come to terms with her daughter's death, Sue decided to run a half marathon to raise money for Women's Aid.

“ Alice was beautiful, kind, generous and clever. Women's Aid was a charity close to her heart. Their mission is inspirational and the more people know about them, the greater their impact.



'Nothing could ever fill that hole left by my mother'



Max chose the 20th anniversary of his mum's death to raise money for Women's Aid in an unique way — using his skills as a tattoo artist. With the help of fellow tattooists, he raised £3700. 'No kid should grow up without their mum, and a charity which can help prevent that is a worthwhile cause for me. Being in a position to help is the best way to combat feeling like a victim.'

“ When I crossed that finish line, I knew that the funds raised would help to stop the two women a week getting killed by their current or ex-partner.

You did it!

With your event complete, all you need to do is get the funds you've raised to us. As soon as we receive it, we'll put it straight to use supporting women experiencing abuse.

Here's how to do it. If you've used an online fundraising platform like **Just Giving** then it's easy. You won't need to do anything — the money will be automatically paid to us.

By bank transfer

If you would prefer to donate directly to our bank account, please contact a member of our team at fundraising@womensaid.org.uk and we'll send you our BACS details.



On our website



You can pay any donations that you have raised directly through our website by going to:
www.womensaid.org.uk/regular-donation
Make sure you leave a comment, so we know about the amazing things you've been doing!

By post

Please don't send any cash through the post. Instead make your cheque or postal order to **Women's Aid, PO BOX 3245, Bristol, BS2 2EH**. Please include your sponsorship forms so that we are able to claim Gift Aid. Also please fill in a donation form so that we can thank you properly for your amazing achievement. You can find them both on our website here: [Donation form](#) and [sponsorship form](#).



Get in touch

We're always here to help. If you've got a fundraising idea and need some support or advice to make it happen the get in touch at fundraising@womensaid.org.uk.

Beyond fundraising, there are plenty of other ways to **get involved**

Become a regular giver.

Donating just £10 a month could help to provide a woman experiencing abuse with the support she needs to escape. Become a regular giver here:

www.womensaid.org.uk/give/donate/.

Become a Women's Aid campaigner.

Join our team of campaign champions and help us fight to end domestic abuse. Check out www.womensaid.org.uk/get-involved/campaign/ to find out more about how you can join the movement.

Become a voice for survivors.

The more people who know and understand about abuse, the better. Join us on social media and help spread the word, challenge myths and victim-blaming, and call out sexist behaviour.



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[TikTok](#)



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