

Corporate Partnerships with Woman's Trust

The pioneering mental health and domestic
abuse charity



www.womanstrust.org.uk

DOMESTIC ABUSE IN THE UK

Domestic abuse (DA) can involve psychological, physical, sexual, financial or emotional abuse.

- **1 in 4** of women have or will experience domestic abuse in their lifetime.
- Women who experience domestic abuse are nearly **three times more likely to develop a mental illness.**
- Domestic abuse is the **single largest cause of depression** in UK women.

ABOUT WOMAN'S TRUST

We support women from across London to overcome the mental health impact of domestic abuse; to recover from their emotional and psychological trauma; and to move on with their lives. We do this through counselling, workshops, webinars and support groups.

- **We are the largest provider of specialist domestic abuse counselling in London.**
- **Over the last year, we supported 759 women.** We are seeing more and more complex cases and women are requiring our services for longer. We are often at capacity, due to lack of funding, and sadly cannot help every woman who comes through our doors.
- **We were the first organisation** within the UK to focus on helping women recover from the mental health impact of domestic abuse.
- **Our services are free**, and the demand has never been higher.

CHANGING LIVES FOR WOMEN AND THEIR CHILDREN

- Typically, **50% of the women we support have children.** Our services help mothers overcome their experiences and form better relationships with their children.
- **Over a third of DA starts or gets worse when a woman is pregnant.**
- If children witness domestic abuse, **they are more likely to experience it themselves as adults.** As a result of our services, women are able to form better future relationships with partners and break the cycle of suffering for their children.

"Woman's Trust provides armour and tools, which I will keep safe for the rest of my life and pass them onto my children, should I have them. I was so low a year and a half ago and now I feel born again. Familiar rooms and paths feel less claustrophobic and music sounds like it has more dimensions. I can't believe I'm here and am grateful to wake up in control every day. Every woman deserves this. We all deserve our sense of self - this just wouldn't be possible without the help of Woman's Trust."

WHY OUR WORK MATTERS

Many women who have been in abusive relationships experience post-traumatic stress disorder (PTSD); are prone to addiction and substance misuse; anxiety; and are more likely to contemplate suicide. This then impacts their families, relationships, and their ability to work. **We fill a critical, often life-saving gap in mental health care.**



WHY WE NEED YOUR SUPPORT

There is **no national funding for specialist mental health care** for survivors of domestic abuse.

As a registered UK charity, we are entirely reliant on donations and grants to continue our life-changing work with vulnerable women.

A PARTNERSHIP WITH WOMAN'S TRUST CAN HELP US TO PROVIDE CRITICAL SUPPORT TO MORE VULNERABLE WOMEN ACROSS THE CAPITAL.

PARTNERSHIP OPPORTUNITIES

1. 'Adopt a counsellor' – as a sole or partial sponsor. This package provides 494 counselling sessions

- The cost of this sponsorship package is **£35k p.a.**
- All women are offered 18 life-changing counselling sessions each

2. Sponsor eight weeks of group therapy

- **£3,700** per cycle, remotely delivered – for an average of **six women, for weekly sessions over eight weeks**

3. From April 2022: Sponsor ten empowerment workshops, supporting up to 100 women

- **£5,210** @£521 per session (remotely delivered)
- **Topics include:** Self Esteem; Domestic Abuse and effects on children; Supporting mothers with teenagers; PTSD; Guilt/Blame/Shame; Depression and suicidal feelings; Healthy vs unhealthy relationships.

4. From April 2022: Sponsor ten self-development webinars for up to 100 women

- **£4,620** @£462 per session
- **Topics include:** Confidence Building; Domestic abuse and children; Keeping safe - technological abuse; Managing stress and anxiety; Coping with depression, Self-Care, and many more

5. From April 2022: Sponsor the development of five brand-new webinars and workshops

- **£3,810** New workshops: **£1,500** @£300 each
- **New webinars: £2,310** @£462 a session

6. Employee involvement

Get your employees to raise money to cover the costs of one or more of any session. Such as:

- **Individual counselling @£69** a session
- **Group therapy @£462** a session

Unrestricted funding is invaluable to us as the counsellors can only carry out their vital work within the support structure that our staff team and office provide.

CORPORATE CHALLENGES

1. The perfect department team builder: Skydiving

Face the fear and take the plunge!

The most dangerous moment in our clients' lives is when they leave their perpetrator. It takes great courage. Our job is to support them in rebuilding their lives.

We work with North London Skydiving who are able to film the descent for those who choose that option. <https://ukskydiving.com/skydiving-for-charity/> North London Skydiving offers £20 off their tandem skydives for people jumping for charity.

2. An Apprentice-style Challenge - ideal for your graduates & junior staff

Teams must use their initiative, creativity and their skills of persuasion.

Hold an Apprentice style-challenge for your employees. Create teams, each with a captain and give them a day, a weekend or even a week, against a very visible clock and company-wide launch to raise money in any which way they can within a strict time limit in the most creative ways possible.

Go large and get your competitors / suppliers to create a team / teams to go up against yours!

Woman's Trust can provide a trophy to the winning team.

3. HELP Woman's Trust – the Challenge

Women who suffer domestic abuse are progressively cut off from their support network and end up with nobody but the perpetrator. Help can be the toughest thing to ask for and the hardest thing to get.

- Staff members / teams offer to do something for a colleague, someone in their business network, a neighbour or friend, for example, and ask them to donate to Woman's Trust in return.

- Participants are encouraged to nominate one or more other people to help out / do a good deed by spreading the word in-person, online and on social media and / or asking their peers and suppliers, competitors, staff families and friends.

Reward the inspirational do-gooders with a prize for:

- The most money raised, the most creative idea, or the idea that generates the most publicity.

Woman's Trust can provide a trophy for the top prize/s and work with you to publicise your support with this event as it evolves. *We can provide an initial list of suggestions for ways to help alongside rules/guidance that we can agree on together.*

There are other ways you can help, too

Pick Woman's Trust as your **Charity of the Year** and set your employees a challenge to complete a series of fundraising events for us over the year.

Offer pro bono support and services. For example, **free printing** or help to produce our **marketing and communications materials**. Pro bono support helps us to keep our running costs down so we can reinvest that money back into delivering more mental health services.

If you have a work **Payroll Giving or Give as you Earn** scheme, consider adding us to the list of potential charity beneficiaries.

Sponsorship & Events – organise teams to take part in a fun, fitness, or endurance challenge in aid of Woman's Trust including events we have places in, such the **Royal Parks Half Marathon**.

WHAT WE CAN OFFER YOU IN RETURN

We can help you achieve your corporate social responsibility goals. As a corporate partner of Woman's Trust, we can provide an 'official supporter' logo and are happy to share details of your support across our communications channels, as well as support your communications activities, e.g., by attending events or taking part in media interviews; or providing information for annual reports.



We can also report back on your impact e.g. with client testimonials, as part of your own formal reporting measures.

“Woman's Trust stopped me from killing myself. I don't think it could be put more powerfully than that.”

Contact: Venetia Barton

Email: fundraising@womanstrust.org.uk

Tel: 020 7034 0303

**woman's
Trust**

recovery from domestic abuse