# **Fundraising**

for Black Country Women's Aid









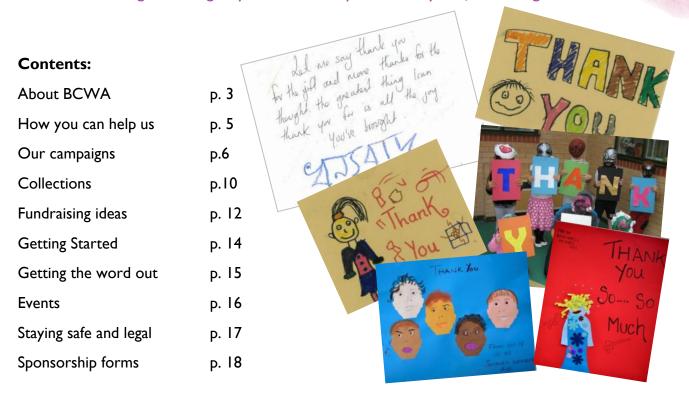


Tips and ideas for making your fundraising a success



# Thank you for fundraising for BCWA!

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



# 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** and **sexual violence** 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 receives over 13,000 referrals for 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

#### West Midlands-wide services

#### Modern slavery

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

West Midlands Stalking Support Service

#### Walsall

Domestic violence and abuse

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

#### Children and young people



#### Independent Sexual Violence Advice

(ISVA) service

**Black-Country-wide services** 

Domestic violence and abuse

Rape and sexual violence

Domestic abuse support in FDAC (Family Drug and Alcohol Court)

#### Children and young people

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

#### Women's justice & complex needs

· Willow Project: support for homeless

Domestic violence and abuse

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

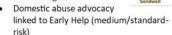
#### Women's justice & complex needs

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

#### Sandwell

Domestic violence and abuse

Independent Domestic Violence Advice (IDVA) service: high-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

### Women's justice & complex needs

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

#### Birmingham

# Women's justice & complex

Mariposa Project: programmes for female



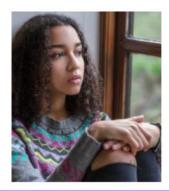
# Who will your support help?

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, and texts her 50 times a day. But 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 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



£IO

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

- I. 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.
- 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 sup-port by Going Purple too.

# Go purple

#### 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 slavery
- Help with wrapping presents

We also have an Amazon Wish List, accept gift vouchers for survivors, and we also accept donations made via our website www.blackcountrywomensaid.co.uk/making-a-donation/

# Our campaigns

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# 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 website at www.blackcountrywomensaid.co.uk/making-a-donation/. 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.



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...







# How your donation helps

Your donations cover the costs of:

- bus fare for a young person at-tending 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.

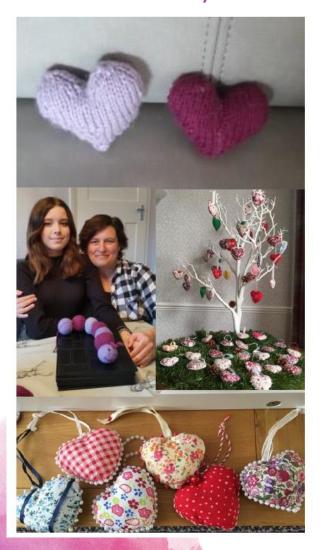
Help us to help survivors ..

Help us make a big difference by making a small, regular donation.

# Heart to heart



# 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.



# #пе

Black Country Women's Aid

More information at www.blackcountrywomensaid.co.uk

#### How this works

- I. 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



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

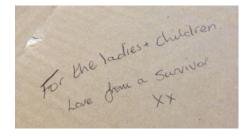
Gifts for babies: clothes, blankets, rattles, and baby toys for infants and toddlers

Thank you very much for making is feel known on away christmas. It does not feel like wike like in a refuse or hostle use had party, lots of presents, and the decorations of the house makes away body excised and felt completely at home, because of you. Thanks soo much once again for making to have christmas like anybody else.











# A personal touch...

why not create a welcome pack yourself for a family?

Toiletry welcome pack
Shower gel/soap
Toothbrush & toothpaste
Shampoo
Wash cloth
Sanitary products

Child's welcome pack
Bubble bath/soap
Toothbrush & toothpaste
Shampoo
Colouring/activity book
Coloured pencils/pens

Baby welcome pack
Nappies & baby wipes
Nappy rash cream
Baby wash
Baby powder & moisturiser
Baby toy/rattle
Towel/baby blanket
Baby food

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

Homeless woman welcome pack
Shampoo and shower gel/soap
Toothbrush & toothpaste
Wash cloth
Sanitary products
Clothing of all types, seasonal wear
Comb and hairbrush

# 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



# LAPALSCOUT GROUP LAPALSCOUT GROUP LAPALSCOUT GROUP LAPALSCOUT GROUP

# Fun while you fundraise

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









# At school

- Non uniform 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.

# **Fundraising online**

The easiest way to collect your sponsorship is online. You can either set up a facebook fundraiser, or a JustGiving page:

# Setting up a Facebook fundraiser



- On your computer, log in to Facebook.
- 2. On the left, click Fundraisers (look for the little icon with a heart on a coin).
- 3. Tip: If you can't see Fundraisers on the left-hand side, then click See more.
- 4. On the left-hand side, click Raise money.
- 5. Click Charity.
- 6. Type Black Country Women's Aid into the search bar
- 7. Select us
- 8. On the left, enter:
  - a. The goal amount of money that you want to raise
  - b. The currency you want the funds to be in
- 9. Click Create.

You'll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed or donate to the fundraiser yourself. If you're not ready to do any of those things, click not now.

More information about this on facebook here: <a href="https://www.facebook.com/">https://www.facebook.com/</a>

# Setting up a JustGiving page



- I. Visit <a href="https://www.justgiving.com/">https://www.justgiving.com/</a>
- 2. Set up an account, or log into your account and select "Start Fundraising"
- 3. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
- 4. Search for Black Country Women's Aid.
- 5. Choose your web address this is the link you'll be sharing with friends and family when asking them to donate.
- 6. Click 'Create your page'.

Job done! Your fundraising page is now set up and ready to accept donations. JustGiving will send donations to us on a weekly basis.

# **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.

# **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 and promote your fundraising page. 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.



Black Country Women's Aid



@BCWomensAid



@BCWomensAid



Black Country Women's Aid

# **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. 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 in this pack about how our work makes a difference.
- A photo of yourself, preferably of you training if you are doing a physical challenge
- Link to your online fundraising page 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.

# **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

Please contact Deborah Slater on 0121 553 0090 or email deborah.slater@blackc ountrywomensaid.co.uk

# **Events**

# Planning an event

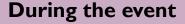
**What?** Decide what scale of event you want to put on. There are lots of ideas in this pack.

**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.

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).



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

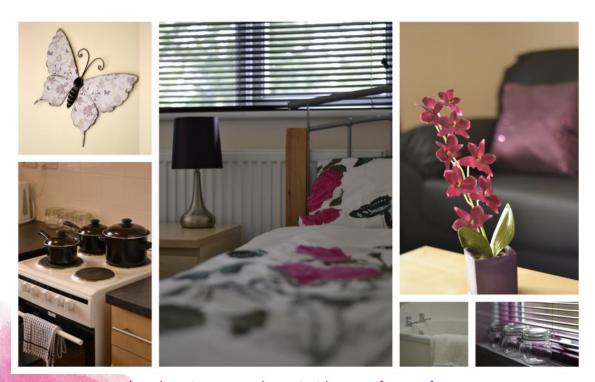
You will need a license from your local authority for: sale of alcohol, extended hours, provision of food and drink, collecting money or selling goods in a public place. Never allow children under 16 to collect money from the public without an adult. Please get in touch with your Local Authority to discuss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

t C

in aid of Black Country Women's Aid.

# me listen, me support, me care **Black Country** Women's Aid I'm fundraising for

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

Your donation can help

victims of abuse to rebuild their lives:

violence, human trafficking

and sexual exploitation.

by domestic abuse, sexual

**Black Country Women's** Aid (BCWA) supports over men a year who are affected 9000 women, children and

the page before ticking the column.

children's first days in refuge

£15 = an emergency food

parcel for a mother and

£10 = a care package for a

baby in refuge

child in refuge who had to

eave home with nothing

£5 = a welcome toy for a

£20 = an hour's staffing for

our 24-hour helpline

£30 = a counselling session

for a victim of rape

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

for women trafficked to the

UK for sexual exploitation

£40 = interpreting services

30 young people understand

teenage relationship abuse

and exploitation

**£50** = a workshop helping

£100 = support at court for

a young victim of rape

£500 = arts therapy for

children affected by

domestic abuse

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 If I have ticked the box headed 'Gift Aid? V', 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 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.

18

# Sponsorship Form (Continued)

Name:



Turn £1 into £1.25 giffaid it without spending an extra penny!

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

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 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 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**

# **S**ending us your money

- You can donate via our website: https://blackcountrywomensaid.co.uk/making-a-donation/
- 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
Suite 21 Landchard House
Victoria Street
West Bromwich
B70 8HY

0121 553 0090 info@blackcountrywomensaid.co.uk

www.blackcountrywomensaid.co.uk

Black Country
Women's Aid

They helped me regalicated and rebuilt

10 years supporting survivors of all tarks arous should sare and rebuilt

ASDA foundation

Date Att. Neverriber 2019

Black Country, Llorence Pid.

Tulo Hundred Pounds Only © 200 00

And Cale 47-56-33

Associate 10: 37261897



# please ask for:

Deborah Slater, Fundraising Officer deborah.slater@blackcountrywomensaid.co.uk

# Follow us on social media



Black Country Women's Aid



@BCWomensAid



@BCWomensAid



Black Country Women's Aid