



Winter Fundraising Pack

women's aid
until women & children are safe


Help her **escape** abuse this winter

For most people, the festive season is a time for joy and making happy memories with their families. But this winter, thousands of women and children will be trapped at home with an abuser.

Domestic abuse costs survivors so much: their health, safety, career, or home. For some women, it could even cost her life. No woman should pay this price.

Yasmin* was trapped in an abusive relationship for years. Alone, trying to protect her two daughters, she was too scared to tell anyone what was happening to her. Thankfully, she found Women's Aid. Our support services ensured she didn't have to face her situation alone. Yasmin escaped her perpetrator and began a new life with her children, free from domestic abuse.

The funds you raise can help more women like Yasmin who are suffering.



"I spent years surviving so much misery. I lived in constant fear. My contact with Women's Aid was the foundation for the life I have now. They set me free."

*Name has been changed to protect identity

What **you** can do



Host a hygge

'Hygge' is a term from Danish culture describing a state of cosiness and comfort in simple pleasures. Why not host your own Hygge this winter? Gather your friends for an evening of comfy clothes, duvets, fairy lights and fluffy blankets. Extra points for home-made snacks and mulled wine... or hot chocolate if you prefer. Charge per entry to your cosy escape!



Festive film night

Give for the Grinch? Everyone loves a festive film, but it's much better fun when you've got company and it's guilt free for a great cause. Why not come up with a list of your top picks and get your family or friends to vote. Invite everyone to donate the price of a cinema ticket, then hold the ultimate festive movie night experience!



Holiday quiz

Whether it's with your colleagues, friends, or family, a quiz is the perfect way to introduce some competition into your fundraising. With lots of pre-written question rounds online to choose from, spend an hour making a PowerPoint or question cards and you're good to go! Host at home, work, your student union or via Zoom.



Festive jumper day

This is one of the simplest ways to fundraise during the festive period. Choose a space and a time, gather your friends or colleagues, and charge a set amount for each participant. Why not take it the extra mile and create a competition for the best Christmas jumper?



Carol concert

Warm up your vocal cords and get singing this winter! Whether you gather friends for a karaoke night or host a Christmas concert, this is a great way to spread festive cheer and raise funds at the same time. Choose a venue and date, and charge for admission or participation.



Santa hat run

If you're up for braving the cold, get your heart pumping by organising your very own Santa Hat Run! Find the most iconic festive costume you can find (if not Santa, why not be a Grinch?) and walk, jog, or run the distance for survivors this winter. You can set up your JustGiving page [here](#) to get started!



Festive bake sale

Organise a festive bake sale and charge a few pounds for each yule log or gingerbread cookie you make. Or, if you're feeling competitive, go for a mince pie decorating contest! Check out our [bake-related resources](#) to kick-start your fundraising.



Take a festive dip

This one's for the daredevils! We've got a [cold-water swim pack](#) to help get you organised (please pay special attention to our safety information and prioritise your wellbeing). If you don't live by a rural body of water, you could try an ice-filled paddling pool instead.

Found a fundraiser that is right for you, but not sure what to do next? We're always here to help! Get in touch with us at: fundraising@womensaid.co.uk for some guidance. You can also head to [our website](#) for lots more tips and advice.