

# GO PURPLE

# 2023

## Fundraising pack

Join us this October  
and help make a  
space to heal for  
victims of abuse and  
violence



**Black Country  
Women's Aid**

*we listen, we support, we care*



# GO PURPLE

## 2023

# WHAT IS GO PURPLE?



## WHAT IS GO PURPLE?

Go Purple is our annual month-long appeal in aid of victims and survivors of domestic abuse and interpersonal violence. Every October we ask our friends and supporters to Go Purple to show their support and raise essential funds.

Purple was 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.

## HOW DOES IT HELP?

Your fundraising supports people across our services, making safe spaces for adults and children fleeing abuse to start new lives free from fear. This year, we are fundraising to:

### MAKE A SPACE TO HEAL

Did you know that in the UK only 1 in 10 refuge spaces is accessible for people with physical disabilities? When women with disabilities are actually at higher risk of domestic violence?

With your help, we can build two new refuge bungalows to offer safe refuge in the Black Country for women and families with disabilities escaping domestic abuse.



### MAKE A HOUSE A HOME

Our Go Purple crisis fund helps victims of violence to move on and start new lives free from fear.

Women and children often come into refuge with nothing but the clothes they are wearing. Survivors fleeing abuse and exploitation may leave with very little money and move into an empty house. This means no beds, no sofa, no cooker or fridge. No curtains or carpet or cutlery or towels. With your donation, they can avoid having to choose between a bed or a washing machine, and make a house a home.

Our crisis fund also supports survivors who are struggling with bus tickets to reach support appointments, food parcels or other essentials.

With your help, we can give survivors the new beginning they deserve.

Mugs x 4



£5

Bed linen



£20

Microwave



£45

Bunkbeds



£90

Washing machine



£169

Sofa



£200

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# GET INVOLVED

1. Pick a date in October to Go Purple and decide on your event
2. Decide how you will collect your fundraising
3. Promote your event: use our handy templates!
4. Tell us all about your Go Purple idea
5. Take lots of photos of your Go Purple day
6. Tell us how much you raise and donate!

You can also order a pack of our purple wristbands to share: £10 plus postage for a pack of 10. Just contact [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk)



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# 1. FUNDRAISING IDEAS

## WILL YOU GO PURPLE?

1. Sponsored quiz night and raffle
2. Bake and sell purple cupcakes
3. Have a "wear purple day" at school or work
4. Spray or dye your hair or beard purple
5. Sponsored Go Purple bike ride, run or walk
6. 80s and 90s Karaoke competition



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## 2. COLLECTING YOUR FUNDRAISING

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



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

You'll see a screen 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.

### SETTING UP A JUSTGIVING PAGE



1. Log into your JustGiving account, or set up a new one if you are not registered
  2. Visit our Go Purple 2023 campaign page: [justgiving.com/campaign/gopurple-2023](https://justgiving.com/campaign/gopurple-2023)
  3. Click on **start fundraising**
  4. Follow the steps and set up your event or appeal page. Personalise your page with more about you!
  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.

If you want to raise funds in person, you can download a sponsorship form from [blackcountrywomensaid.co.uk/fundraising](https://blackcountrywomensaid.co.uk/fundraising)

### 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.





# 2. PROMOTE YOUR EVENT

## SHARE YOUR STORY

Tell the story of why you are fundraising for BCWA. If people know that their money can make a real difference to the people we support, they will be more likely to get involved in Go Purple or sponsor you.

Use social media to reach family, friends and colleagues and promote your Go Purple fundraising. Keep people interested by posting updates and photos. Don't forget to add a link to your online sponsorship page every time you post, and tag us in so that we can celebrate your success.

Download and share one of our social media posts from [blackcountrywomensaid.co.uk/gopurple](https://blackcountrywomensaid.co.uk/gopurple)

Put up one of our printable posters in your school, workplace or community. Don't forget to add the details of your event in the white space!



Black Country Women's Aid



@BCWomensAid



@BCWomensAid



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# KEEP IN TOUCH



## 4. LET US KNOW YOUR PLANS...

... or ask for our support if you would like advice on your event or on fundraising safely and legally.

Contact our friendly fundraising team on 0121 553 0090 or email [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk). We'd love to hear about your event!

## 5. PHOTOS

We look forward to seeing all of your purple photos! Please tag us on your social media, and send us copies of your photos if you can. Please make sure you have the consent of everyone in the pictures before sending them to us. We may like to use your photos to help promote next year's Go Purple, if so we'll send you a release form to ask for your consent.

## 5. SENDING IN YOUR FUNDS

If you have collected your fundraising on Facebook or JustGiving, the funds will be sent directly to us.

If you have collected **cash**, please email us when you are ready to send your funds at [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk) giving your name, the amount you are sending and how you raised it. We will acknowledge your donation and thank you for all your hard work and generosity.

### **By bank transfer:**

Account name: Black Country Women's Aid

Account number: 51113917      Sort code: 40-42-11

Donate through our Go Purple **donation portal**: you'll find the link at [blackcountrywomensaid.co.uk/gopurple](https://blackcountrywomensaid.co.uk/gopurple)

**By cheque:** Please make the cheque payable to Black Country Women's Aid and write your name or your group's name on the back. Send to:

Fundraising, Black Country Women's Aid, Landchard House, Victoria Street, West Bromwich, B70 8HY

**In person:** Please contact us if you would like to come to visit our head office to do a presentation with your fundraising team!



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# FUNDRAISING SAFELY AND LEGALLY

We want you to have a fantastic time raising money for BCWA. There are laws and regulations to protect you as a fundraiser and the people who support you, so please use our advice to fundraise legally and safely and visit [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk) for the full fundraising code.

Please note that the advice given below is clearly intended to provide general guidance only and to that extent the information conveyed is accurate. Got a question or need more help? Please contact us at [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk)

## EVENTS

- Make it clear that you are fundraising in aid of Black Country Women's Aid (BCWA) and that your activities are not representing or have been organised by BCWA. We can share our 'in aid of' branding with you. Please use our name, Black Country Women's Aid, and registered charity number: 1032298 when promoting your event.
- Be aware that BCWA cannot accept any responsibility for your event or anyone who participates in it. You are responsible for securing public liability insurance. Event partners like caterers will also need their own public liability insurance.
- Assess whether you need to apply for any special licences e.g. a temporary event notice or a raffle, public entertainment or alcohol sales licence. If you are selling food, contact the environmental health department. More information on all of this can be found on your local council's website.
- Be socially responsible when promoting alcohol through sponsorship, gifts in kind, competitions or raffles/tombolas. Alcohol should not be targeted at people under 18.
- Promote your event by clearly stating if all money raised will go to BCWA or whether any money will be used to pay for any costs e.g. "ticket price of £25 will cover a three course meal and welcome drink. Proceeds from a raffle and auction on the night will raise funds in aid of Black Country Women's Aid."
- The Health and Safety at Work Act 1974 applies to volunteers as well as paid workers. When planning an event, you must consider whether and how your event could be harmful to organisers, guests, volunteers and the public. Complete a detailed risk assessment.



## WASTE

- Please clean up after fundraising events and activities and dispose of any rubbish safely.
- Use protective clothing where appropriate when clearing up and avoid the use of hazardous cleaning chemicals.

## RAFFLES AND PRIZE DRAWS

- You do not need a licence if you are holding a raffle as part of a fundraising event.
- The prize draw can take place during or after the event, but participants need to be notified of when the draw will take place when they buy their tickets.
- Using donated prizes means that you everything you raise from the raffle can be donated to BCWA. However, if you want to buy prizes, these must not exceed £500 in total.
- Children under 16 are not allowed to buy or sell tickets.
- Tickets should be sold at a standardized price to all participants.
- If you are holding a raffle over a long period of time, you will need to have pre-printed tickets, a promotor and licence to run what is called a small society lottery:
  - The licence is available from your local council for a fee of around £40, and lasts a year;
  - For more details, please visit your local council website;
  - Please be aware that you will need a license for online raffles and prize draws as well as those with printed tickets.

## STREET COLLEC- TIONS

- Please contact us at [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk) if you would like to organise a money collection on our behalf. We will give you sealed charity boxes to do this.
- You will also need to apply to your local council for a Street Collection Licence if you want to collect money for us in the street or in a public place. Please show us your licence before going ahead with your street collection
- If you collect for us on private property, you will need the permission of the landowner or property manager.
- Under 16s are not permitted to collect money through public collections.

## CHILDREN

- Children under 16 are not allowed to collect money from the public during fundraising activities without an adult.
- Children under 16 cannot be responsible for handling/counting collected money.
- Please ensure that children are adequately supervised and provision is made to deal with any lost children at an event.

## COLLECTING MONEY

- Money should be collected in a locked box and counted by two people.
- Please take your personal security seriously when collecting and transporting money. Only collect in a safe environment, do not collect alone and do not try to tackle anyone who attempts to steal the money collected. Your safety is the top priority.

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Black Country Women's Aid  
Suite 21 Landchard House  
Victoria Street  
West Bromwich  
B70 8HY

0121 553 0090

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

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



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