

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



# Partnering with Black Country Women's Aid: A Guide for Corporates

*Together we can help victims to become survivors*

Registered charity number (England & Wales) : 1032298 | Company number : 2791788

# Domestic abuse currently costs UK businesses over £2.7 billion a year

Source: Equality and Human Rights Commission

## One in four women

will experience domestic violence in their lifetime. For men, that figure is one in seven. One child in twenty will be a victim of sexual abuse; that's at least one child for every classroom in the country.

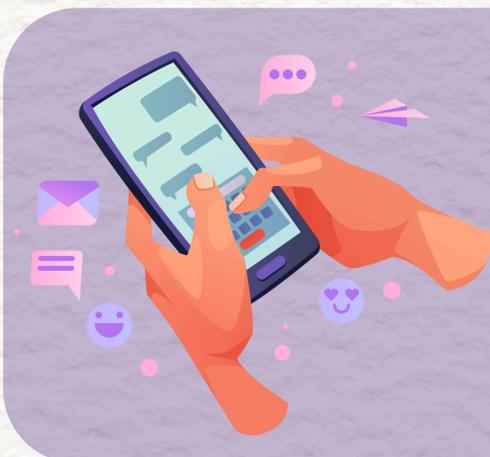
Established nearly 40 years ago, we help victims and survivors to escape from violence, recover from trauma and start again.

At Black Country Women's Aid (BCWA), *we listen, we support and we care.*

**Partner with our established and respected charity and help to transform lives.**

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Follow us on social media for all the latest from BCWA's corporate partnerships.

  @BCWomensAid

  Black Country Women's Aid

# Black Country Women's Aid



## Accreditations

- Women's Aid National Quality Standard
- LimeCulture quality standards for independent sexual violence advice services
- Cyber Essentials Certified Plus

## Recent awards

- Winner: Black Country Chamber of Commerce Not for Profit Business Award 2024
- Winner: Marsh Award for Outstanding Contribution to the Fight Against Modern Slavery 2024
- Winner: Butler Trust's Kathy Biggar Trophy 2023, for BCWA's trauma informed community healthcare project
- Winner: Outstanding Achievement by an Independent Sexual Violence Adviser Supporting Adults, LimeCulture Limelight Awards 2023
- Finalist: The Innovative Proactive Wellbeing Award in The Mental Health Awards 2023
- Finalist: Black Country Chamber of Commerce Employee of the Year 2023
- Finalist: Black Country Chamber of Commerce Employer of the Year 2023





**In the UK, more than two-thirds (69%) of the public believe that businesses have an obligation to support the local communities in which they operate.**

Source: YouGov poll carried out by the Charities Aid Foundation (CAF) in December 2022

## Working together

BCWA designs and delivers meaningful collaborations with companies of all sizes. We can help you to hit your Corporate Social Responsibility (CSR) and Environmental Social and Governance (ESG) targets.

We also provide engaging and motivational volunteering and team building opportunities. We have worked with:

- Acuity Law
- Barratt Redrow
- Cadent
- Higgs LLP
- HSBC
- Lloyds
- Mercure Birmingham West Hotel
- Midcounties Co-op
- Morrisons
- Nicklin Chartered Accountants and Business Advisers
- Pavers
- Starbucks
- Waldrons Solicitors
- West Bromwich Building Society
- West Midlands Combined Authority
- West Midlands Safari Park
- Yodel



And many more organisations, SMEs and family-run businesses in the West Midlands.



**Employee turnover drops by an average of 57% when employees are deeply connected to their companies' volunteering efforts.**

Source: Benevity Engagement Study

## Corporate volunteering

Our volunteering opportunities can help your company to attract, retain and reward the staff your business needs to thrive.

- Visit our HQ for a corporate action day to learn more about BCWA, the difference we will make together and for a practical activity that will help to transform lives
- Share your professional skills with our staff as a 'mentor for a day' or through donated CPD training. As with any business, we are always looking for ways to innovate and improve
- Make a difference by volunteering at a BCWA fundraiser and be at the centre of a high-profile event that brings our community together for a fantastic cause
- Sort and wrap presents for children affected by domestic abuse, pull together welcome packs for families moving into refuge or bundle up self-care essentials for people fleeing modern slavery, often with only the shirts on their backs
- Clean, decorate and fit out new refuge homes for women and children fleeing domestic abuse and modern slavery

**In a survey of our corporate volunteers:**

**100%** said they would volunteer at BCWA again  
said that they had felt extremely or very welcomed at BCWA

Demand for corporate volunteering is extremely high and unfortunately we are not able to accommodate every request. Priority will be given to companies who can support the sustainability of our charity.

To help us offer the best volunteering opportunity for you please consider it as part of a wider partnership that could include:

- Nominating us for a corporate grant or as your charity of the year
- Match funding your volunteers' time with us
- Booking a table at a BCWA fundraiser
- Raising money through a sponsored challenge
- Donating a high value raffle prize for our online prize draws, etc.

Keep your volunteering teams small e.g. no more than 5 people at time. This helps us to provide the best possible volunteering experiences for everyone.

We work in a trauma informed environment and some volunteering opportunities at our HQ are open to women only, although we can offer alternatives for male colleagues.

As a busy charity, we always put our clients first so please be flexible with dates and times.

**We can tailor volunteering and CSR opportunities to your company while keeping our clients at the heart of everything we do together. Contact development @blackcountrywomensaid.co.uk to find out more.**





## Charity of the year partnership

When you choose BCWA as your charity of the year we will work with you on an achievable, exciting and rewarding partnership plan to motivate your staff, raise your profile and hit your CSR targets.

### We can support you with:

- Speakers for all-staff meetings and corporate events
- Publicising your support through our social media channels and in the press
- Fundraising ideas and activities
- Volunteering and team building opportunities for your staff
- Sponsorship opportunities for community events (more details below)
- Special deals on our e-learning training on CSR and HR-related topics e.g. how to support a colleague who has been affected by domestic abuse





**In the UK, in any one year, more than 20% of employed women take time off work because of domestic violence, and 2% lose their jobs as a direct result of the abuse.**

**75% of women that experience domestic abuse are targeted at work – from harassing phone calls and abusive partners arriving at the office unannounced, to physical assaults.**

Source: Equality and Human Rights Commission

## Training, e-learning and corporate events

Black Country Women's Aid provides professional, informative and effective training on a range of HR-related and other workplace topics in ways that suit your business needs, from talks, to our dedicated eLearning platform and/or hybrid training delivery.

Topics include:

- Domestic abuse awareness and support
- Stalking awareness and support
- How to create a trauma informed working environment
- Modern-day slavery: recognising the signs and understanding what to do
- Wellbeing and self-care in the workplace

We explain why an issue matters, what it's all about and how you can make a difference on a practical level.

We give examples and stories, expert perspectives, surprising facts, and provide the skills and tools needed, such as how to respond as a manager or colleague to a disclosure, and how you can help survivors feel safer at work. This is all underpinned by our work with survivors, who help us develop our training offer to ensure it meets their needs.

We can also provide expert speakers for your corporate event or meeting, including 'lunch and learn' sessions.

Contact

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

to find out more



## Sponsored challenges and match funding

Promote staff health and wellbeing by match funding an employee's sponsored challenge in aid of BCWA. From marathons to park runs, wing walks to parachuting, staff can organize their own activity through specialist provider [www.charitychallenge.com](http://www.charitychallenge.com) or join in with a BCWA community event. Match the amount raised and **double** the impact.

We will confirm the amount raised with your employee and submit an official letter to help your accounts department to match fund sponsorship.



## Gifts in kind

Donating goods and services to BCWA can help us to reduce our operating costs and channel more funds to help victims of domestic abuse, sexual violence and modern slavery to overcome trauma and rebuild their lives.



Help us by:

- Offering your services or expertise pro bono to help our charity to thrive. We can use everything from videography and graphic design skills to project management and HR experience to help us deliver our essential services. Have an idea about how to help? Talk to us today
- Donating end of line or unwanted stock for clients or for us to use in fundraising tombolas, raffles or auction prizes. You can also claim tax relief on donating unwanted stock to charity. Find out more at [www.gov.uk](http://www.gov.uk)
- Allowing us to use your venue free of charge or at a reduced rate so that more of the money raised at our events goes to the people who need it the most

## Corporate grant funding

Does your organisation provide grant funding through a charitable foundation? If so, please put BCWA forward as a potential recipient. Our bid team will pull together a proposal to match your criteria and write a compelling application.

Please contact [development@blackcountrywomensaid.co.uk](mailto:development@blackcountrywomensaid.co.uk) with details of your foundation and we'll take it from there.



# Payroll Giving

Payroll giving is an easy way for your staff to donate regularly and tax free to Black Country Women's Aid.

(Also known as Give as you Earn (GAYE).)

Payroll Giving is:

- A convenient scheme for employees to give to a good cause every time they are paid
- An authorized charitable donation from a regular pay slip before tax is deducted
- Administered by a Payroll Giving Agency (PGA) on behalf of the employer
- Distributed by the PGA to a charity chosen by scheme members, on every payroll run
- The most tax efficient way for your staff to support us
- A vital source of regular and unrestricted income for Black Country Women's Aid
- An additional benefit for recruiting, retaining and incentivising your staff
- If your company does not already have a Payroll Giving scheme, it is easy to sign up with an agency that will manage one for you. Search 'Payroll Giving agencies approved by HMRC' on the gov.uk website to find one that works for your company.

Work towards a Quality Mark and celebrate your payroll giving. At least 1% uptake of the scheme will get you a Bronze Award, at least 5% uptake is needed for a Silver Award or aim for the top with a Gold Award given at a 10%+ uptake, Platinum Award at 20%+ or Diamond Award at 30%+ uptake.



## Cause-related marketing

Collaborate with us and boost your corporate social responsibility credentials while raising essential funds for Black Country Women's Aid.

Donate a percentage of proceeds from a particular product or service to BCWA. Tie in your campaign to International Women's Day, our Christmas appeal or a promotion that works for you and offer your clients the chance to do good at no additional cost to them, while helping to generate trust in your brand.

We will support you with a Commercial Participator Agreement (CPA) to ensure compliance with fundraising regulations.

Contact our development team to find out more:  
[development@blackcountrywomensaid.co.uk](mailto:development@blackcountrywomensaid.co.uk)



## BCWA Merchandise

Sell BCWA merchandise at work to raise money for us, or use it as a reward for staff's fundraising efforts.

We can supply branded:

- Pins
- Pens
- Supermarket trolley tokens
- Wristbands

Contact [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk) to find out more.



# Fundraising for us?

## What you need to know

There are guidelines to help you stay within legal requirements. We have summarized some of the key ones here, but you can find more information from [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk) or by emailing us: [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk)



## Event checklist

If you are organising a public event, please:

- ✓ Make it clear that you are fundraising in aid of Black Country Women's Aid 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 and registered charity number 1032298 when promoting your event
- ✓ Complete a detailed risk assessment
- ✓ Review and activate relevant 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 aware that BCWA cannot accept any responsibility for your event or anyone who participates in it. You are responsible for securing public liability insurance
- ✓ 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.'



## Raffle and prize draws

Raffles always create a buzz and are a great way to raise money. They are, however, tightly regulated, so please stick to the rules:

### Rules ✓

- 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 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 licence for **online raffles and prize draws** as well as those with printed tickets

## Street collections

You will 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. 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.

Please show us your licence so that we can allocate charity collection boxes for your street collection.

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



# How to send us your donation



- ✓ Please have two people present when counting cash donations and send to BCWA within six weeks of collection.
- ✓ Please email [fundraising@blackcountrywomensaid.co.uk](mailto:fundraising@blackcountrywomensaid.co.uk) so we can plan for your donation and thank you.

You can send us money by:

## Bank Transfer:

HSBC Bank  
Account name: Black Country Women's Aid  
Account number: 51113917  
Sort code: 40-42-11

## Our website:

Head to the BCWA website:  
[www.blackcountrywomensaid.co.uk/making-a-donation](http://www.blackcountrywomensaid.co.uk/making-a-donation)

## By Cheque:

Please make payable to 'Black Country Women's Aid' and send to:  
Finance Department  
Black Country Women's Aid  
Landchard House  
Victoria Street  
West Bromwich B70 8HY

Please write your organisation's name on the back of the cheque.



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To find out  
more visit



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



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fundraising

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