

**woman's
Trust**

recovery from domestic abuse



YOUR FUNDRAISING GUIDE

Welcome to Team Woman's Trust! Together we can support more women in their recovery from domestic abuse.

THANK YOU

Thank you for choosing to fundraise for Woman's Trust. Every penny that you raise will go directly to providing specialist mental health support to women and children who have been affected by domestic abuse.

Woman's Trust provides counselling, support groups and workshops to help women and children overcome the debilitating mental health impact of domestic abuse and reclaim their lives.

We couldn't do what we do without the support of brilliant fundraisers like you!

"Without this service, I wouldn't be alive. The genuine care and support have made me feel like I'm worth it." - WT Service User

We know that taking on a fundraising challenge can feel a little daunting. You may be worried about raising the money, spreading the word or even taking on the event itself. But you don't need to fret. We are here for you every step of the way.

Inside this guide you will find fundraising ideas and tips, information on how to set up fundraising pages and advice from previous fundraisers. We are delighted that you have chosen to support us and we are here to cheer you on every step of the way!



**Have a
Question?**

If you have a question or need any support, please reach out to our Fundraising Team on fundraising@womanstrust.org.uk

FUNDRAISING TOP TIPS



Get Sharing

Share your fundraiser online and keep people up to date with your event. Training pictures, baking videos, event set up - let people know what you are doing and how they can support you.

Reach Out

Reach out to friends, family and colleagues directly. Often a text, phone call or even a face to face conversation will result in more donations.

Show The Impact

People want to know where their money is going and who it is helping. Let them know how donations will make a difference and change lives.

Make It Personal

Bring your friends and family into your journey by letting them know why you are fundraising, why it is important and why you need their help.

Don't Give Up

It can feel like a challenge but every little helps. Don't stop posting, sharing and asking for support until the event is over!

And finally...Have fun!



YOUR IMPACT

£15

Provides room hire for a counselling session.

£563

Covers the cost of support groups for one woman.



£75

Covers the cost of one counselling session.



£1,300

Covers the full cost of counselling for one woman.

£150

Provides room hire for 10 counselling sessions.

£475

Provides one workshop for up to 15 women.



SETTING UP YOUR FUNDRAISING PAGE

One of the easiest ways to collect donations and promote your event is by setting up a JustGiving page. It is quick and easy, and the best part is you don't have to worry about handling the donations. JustGiving takes care of everything, sending us the money directly.

Getting started on JustGiving



1. Go to [justgiving.com/charity/womanstrust](https://www.justgiving.com/charity/womanstrust)
2. Click Be A Fundraiser
3. Sign in or create an account
4. Add the event you are taking part in
5. Personalise the page
6. Share with your friends and family



JustGiving Tips

Set your target

It is great to have a goal to aim for. Setting a target shows everyone the progress you are making and how they can add to it.

Add a photo

Profile pictures are great but the power of an image doesn't stop there. Update your page with training and preparation pictures to keep your supporters engaged.

Tell a story

People are interested in you. In your progress, your challenge and your motivation. Keep them up to date. Tell them how their money will help and share the journey with them.

Share, share and share again

Email, text, social media - share your page far and wide to maximise your impact.

And don't forget to thank your supporters!

FUNDRAISING IDEAS



Bake Sale



Who needs an excuse to eat some cakes? At school, in work or for the community, a bake sale is a classic way to raise money and bring people together.

Challenge Event

Fancy taking on a challenge? Be it running, walking, climbing or more, we have plenty of events to take part in to raise money.

Birthday Donations

Add a donation sticker to your Facebook or Instagram page on your birthday and spread the love. Share with friends and family so they can give a little extra on your birthday.



Quiz

Everyone loves a good old quiz! Select a theme or test out your general knowledge. Accept donations for entry and then let the quizzing begin.



Book/Film Club

How about setting up a film or book club? Or even just a movie night. Get together, share your favourite books and films and raise some money.



Sweepstake

Be it Bake Off, the World Cup or Wimbledon, if a competition is happening you can sweepstake it! Get your friends/colleagues together, each donate a few pounds and then draw your answers. Make sure you have a prize for the winner and then enjoy watching the competition unfold.



KEEP IT LEGIT

Whatever you are planning it is essential to make sure it is safe and legal. Find below resources for making sure you are abiding by all the correct guidelines.

Raffles

Raffles are a fun ways to raise money but there are legalities to follow. Find out more here: [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

Handling Food

Bake sales are a firm favourite. You just need to remember to make sure you are complying with food safety laws: [food.gov.uk](https://www.food.gov.uk)

Licensing and Insurance

We are unable to provide licensing or insurance for specific events or collecting money in public. Make sure you check with your local council before you start.



WANT TO KEEP GIVING?

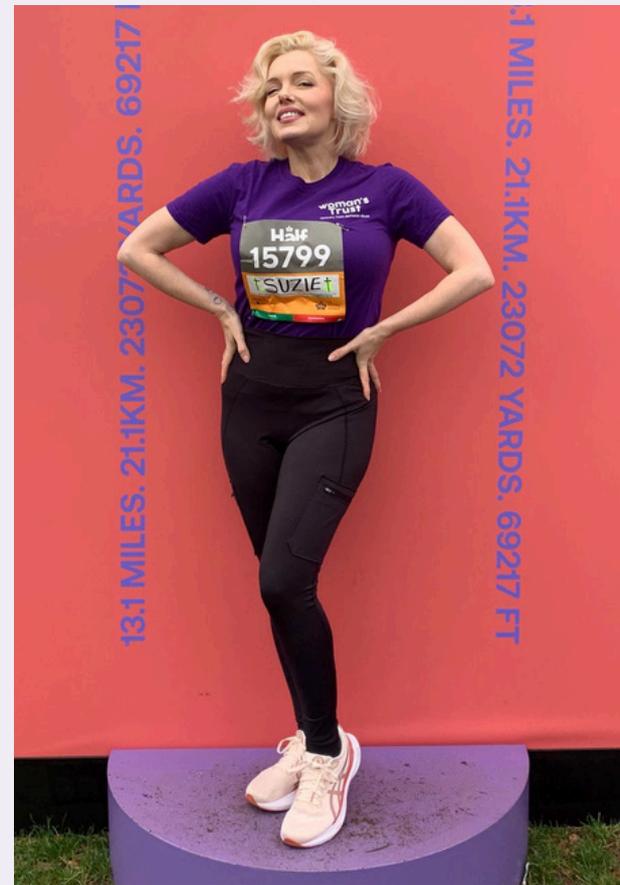
To keep making a difference to women who have been affected by domestic abuse [sign up here](#) for regular donations. Big or small, every donation can change a life.



JOIN TEAM WOMAN'S TRUST

Our ambassador, Suzie, has raised thousands of pounds for us over the years by hosting performances and running half marathons.

“Women who have experienced abuse are left to navigate trauma, depression, flashbacks, panic, and the slow and painful work of rebuilding their lives. Leaving abuse is not the end of the story, healing is. And healing requires support. Specialist counselling is proven to help survivors recover, rebuild confidence and find safety and stability. It is often the difference between returning to an abusive relationship and being able to create a life beyond it. This is why I fundraise for Woman's Trust. But this vital work can only continue with the help of donations.”



Lily took on the Battersea 10km and Royal Parks Half Marathon for Woman's Trust, raising over £1,000.

"I chose to run the Royal Parks Half Marathon because I was turning 30 and wanted to challenge myself, but I chose to run it and fundraise for Woman's Trust because of the huge importance of their work in supporting women affected by domestic abuse. It was an incredibly rewarding experience knowing that my efforts are going to help more women access the help they need. To anyone else thinking of fundraising in future - just go for it! Tell people why you're doing it and keep them updated with your training, it's important to take them on the journey with you. You'll be surprised by how many people want to be involved!"

HOW TO PAY IN DONATIONS

JustGiving

If you have set up a JustGiving page, then good news, there is nothing left for you to do. Donations from JustGiving will come directly to us.



Bank transfer or Cheques

If you have donations to pay via bank transfer or cheques, then simply drop us an email at fundraising@womanstrust.org.uk and we will send over our bank details and postal information.



Match Giving

Some companies offer match funding, doubling the amount raised up to a certain point. It is always worth checking with your work if they offer this. You never know until you ask and it could help meet your target.



Top Tip

★ If your sponsors are UK tax payers, ask them to add Gift Aid when they donate. This adds an extra 25p to every £1 they donate - without any extra cost to them!

GOOD LUCK!

You are amazing and we are so thankful for fundraisers like you. Every penny that you raise makes a huge difference to the lives of the women we support. We wouldn't be able to provide the life-saving and life-changing services we run without supporters like you.

Contact us

If you need any support, have questions or just want to keep us updated on your fundraising journey, please drop us an email at

fundraising@womanstrust.org.uk