

woman's Trust

recovery from domestic abuse

Fundraising Pack



020 7034 0303
office@womanstrust.org.uk

Woman's Trust, PO Box 70420
London, NW1W 7QL

Charity Number: 1143513

Company Number: 06886781

There is no doubt that Woman's Trust has saved my life and helped me to stop what I believe is a generational cycle. In a world where women are still not treated equally to men and there is still not sufficient education regarding relationships and boundaries, Woman's Trust provides armour and tools which I will keep safe for the rest of my life and pass onto my children, should I have them.

Client testimonial



Thank you!



Dear Fundraiser,

In 1996, a group of female counsellors, along with female survivors of domestic abuse, formed Woman's Trust.

At that time in London there was a lack of specialist counselling, to help women deal with the emotional impact of domestic abuse. Today, we are one of the few charities in London with this as our sole focus.

A domestic abuse survivor has a higher chance of experiencing anxiety, stress, PTSD, self-harm, suicidal thoughts, and drug and alcohol abuse.

We provide specialist person centred services which put women at the core of development and delivery: one to one counselling, therapeutic support groups, and self-development workshops. All our services are free and we strive to make them accessible by delivering them locally and providing hardship travel and childcare so that women may attend. Without the right support to help them recover, women can remain vulnerable to repeat abuse.

Your fundraising will help us in our mission to empower every woman with the knowledge to understand her experiences and rebuild a life free from abuse, for herself and her children.

With your efforts, we can help more survivors get the specialist support they need – so thank you.

1 in 4 women in the UK experience domestic abuse



We are a small team with a very big mission, so whilst we encourage our fundraisers to run their events independently, we are happy to help where we can.

Call: 0207 034 0303

Email: fundraising@womanstrust.org.uk

You're empowering women

By fundraising for Woman's Trust, you're bringing us closer to a world where every woman has the knowledge and tools to rebuild a life free from abuse, for both herself and her children.

"I have had a chance to express myself and address my issues openly without any fear"

17,239

Women helped since established

96% of women who accessed our counselling reported higher levels of confidence and self-esteem.

"Thank you Woman's Trust, you have given me my life back."

"I could not have got to where I am now without Woman's Trust, and I am really grateful for the support I have received so far."

50,797

Hours of counselling delivered

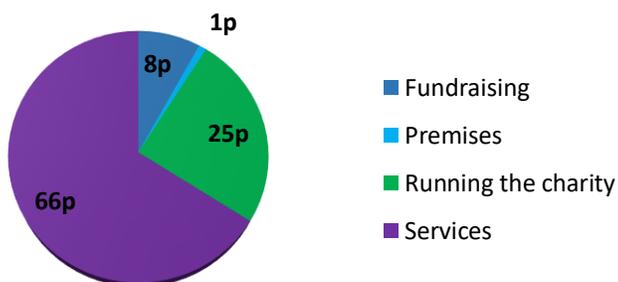
“When I first began therapy, I was only existing. My entire world had fallen apart and I had no real sense of a future or a purpose. I could not function as I used to in everyday life, I could not care for myself or my children. I could see how I was failing myself and my children, and the few people around me, which made me spiral even more into despair because I was not able to help myself.

My time at Woman’s Trust has helped me to rediscover a future for myself and the people I love. I have learned my own self-worth and I am able to teach the same to my loved ones. Woman’s Trust has given me the chance to find hope and joy and optimism, and has positively impacted so many people around me, not just myself.”



How your donation will be used:

Every £1 you give us is used like this



For every pound that you raise for us, 66p is directly spent on delivering services to women. 26p is spent on running the charity and working strategically to highlight the mental health impact of domestic abuse, and 8p is spent on fundraising to ensure we continue our work.

Figures from Audit 2019/20

Domestic Abuse



one incident of domestic abuse is reported to the police every minute

Domestic abuse is estimated to have cost **£66 billion** in 2016/17 (Home Office, 2019).



1 in 4 women in the UK experience domestic abuse



every week 3 women take their own lives to escape abuse



two women are **killed** every week by a current or former partner



Impact of abuse on mental health:

- **Stress & Anxiety**
- **Depression**
- **Isolation**
- **PTSD**



- **Panic Attacks**
- **Suicidal ideation**
- **Loss of sense of self**
- **Low self esteem**

A close-up, profile view of a woman with long, wavy blonde hair. She is smiling broadly, showing her teeth, and looking towards the left. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is bright, highlighting her hair and the texture of her grey sweater.

“Woman’s Trust gave me support in a way that I felt **respected** as an equal individual. My counsellor gave me the **space** and **opportunity** to process and make sense of the traumas I had experienced. I am now **safe**, back at University and enjoying the **freedom** to raise my son in a **happy, loving** environment.”

- Client testimonial

What difference could you make?



TOP TIP!

If collecting sponsorships, and your sponsors are UK tax payers, make sure they tick the Gift Aid box on the sponsorship form when they donate. The taxman will then add 25% to their donation at no extra cost to them!

£565 allows one woman to attend 8 weeks of support groups.

£8 provides an hour's childcare, allowing a mother to access support.

£55 funds a specialist counselling session for one woman. Our counsellors are trained to counsel women affected by domestic abuse, are supported by experienced managers and receive ongoing training.



T-shirts from our collaboration with the She-Shirt Company who donate 50% of proceeds to us.

Fundraising ideas + dates

Here are some fundraising ideas to get you started.

Whatever you decide to do, please stay safe and make sure it is legal. You may need to follow food safety laws, get licences, or insurance. We can help you think about what you might need so please contact us.



Sixth form students from Hampstead School who raised over £1,200 from their cake sale and presentation.

- Art Exhibition
- Amazon donations
- Auctions
- Bake sale/off
- Bingo
- Bike ride
- Bonfire night
- Book sale
- Car boot sale
- Craft fair
- Dog walk
- Film night
- Football match
- Fun run
- Garage sale
- Halloween party
- Karaoke night
- Knitting marathon
- Plant sale

- Pub quiz
- Quiz evening
- Raffle
- Sponsored silence
- Talent show
- Tennis tournament
- Themed party
- Ultimate challenge
- Variety show
- Walks
- Yogathon

Dates you could fundraise and campaign on for Woman's Trust:

- February: Time to Talk Day
- Sexual Abuse and Sexual Violence Awareness Week
- March: 1st Self-Harm Awareness Day
- March 8th International Women's Day
- May: Mental Health Awareness Week
- Sept: 10th World Suicide Prevention Day
- Oct: 10th World Mental Health Day
- Nov: 25th International Day for the Elimination of Violence Against Women
- Nov 25th – 10th Dec: 16 days of Activism against Gender-based Violence.

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How to fundraise online



Members of the BBTECH team at Sky who ran a three-legged race for Woman's Trust!

Setting up an online fundraising page is a quick and easy way for your supporters to donate. Here's how:

- Sign up for an account on www.JustGiving.com
- Select 'Woman's Trust' as the charity you would like to fundraise for.
- Fill in your event details using the step-by-step guide.
- Once complete, share the URL with friends and family! Tag us @womanstrust on social media, so we can follow your success!

How to send your money:

- Just Giving provide the option of a single or automated monthly donation. Additionally, selecting the gift aid will increase your donation to us at no expense to you. Site:

<https://rb.gy/rxOufw>

How we can support your fundraiser by providing:

- T-shirts
- Posters
- Banners
- Social media support

Impact:

- To learn and get more information on the impact of our work – have a look at our site:

<https://womanstrust.org.uk/support-us/>

Social Media Tips

Using social media is a great tool to help you reach your fundraising target – it's secure, quick, and free!

1. Share your motivation

Is this your first time fundraising? Has anything interesting, funny or moving happened? Do you have personal reasons for supporting Woman's Trust that you are happy to share? Bringing your social media post to life can boost your fundraising total.

2. Use lots of pictures

Take snaps as you organise and partake in the fundraiser. Sharing these with your friends and family is a powerful way of showing them the extraordinary efforts you are going to! Tweets with images get 150% more retweets!

3. Be proud!

People often worry they'll annoy their friends by asking for donations, but remember that you are doing something amazing! Have you passed a training or fundraising milestone? Do you want to thank people? Post regular and engaging updates to your profile to keep people interested.



Tag us
@womanstrust in
your post so we
can help to
promote your
achievements
and fundraising
page!



How our services help



Domestic Abuse the greatest cause of female depression in the UK. It increases the chances of women becoming stressed and anxious, self-harming, having suicidal thoughts and substance abuse. It can impact long-term, affecting women's ability to carry out daily tasks, look after themselves, safeguard their children, and make positive decisions. It can leave women vulnerable to new abusive relationships and it can curtail life-chances. If women do not receive emotional and psychological support, they can become stuck, unable to move forward and have a positive future.

After attending counselling with us, 96% of women reported improvements in their stress/anxiety; 95% in self-care; 96% had more confidence; 95% had better self-esteem; 94% had better awareness of other services; 89% had more knowledge of their own rights; 94% had better interaction with others; 94% had improved relationships with their children and were therefore better able to support them; 97% felt less isolated; 96% were more in control of their futures.

Louise's Story

Louise had been with her husband for 24 years and had two children with him. They met when they were young and as time went on, he became increasingly violent. He became controlling, stopped Louise from seeing her friends and put a tracker on her phone so he knew where she was at all times. She had wanted to wait until her children were older and had finished school before leaving him, but the violence escalated to the point where she decided that she had to leave. She relocated to London with her two children.

On arriving in London, she was housed in temporary accommodation, but this was filled with cockroaches and rats. She had been financially comfortable in her previous city, and now had nothing and knew nobody. She found it really hard to cope and felt very alone, and almost went back to her husband. She was suicidal and taking sleeping tablets. She felt like she had to hold everything together for her children so that they would not know how she really felt.

She referred herself to a women's organisation who supported her with an IDVA, who accompanied her to court proceedings with her husband. Recognising she needed emotional and psychological support, the IDVA referred her to us. Louise attended one-to-one counselling for 18 weeks. To begin with, she found counselling upsetting, but found herself opening up to her counsellor as she was friendly, easy to talk to and made Louise feel relaxed. She was glad to access a women-only space, as she would not have felt able to talk to a man about her experience.

She also attended our workshop on how domestic abuse affects children. Before this she had not realised how much her children had been aware of the situation or how they had been affected. She found the workshop educational, but also found comfort and support in talking about her experiences with other women who had been through similar things.

Through counselling, Louise learnt that the abuse was not her fault and is now moving on, building a new life with her children. She told Woman's Trust that she wouldn't be where she is today if she hadn't had counselling with us.



Thank you for your support

