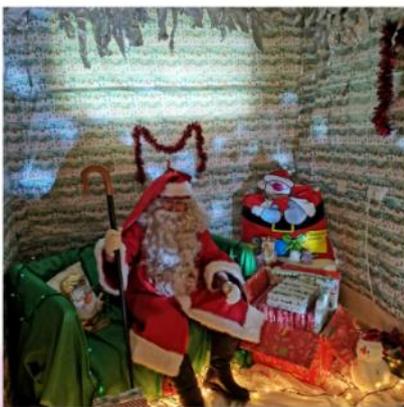
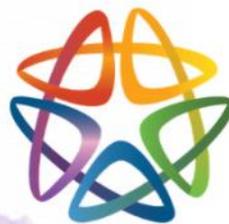


# Fundraising

## for Black Country Women's Aid



Tips and ideas for making your fundraising a success.



**Black Country Women's Aid**

*we listen, we support, we care*

# Thank you for fundraising for BCWA!

*This guide will give you hints and tips to make your fundraising a success*

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## About Black Country Women's Aid

*"When I came here my hands were empty... now they are full of happiness"*

*"They helped me to regain my confidence and rebuild my life"*

Black Country Women's Aid (BCWA, formerly known as Sandwell Women's Aid) is an independent charity which has been supporting victims of **domestic abuse, sexual violence, modern slavery and homelessness** in the West Midlands for the last 30 years.

BCWA offers sensitive and holistic **support** services which help **victims of abuse** to **escape from violence**, cope with trauma and move on with their lives.

Over the years we have grown from a small refuge provider to a diverse organisation which supports over **9000 women, children and men** across the West Midlands every year.

We believe that **no-one should have to live in fear of violence and abuse. We listen, we support, we care...** and we're glad that **you do too.**

# What we do...

*“You have really helped me get back on my feet even when I thought the world was crumbling. Thank you so much for being there for me and restoring my life”*

- Our **Domestic Abuse** team support victims in the community and at court;
- Our **Refuge** offers a safe place to stay for women and children escaping their abusers. Refuge is more than just a bed, we give specialist support to help these families get back on their feet;
- Our Rape Support team support victims of **rape, sexual violence** and **childhood sexual abuse** with practical advocacy and specialist counselling;
- Our Young People's Team support **children and young people** who have suffered domestic abuse, rape and sexual exploitation;
- Our **Modern Day Slavery** team offer safe refuge and community support to people trafficked to the UK for forced labour and prostitution.
- Our **Women's Justice Services** support vulnerable female offenders to change their lives for the better.

## Supporting people near you

Our support services are offered across the Black Country and the West Midlands:

### West Midlands-wide services

#### Modern slavery

- Refuge and outreach support for survivors of modern slavery
- Community engagement for women forced into sexual exploitation

#### Stalking

- West Midlands Stalking Support Service

### Black-Country-wide services

#### Rape and sexual violence

- Independent Sexual Violence Advice (ISVA) service

#### Children and young people

- Our Future: domestic violence school support
- Young People's Advocates: sexual exploitation and gang involvement
- Children's sexual violence support services

#### Women's justice

- Red Project: support for sex workers

#### Therapeutic services

- Specialist counselling for victims of rape and sexual abuse

### Walsall

#### Domestic violence and abuse

- Independent Domestic Violence Advice (IDVA) service: high-risk
- Domestic abuse advocacy: medium-risk
- IRIS project with GP surgeries

#### Children and young people

- Support for child witnesses of domestic abuse



The Cedor Centre Walsall

### Sandwell

#### Domestic violence and abuse

- Independent Domestic Violence Advice (IDVA) service: high-risk
- Domestic abuse advocacy linked to Early Help (medium/standard-risk)
- IRIS project with GP surgeries
- Domestic abuse support in A&E

#### Accommodation services

- Domestic abuse refuge and dispersed accommodation

#### Children and young people

- Support for child witnesses of domestic abuse

#### Women's justice

- Mariposa Project: programmes for female offenders
- New Chance: early intervention for women in the criminal justice system



The Cedor Centre Sandwell



### Dudley

#### Domestic violence and abuse

- IDVA Service (high-risk)
- IRIS project with GP surgeries
- Domestic abuse support in A&E

#### Women's justice

- Mariposa Project: programmes for female offenders
- New Chance: early intervention for women in the criminal justice system



The Cedor Centre Dudley

### Birmingham

#### Women's justice

- Mariposa Project: programmes for female offenders



The Cedor Centre Birmingham

## Who will your support help?

*Right now there are hundreds of victims of violence across the West Midlands living in fear. You can help us reach them with the essential help and support they need.*



**Karen** is terrified to leave the house. Her ex-partner attacked her in the supermarket in front of their daughter, and now he is threatening her by phone. She is scared of what he will do next...

**Steve** spent his youth in and out of homeless hostels, and in one of them he was raped by a violent older resident. He is traumatized by what happened and he is scared of going to the police and giving evidence in court. He's been on his own all his life, who will support him now?

**Stacey** is 15. Her boyfriend says he loves her. He texts her 50 times a day, at first it was romantic but now he always wants to know where she is and what she is doing. He has started to hit her, telling her it's her fault for making him angry. She hopes he will change if she just keeps him happy, but he is never happy...

**Priya** is only allowed out of the house for 15 minutes a day to take her children to school. Her husband won't let her work or have any money, and often locks her in a bedroom with no food. She longs to be free, but doesn't know where to go... who will notice her and help her?

**Atif** is 10. His dad tells him men should be strong and in charge of the family. Sometimes he hits Atif's mum and he often calls her names. Atif wants to help his mum, but doesn't know what to do...

**Ife** thought she was coming to the UK to work in a hotel; her boyfriend said he'd arranged a job for her. But when she got here she was forced to work as a prostitute. If she refused, she was beaten and starved. After a year she managed to escape but now she is on the streets and doesn't know where to turn...

All names changed to protect anonymity. Each case based on people BCWA have recently supported.

# How you can help us

*Your fundraising can help victims of abuse to rebuild their lives*

£5

a welcome toy for a child coming to refuge who has had to leave home with nothing



£10

a baby care package of nappies, wipes and milk for a baby in refuge



£12

a safety box for a young person at risk of self harming



£15

an emergency food parcel for a family's first few days in refuge



£20

an hour's staffing for our 24 hour helpline, so we can always be there when people need us



£30

a specialist counselling session for a victim of rape, enabling them to cope with trauma



£40

interpreting services giving a voice to women who have been trafficked internationally



£50

a workshop helping 30 young people understand teenage relationship abuse and exploitation



£100

support at court for a young victim of rape



£500

arts therapy for children affected by domestic violence



£1000

to refresh a room in refuge



## Our campaigns

*Fundraising is essential in ensuring survivors of domestic abuse, sexual violence and exploitation receive the support they need to overcome their trauma. So we can help them immediately, we fundraise all year long.*

### Go Purple

**October is Domestic Violence Awareness Month and the colour purple is worn to show survivors we care.** Purple is a colour worn by early women's rights activists and today it is an important colour for campaigners against domestic abuse and violence against women and girls.

#### **Why is it important?**

Domestic abuse remains at epidemic levels, with 2 women a week being killed by a former or current partner. Domestic violence happens in every community and affects people of all ages. While most victims are women and girls, domestic violence affects men and boys too. The impacts of domestic violence affect individuals, families, communities, and society as a whole. But prevention is possible.

#### **What can we do?**

As a society we have to remove the stigma around domestic violence. We need to make domestic violence an issue that we can talk about openly so that victims and survivors won't feel judged for experiencing abuse, and can come forward to get help. Together, we can help individuals, communities and businesses understand how they can take action to promote safety, respect and equality to end domestic violence.

#### **How to take part**

1. Just decide on a day in October when you will Go Purple
2. Each person/pupil pays £1 and wears a purple item to school, college or work or you can paint your nails purple, bake and sell purple cupcakes and for the more daring spray your beard, hair or moustache purple.
3. Let us know what day by registering on our website or by contacting Debbie our fundraiser on 0121 553 0090 or by email
4. We will send you our fundraising pack for ideas and show you how we will spend the money that you raise
5. Take photos of your purple day and we will share on our Facebook and Twitter. There is a prize for the most interesting purple picture.
6. Have fun!

*We invite you to encourage friends, family members, colleagues and community members to show their support by Going Purple too.*

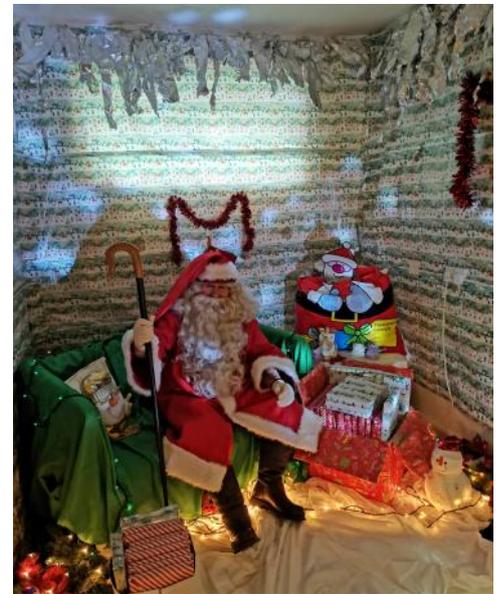
# Christmas

## Help us bring Christmas cheer

Every year we are in awe of the kindness and generosity of people, as they donate gifts to bring Christmas cheer to the people we support: survivors of domestic abuse, sexual violence and modern slavery.

### Your generosity helps

- A family in refuge have presents to open on Christmas day
- A survivor in their new home feel less alone
- A young person who has struggled this year smile



## How you can help

There are a number of ways you can get involved. Here are some ideas from what kind people have done over the years:

- Christmas party fundraiser—so children in refuge can enjoy a party and a visit from Santa!
- Prize draw raffle
- Creating and selling Christmas decorations, and donating a percentage of sales
- Present collection for women, children and men receiving our support
- Items to make Christmas hampers –we give these out to survivors who receive our community support, as well as to families in refuge,
- Toiletries gift sets—perfect for survivors of modern day slaver
- Help with wrapping presents

*We also have an Amazon Wish List, accept gift vouchers for survivors, and we also accept donations made using our Virgin Giving Money Page.*

## Our campaigns

*Fundraising is essential in ensuring survivors of domestic abuse, sexual violence and exploitation receive the support they need to overcome their trauma. So we can help them immediately, we fundraise all year long.*

### Big 50p Challenge

**A little bit of kindness makes a big difference.**

The donations we receive are essential to the support we provide women, men and children affected by domestic abuse, sexual violence and modern slavery. We're accepting donations for our crisis fund, which means we can assist survivors quickly in a time of need and help them with the essentials.

#### How this works

The Big 50p Challenge encourages people to make a regular donation through our Virgin Money Giving page. It doesn't have to be a big donation, even a weekly contribution of 50p can help us with our crisis fund, Whether you donate 50p, £5, £50 or more, every penny makes a big difference to the lives of the people we support to overcome trauma.

#### How your donation helps

Your donations cover the costs of:

- bus fare for a young person attending counselling appointments,
- nappies and toiletries,
- clothes for families who left their homes with nothing,
- bedding and cutlery for families leaving refuge,
- a kettle,
- a dining set,
- a removal van,
- carpet,
- towels,
- and so much more.

*Help us to help survivors..*

**Black Country Women's Aid**  
just listen, just support, just care

**BIG 50p CHALLENGE**

I'M MOVING OUT OF REFUGE TOMORROW. I SAVED £250 AND BOUGHT THE BEDS AND BEDDING FOR MY KIDS, BUT I DON'T HAVE ENOUGH FOR CURTAINS OR EVEN A BED FOR MYSELF...

**YOU CAN HELP**

Help us make a big difference by making a small, regular donation.  
Visit our Virgin Money Giving page: [bit.ly/big50pchallenge](https://bit.ly/big50pchallenge)

[www.blackcountrywomensaid.co.uk](http://www.blackcountrywomensaid.co.uk)

# Heart to heart



More information at:  
[www.blackcountrywomensaid.co.uk](http://www.blackcountrywomensaid.co.uk)

Here are some hearts knitted by members of the community.



## Get your knitting behind this.

The Heart-to-Heart Challenge was created to assist adults and children to get the help they need to overcome the trauma of violence, rape and exploitation.

*Just a small donation can make a big difference, and we know there are many members of the community that love to give back and support a good cause. We hope you consider this to be something you can truly get your knitting behind.*

## How your donation helps

We're asking you to help us with this fundraising activity, ensuring adults and children can attend and benefit from 12 sessions of counselling with our trained and qualified counselling team.

**Heart to Heart**  
Helping adults and children to overcome the trauma of violence, rape and exploitation

**How your donation helps us**

- £5** A bus or tram ticket to help people reach us for their counselling appointments once the lockdown ends.
- £10** A therapeutic art toolkit for a child or adult
- £15** A safety box for a young person at risk of self-harming
- £20** An hour's staffing for our 24-hour helpline, so we can always be there when people need to talk
- £40** A one to one counselling session for a child or adult. During the lockdown we can offer these by video link to help ease isolation and distress
- £50** A group therapeutic session for children or adults
- £400** A full course of counselling for a child or adult



#Heart2Heart

More information at  
[www.blackcountrywomensaid.co.uk](http://www.blackcountrywomensaid.co.uk)

## How this works

1. Knit or make as many hearts as you can.
2. Sell hearts to friends and colleagues, or keep them for us to sell in October's Go Purple event.
3. Make a donation if you can!

## Collecting items

The families that come to our refuge are fleeing in fear of violence, leaving their whole lives behind to find safety and start again. Many of them have had to leave home with nothing, or have only had time to pack one carrier bag.

You can help us make the first few days more welcoming and comfortable by donating items such as:

**Food:** tinned and dry food such as rice, dal, teabags, longlife milk, tinned vegetables

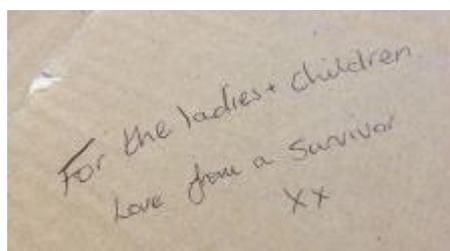
**Toiletries:** toothbrushes and paste, shampoo, shower gel, for adults and children

**Sheets and towels:** new single flat and fitted sheets, duvet and pillow covers

**For children:** a toy or puzzle book to help them settle in

**For babies:** baby blankets, Moses baskets, baby baths, etc

**Art and craft materials:** so we can run family activities in refuge



### BCWA Christmas Campaign runs October to December every year, collecting presents for the women and children in our services:

We collect...

**Gifts for women:** toiletry sets, scarves, jewellery, books, notebooks and pens, craft materials

**Gifts for children:** new toys, games, books, school supplies and accessories for girls and boys up to 18

**Gifts for babies:** clothes, blankets, rattles, and baby toys for infants and toddlers

Thank you very much for making us feel home on every Christmas. It doesn't feel like we live in a refuge or hostel. We had party, lots of presents, and the decorations at the home makes everybody excited and felt completely at home because of you. Thanks so much once again for making us have Christmas like anybody else.

## A personal touch...

why not create a welcome pack yourself for a family?

<b>Toiletry welcome pack</b>
<i>Shower gel/soap</i>
<i>Toothbrush &amp; toothpaste</i>
<i>Shampoo</i>
<i>Wash cloth</i>
<i>Sanitary products</i>

<b>Child's welcome pack</b>
<i>Bubble bath/soap</i>
<i>Toothbrush &amp; toothpaste</i>
<i>Shampoo</i>
<i>Colouring/activity book</i>
<i>Coloured pencils/pens</i>

<b>Baby welcome pack</b>
<i>Nappies &amp; baby wipes</i>
<i>Nappy rash cream</i>
<i>Baby wash</i>
<i>Baby powder &amp; moisturiser</i>
<i>Baby toy/rattle</i>
<i>Towel/baby blanket</i>
<i>Baby food</i>

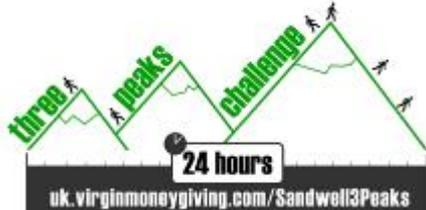
<b>Food welcome pack</b>
<i>Tea bags, coffee, sugar</i>
<i>Long-life milk</i>
<i>Flour, Atta (chapatti flour)</i>
<i>Rice</i>
<i>Pasta/Noodles</i>
<i>Tinned tomatoes/vegetables</i>
<i>Tinned soup/baked beans</i>
<i>Cereal</i>
<i>Cooking oil</i>
<i>Tinned tuna/corned beef</i>
<i>Spices (turmeric, coriander, cumin, chilli, garam masala, fennel seeds)</i>
<i>Dried dals (lentils)</i>

<b>Homeless woman welcome pack</b>
<i>Toothbrush &amp; toothpaste</i>
<i>Shampoo and shower gel/soap</i>
<i>Wash cloth</i>
<i>Sanitary products</i>
<i>Clothing of all types, seasonal wear</i>
<i>Combs and hairbrushes</i>

# Fundraising ideas

## Challenge yourself!

- Five aside football or netball tournament
- Gym challenge
- Sponsored Walk
- Sky dive
- Sponsored cycle ride
- Marathon
- Zumbathon
- Get sponsored to give up smoking or chocolate



## In the community

- Bag packing at your local supermarket
- Community Fair
- Comedy Night
- Car Wash
- Quiz night at your local pub
- Guess the number – e.g. guess how many sweets in the jar or how many pies you can eat!
- Cash for cans: collect empty drink cans to sell at your nearest Alupro depot

<http://www.alupro.org.uk>



## Fun while you fundraise

- Quiz night
- Bingo
- Talent show – your own X factor or BGT!
- Pamper day
- Come Dine With Me
- Party! Christmas, Eid, Halloween, 60s theme...
- Organise a firework display for Bonfire Night or Diwali
- Sponsored walk
- Community play





## At school

- Non uniform day
- Wear purple day
- Cake or cookie sale
- Spelling challenge
- Face painting or mendhi
- Show off your talents for an entrance fee with a concert, talent show or fashion show
- Sports day
- Easter Egg painting competition
- Left-handed day – can you manage a whole day?



## At work

Fundraising events can be great team-building!

See if your company will help match fund what you raise

- Bake sale
- Jeans day
- Wear purple day
- Team challenge: sky diving
- Sports challenge or football match
- Conference: if you are holding a conference ask all the delegates to bring an item—see our list overleaf
- Bad tie day – charge your colleagues a pound to come in wearing their silliest tie, with a prize for the winner
- Offload your unwanted belongings at a car boot sale



## Use your talents

Are you...

- Creative? Make things to sell to friends or at a craft market: knit scarves, make jewellery or cards
- Musical? Stage a concert
- Artistic? Stage an art exhibition, ask for artists and photographers to donate their work and charge an entrance fee
- A film fan? Organise a themed film night
- Practical? Offer your gardening, ironing, or Christmas present wrapping skills to friends and family... for a donation!
- Academic? Offer private tuition in your specialist subject: maths, French, or music...

## Getting started

- Set yourself a fundraising **target**: having a goal will help motivate you and your supporters!
- Think about how you are going to **reach your goal**: will you hold one large activity or several small ones? There are plenty of ideas for fundraising challenges and events in this pack.
- Write yourself a **plan and a budget** that are easy to manage.

### Online fundraising

- Creating an online fundraising page at Virgin Money Giving is a brilliant way to reach a wide audience and raise funds quickly.
- Supporters can donate at the click of a button and see how their contribution helps you reach your goal. Any donations people make to your page will come straight to us
- You can find us at Virgin Money Giving by pasting the following link into your browser: <http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1002320>

### GiftAid

- GiftAid can help you increase your fundraising by 25% at no cost to yourself or your donors. Turn every £1 into £1.25! Please ask UK taxpayers to add GiftAid to their donations either online or by ticking the box on your sponsor form.
- Please don't add sponsorship to your own page that you have collected from other people in cash—we won't be able to collect GiftAid on donations submitted that way.

### Get in touch!

We love to hear about the exciting things people do to support our work.

We can help out with things like posters, flyers, and getting the word out.

Don't forget to keep us updated with your progress, and send photos.

Please contact Deborah Slater on 0121 553 0090 or email [deborah.slater@blackcountrywomensaid.co.uk](mailto:deborah.slater@blackcountrywomensaid.co.uk)



Mothers and children in refuge taking part in arts and crafts workshops

# Getting the word out

## Your Message

- **Tell people who you're fundraising for and why** - If people know that their money can make a real difference to the people we support, they will be more likely to sponsor you.



## Social Media

- Use **social media** to reach all your friends through Facebook, Twitter, Instagram etc. Keep people interested by posting updates on your fundraising progress or photos of you training for a marathon!
- Add your event or sponsorship link to your email signature.

I'm fundraising for



## Posters

- Design **posters and flyers** to publicise your fundraising (we can help if you need). Please include our logo on all of your promotional materials.

## Press

Let your local media know about your fundraising by sending a press release a few weeks before your event. Your press release should be clear and easy to read, not longer than one A4 double spaced page. Choose a simple, attention grabbing headline. Your first two sentences are vital in attracting attention.

What to include in your press release:

- **Who:** "Tipton resident Beth" or "keen sportswoman Kiran"
- **What:** "a community family fair" or "a gruelling triathlon"
- **When**
- **Why:** to raise funds for the important work of BCWA. You can include some of the information on pages 3 and 4 about how our work makes a difference.
- A **photo** of yourself, preferably of you training if you are doing a physical challenge
- Your Virgin Money Giving **link** or details of how people can support you
- Your **contact details** in case the paper wants to get in touch

Human interest is important for local papers, so think about including: why you have chosen to support BCWA, your experiences of training, any unusual or personal stories. Talk directly to the readers by including a quote from you. We can also give you a quote about what your fundraising means to us: just get in touch.

# Events

## Planning an event

**What?** Decide what scale of event you want to put on. There are lots of ideas in this pack.

**Who?** Who do you want to come: friends, family, colleagues or public? What's the best way to reach them? Think about using social media, posters, flyers, the press, and word of mouth promotion.

**Where?** Choose an accessible location for the people you want to come. You may want to host it online instead.

**When?** Set yourself a realistic timescale to prepare and promote your event. Try to avoid clashing with other local events or sporting dates.

**How?** Decide your budget. Do you need help to put your event on? Recruit some volunteers and agree their tasks with them. Can you get sponsorship or donations (eg a free venue at a local pub, raffle prizes) by calling or writing to local businesses? We can offer endorsement letters to support this. Are there any health and safety or legal implications? Do you need a license? (see below).

## During the event

Be prepared, know what needs doing and when. Brief your volunteers before the event starts.

Take photos to share on social media, in the press, and for us to share to inspire other fundraisers. You will need consent to use them, please contact us for a consent form.

Keep everyone safe: make sure crowds are managed well, food is cooked properly. Make sure you have a first aider if you need one.

## After the event

Say thank you: use your social networks, posters and the media to thank supporters and let everyone know how much money you helped them to raise!

# Staying safe and legal

## Raffles and lotteries

Small raffles held as part of a larger event are straightforward as long as: tickets are sold during the event; the results are announced during the event; and there are no cash prizes. Raffles on their own have complex regulations, so if you want to plan one please get in touch.

## Licences

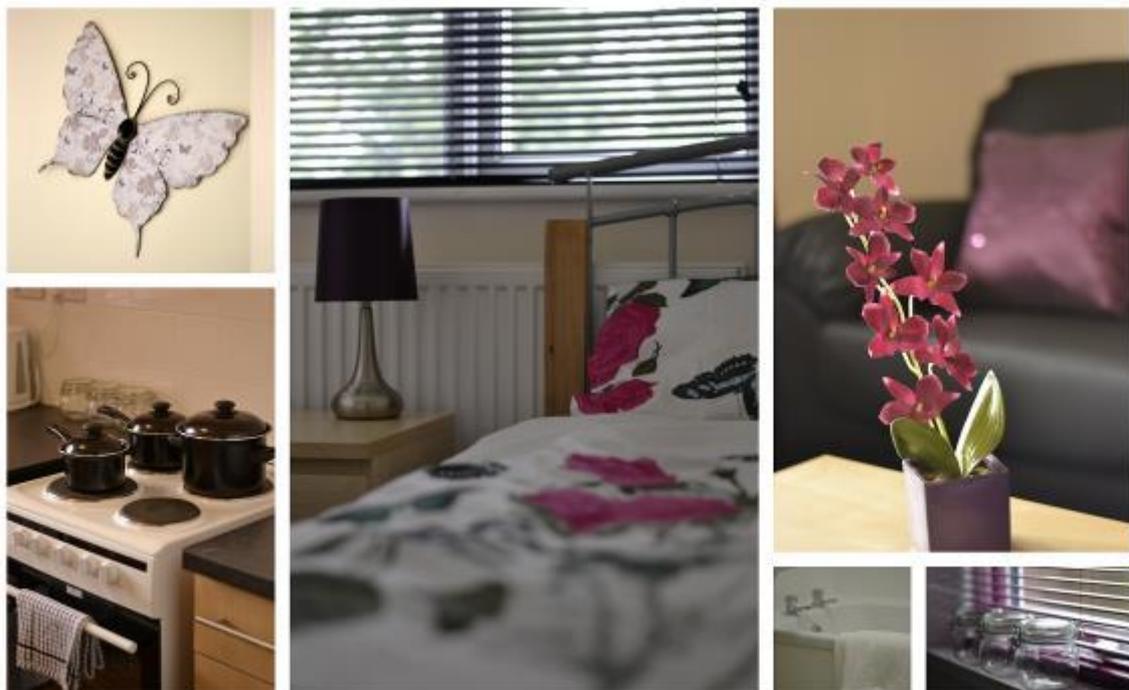
You will need a license from your local authority for: sale of alcohol, extended hours, provision of food and drink, collecting money or selling goods in a public place. Never allow children under 16 to collect money from the public without an adult. Please get in touch with your Local Authority to discuss how to arrange licenses. Contact us if you need help with this.

## Get consent

If children are helping at your event, or you take photographs of children you will need their parents' consent. If your event is on private property get permission from the owner or manager. Do not collect money from door to door without a license from your local authority.

## Insurance

BCWA cannot accept any responsibility for your event or anyone who participates in it. We recommend that you check you have appropriate insurance (for example public liability insurance).



A welcoming atmosphere: inside one of our refuges

# Sponsorship Form

Please sponsor me, \_\_\_\_\_  
to \_\_\_\_\_

in aid of Black Country Women's Aid.

I'm fundraising for



*giftaid it*

Turn £1 into £1.25 without spending an extra penny! If you are a UK tax payer and would like to 'gift aid' your donation, please tick the Gift Aid column and provide us with your full name, home address and postcode. Please read the declaration at the bottom of the page before ticking the column.

**Black Country Women's Aid (BCWA)** supports over 9000 women, children and men a year who are affected by domestic abuse, sexual violence, human trafficking and sexual exploitation.

**Your donation can help victims of abuse to rebuild their lives:**

**£5** = a welcome toy for a child in refuge who had to leave home with nothing

**£10** = a care package for a baby in refuge

**£15** = an emergency food parcel for a mother and children's first days in refuge

**£20** = an hour's staffing for our 24-hour helpline

**£30** = a counselling session for a victim of rape

**£40** = interpreting services for women trafficked to the UK for sexual exploitation

**£50** = a workshop helping 30 young people understand teenage relationship abuse and exploitation

**£100** = support at court for a young victim of rape

**£500** = arts therapy for children affected by domestic abuse

Full Name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation). Please don't put your work address here)	Postcode	Amount £	Date paid	Gift Aid?
					✓

If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on my donation. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.



# Getting in touch

## Sending us your money

- You can donate via our fundraising page:  
<https://bit.ly/395juho>
- You can contact us for our details for a bank transfer.
- If you have collected cash or cheque donations, please send them to us along with all sponsorship forms including GiftAid declarations to us at the address below.
- You are welcome to come and see us at our head office, we'd love to meet you and thank you in person!
- We can also come out to see you if you'd like to do a 'big cheque' presentation with your fundraising team. Please contact us to arrange this.

### Black Country Women's Aid

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Victoria Street  
West Bromwich  
B70 8HY

0121 553 0090

[info@blackcountrywomensaid.co.uk](mailto:info@blackcountrywomensaid.co.uk)

[www.blackcountrywomensaid.co.uk](http://www.blackcountrywomensaid.co.uk)

### Please ask for:

Deborah Slater, Fundraising Officer  
[deborah.slater@blackcountrywomensaid.co.uk](mailto:deborah.slater@blackcountrywomensaid.co.uk)



## Follow us on social media



Black Country Women's Aid



@BCWomensAid



@BCWomensAid



Black Country Women's Aid