

WEST MERCIA WOMEN'S AID

# FUNDRAISING TOOLKIT





# About WMWA

West Mercia Women's Aid is the lead charity working with victims and survivors of domestic abuse across Herefordshire, Worcestershire, Shropshire, and Telford & Wrekin. Across the UK, over 55% of women have experienced some form of domestic violence or abuse in their lifetime and on average 7 women die every month as a result of domestic abuse. Domestic abuse and violence can happen to anyone, regardless of economic background, age, ability, religion or marital status.

West Mercia Women's Aid was established in 1982 and works on the ethos that every person is supported according to their individual needs, personal history and experience. The aim is not just to provide services but to build confidence and self-esteem and encourage an understanding of power relationships and how they work. This approach is proven to deliver long term sustainable recovery.



# GET INVOLVED

Thank you for supporting West Mercia Women's Aid. There are lots of different ways to get involved. Whatever you decide, you will be making a real difference to the women and children WMWA supports. Our fundraising team is also on hand to help you throughout your fundraising event or activity.



# WEST MERCIA WOMEN'S AID

## ACTIVITIES INCLUDE

- Running a free 24 hour domestic abuse Helpline across West Mercia
- Refuge accommodation in Herefordshire and Worcestershire;
- Providing safety planning and community support for abused women and children;
- Participating fully in multi-agency partnership work, strategically and operationally, to improve outcomes for victims of domestic violence and abuse.
- Acting as a centre of expertise in West Mercia providing advice, training and consultancy on domestic abuse issues; and
- Operating a robust system within West Mercia Women's Aid for safeguarding children and risk from domestic abuse
- Advocacy, support, and safety planning for victims at high risk from domestic abuse, many of whom need support in court and other criminal justice processes;
- Running group programmes for women and children throughout West Mercia aimed at increasing confidence and self-esteem and promoting sustainable recovery;



**"Your workers are experienced and understanding. They made me feel like I was normal and wasn't going mad."**

**"Thank you for assisting me to rebuild my life. Your service is wonderful and life changing."**

**"You are not just support workers - you are people who give us back our lives and free and safe futures."**



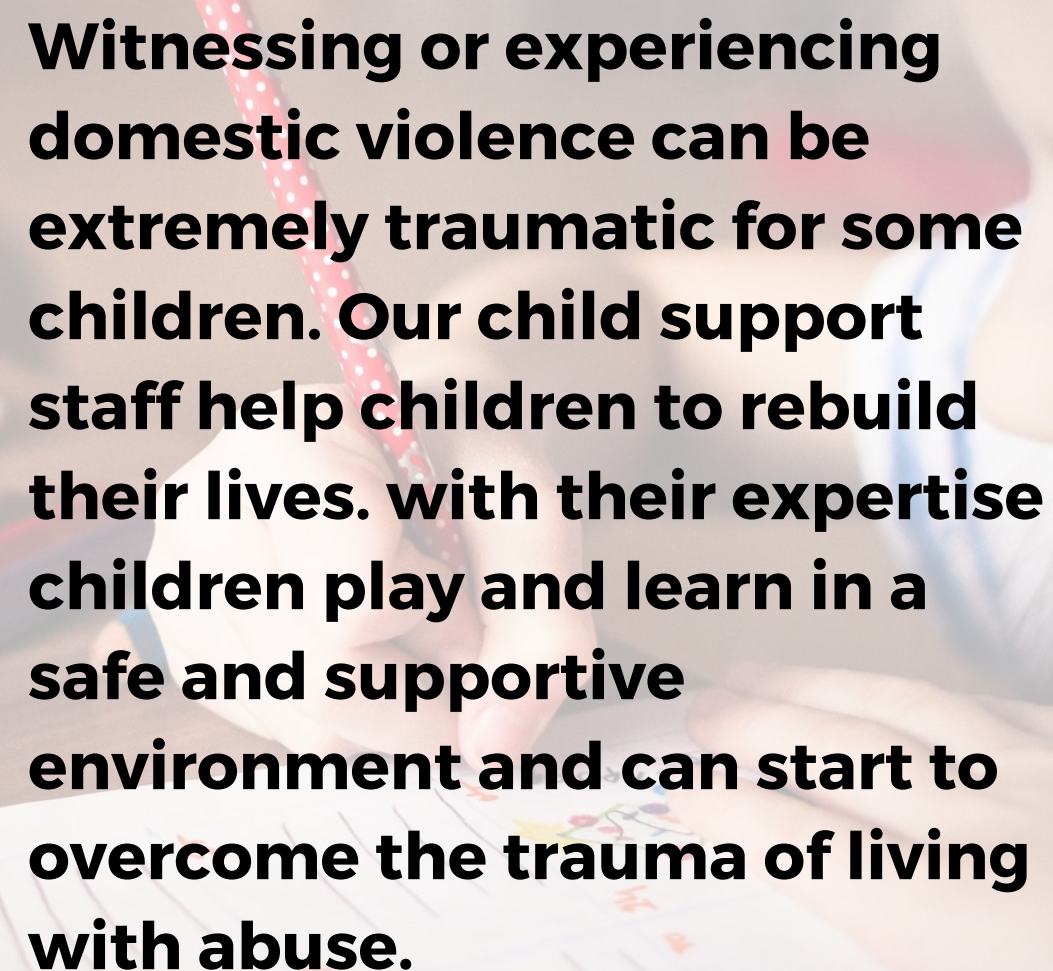


# MAKE A REAL DIFFERENCE

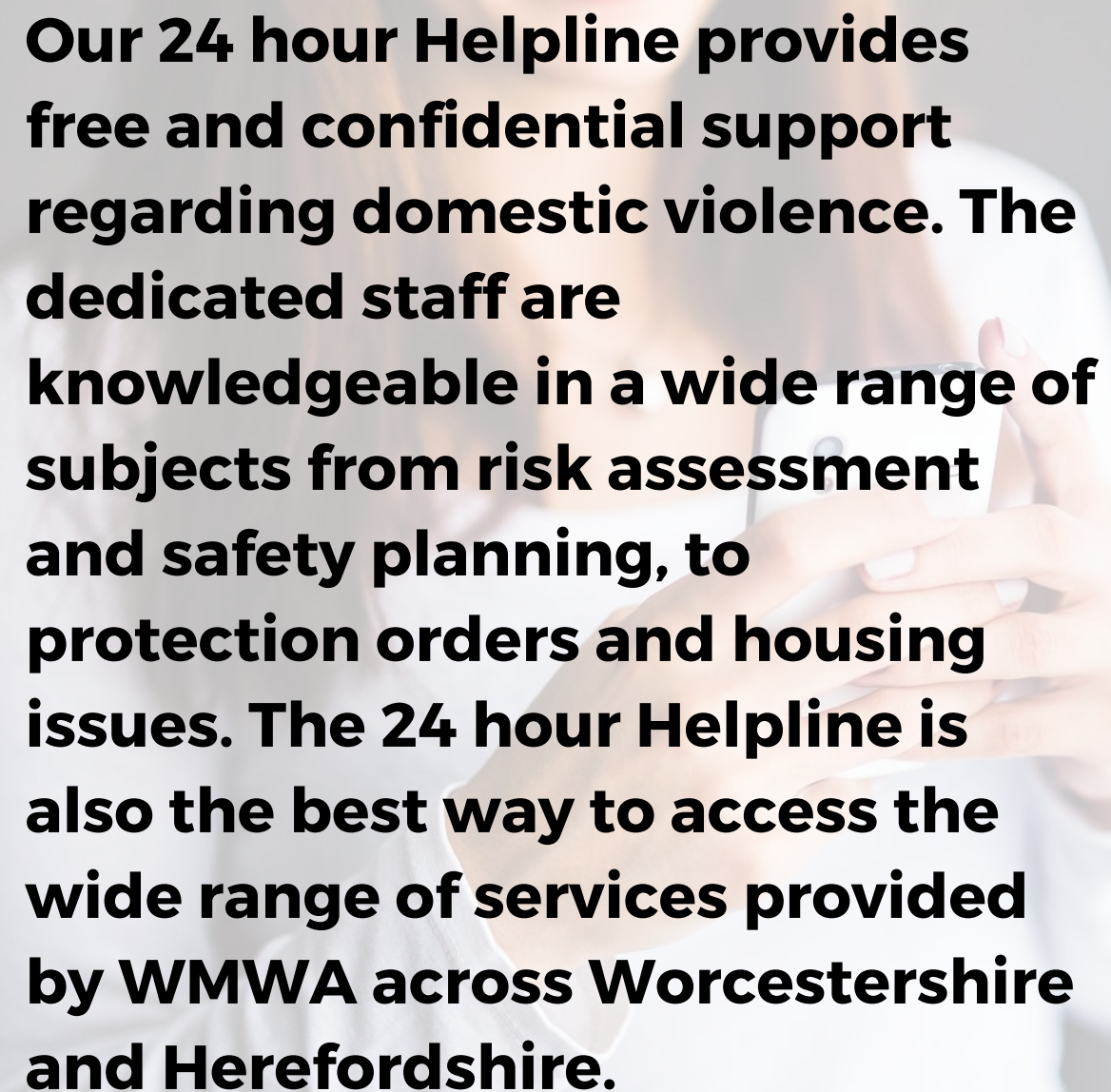
**£15 could pay for a  
children's parcel**

**£450 could cover 1 week  
salary for a Helpline  
support worker**

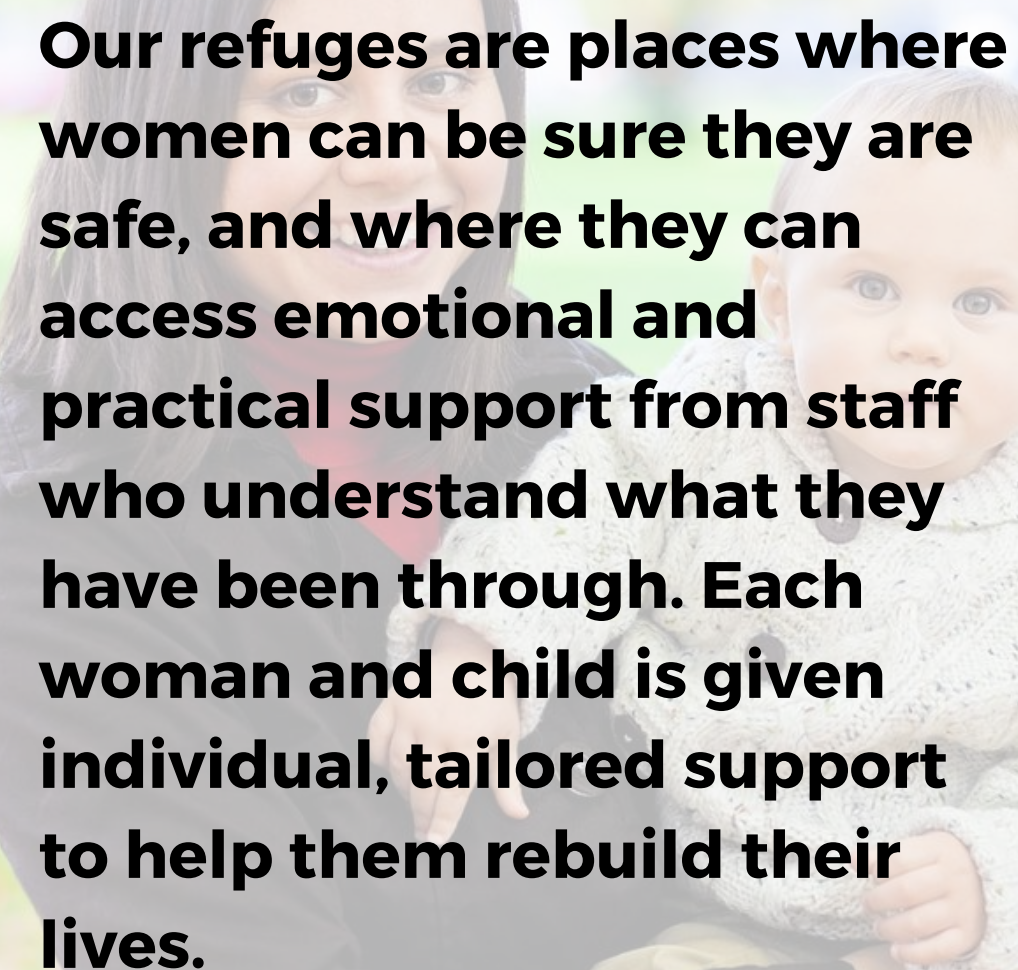
**£2500 could help a  
family access refuge**



**Witnessing or experiencing domestic violence can be extremely traumatic for some children. Our child support staff help children to rebuild their lives. With their expertise children play and learn in a safe and supportive environment and can start to overcome the trauma of living with abuse.**



**Our 24 hour Helpline provides free and confidential support regarding domestic violence. The dedicated staff are knowledgeable in a wide range of subjects from risk assessment and safety planning, to protection orders and housing issues. The 24 hour Helpline is also the best way to access the wide range of services provided by WMWA across Worcestershire and Herefordshire.**



**Our refuges are places where women can be sure they are safe, and where they can access emotional and practical support from staff who understand what they have been through. Each woman and child is given individual, tailored support to help them rebuild their lives.**



# HOW CAN I HELP?

## PARTICIPATE IN A ORGANISED EVENT IN SUPPORT OF WMWA

Taking part in a running or cycling even is a great way to get fit, have fun and raise much needed funds for WMWA

**As a supporter of WMWA, we would offer you:**

- free t-shirt or sports vest
- relevant training guide
- general fitness and nutrition tips
- personalised online fundraising page
- support from our team.

Hundreds of running and cycling events over different distances take place every year so there is bound to be something to suit you.







If you like to keep active but running or cycling is not challenging enough for you, there are plenty of other activities to try.



### Triathlon

Put all that amazing training to work and raise money for WMWA while you do it. Not only will you feel a great sense of achievement for having completed a triathlon, but you will also have the knowledge that you have helped women and children in need.



### Take on an overseas challenge

Climb Mount Kilimanjaro in Tanzania, explore the Inca Trail in Peru or even complete the Trek across the Great Wall of China. Make a once-in-a-lifetime adventure even more memorable by doing it to raise money for WMWA.



# HOW CAN I HELP?

ORGANISE YOUR OWN EVENT

**Draw up  
a plan**



**All  
things  
money**



**When  
and  
where**



**Go  
public**





## Draw up a plan

### Step 1 - Draw up a plan

Set yourself goals and deadline. A plan will simply need to consist of what you are going to do, when you need to do it by and how you will be getting others involved and raising funds

List all of your potential sources of income, and prioritise them in terms of which ideas will bring the most funds.

Set out a timeline of activity to help you keep on track planning an event may take a bit of time.



## All things money

### Step 2 - All things money!

Drawing up a sample budget listing potential income against predicted costs - this will help you establish how much you hope to raise for WMWA. Think about:

- **What** the expenses of hosting this event will be - can you get any of these things for free?
- **How** much you should charge for tickets, entry, etc?
- **Who** you need to target for sponsorship and how much time and effort you need to put into your fundraising?
- **When** you are predicting what you will raise for WMWA, aim high but be realistic and allow for setbacks so there are so disappointments.



## When and where

### Step 3 - When and where

Allow plenty of time for organising your event and book your venue well in advance. Use local businesses to your advantage and ask for the use of their venue or other facilities free of charge. Make sure you check:

- Your date does not clash with another local event, national sporting event, etc.
- The facilities of the venue, incorporating any additional costs of equipment.
- Any licensing needed (you may need an entertainment license or a license to sell alcohol if the venue doesn't already have this)
- Disabled facilities
- Fire regulations and insurance cover.



## Go public

### Step 4 - Go public

To publicise your event and to maximise its fundraising potential, you will need to consider who you want to target. Depending on the nature of the event, you could contact local sports clubs and gyms, local pubs, shops or local businesses. Think about producing flyers and posters to advertise the event.

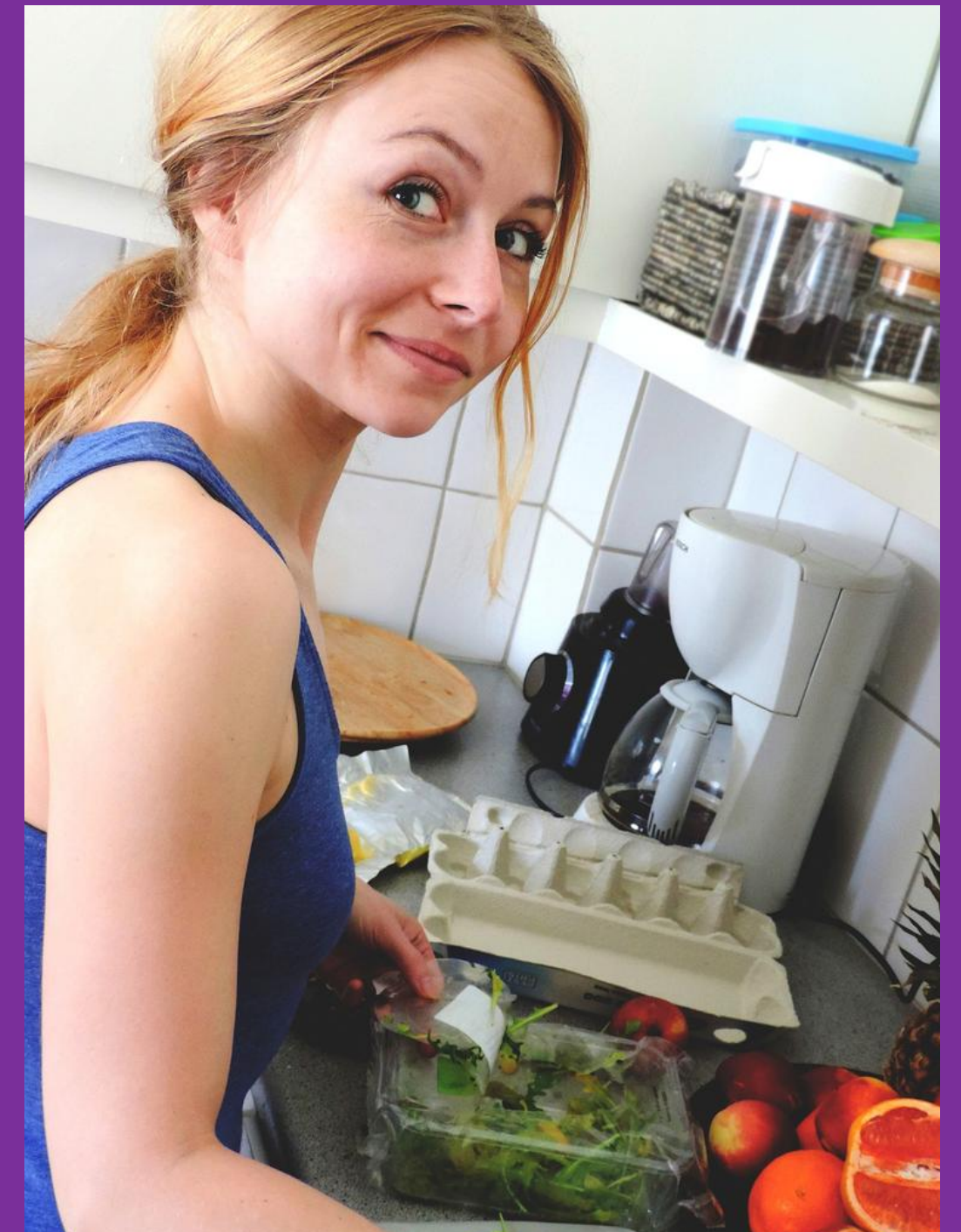
Writing a press release to send to your local paper or contacting your local radio station are two fantastic ways to gain extra coverage and can be effective in raising further funds for WMWA. The key to getting your fundraising activity noticed is to make sure your story stands out. Many fundraising stories are covered each year so a unique angle will make yours more attractive and newsworthy.



# FUNDRAISING IDEAS

## RAISING MONEY ON YOUR OWN

- Getting healthy by having a sponsored challenge like giving up chocolate, drinking alcohol or smoking for a period of time.
- Challenge yourself and carry out a sponsored 'stay awake-a-thon' or don't speak for a day!
- Sell your skills. Do you speak French or dance the salsa? Offer tuition for a fee.
- Get a new look and go for a sponsored head/beard shave or dye your hair purple.
- Read all about it! Tell your local paper what you are doing
- Social media is the best way to spread the word about what you are doing.
- Gift Aid where possible. Always ask people to gift aid their donations and get an extra 25p for every £1 that is donated.
- Carry your sponsorship form everywhere you go - you do not want to miss an opportunity!
- Set up your own online sponsorship form linked to WMWA's JustGiving page [www.justgiving.com/westmerciawomensaid](http://www.justgiving.com/westmerciawomensaid)





# FUNDRAISING IDEAS

## RAISING MONEY AT WORK



- Ditch the suit and get colleagues to pay a small fee to have a dress down day at work.
- Hold a cake sale and help others fight the 3:30pm energy dip.
- Win a day off work! Ask your boss to raffle or auction a day off work.
- Pick a sporting event and get colleagues to pay to enter a sweepstake.
- Challenge other departments to a five-a-side football match or similar after work. All the players could make a donation to enter or get sponsors.
- Help organise a team building activity such as white water rafting or an outward bound weekend.
- Mobile phone recycling. You could organise a work-wide collection point or put a Freepost envelope on everyone's desk.
- Does your company choose a Charity of the Year? Why not nominate WMWA?
- Ask the boss if they will match what you raise.
- Payroll giving is a tax effective way to give an amount of your choice direct from your gross salary. Payroll giving [www.gov.uk/payroll-giving](http://www.gov.uk/payroll-giving)



# FUNDRAISING IDEAS

## RAISING MONEY WITH FRIENDS AND FAMILY

- Car boot sale - cash in your old belongings, get friends and family to help by donating items.
- Barbecue - have fun with family and friends and ask for donations for the burgers and drinks.
- Fancy dress party - ask friends to donate to come along and offer them a chance to win prizes for best outfit.
- International themed evening - hold a buffet dinner, with each friend to bring a dish from a different culture.
- Tea/coffee mornings - put the kettle on and get baking. Entertain guests with raffles and auctions.
- Friends with skills - if you know anyone who can DJ, is a very good cook, or is part of a local band, ask them to be the entertainment at a night for WMWA.





# FUNDRAISING IDEAS

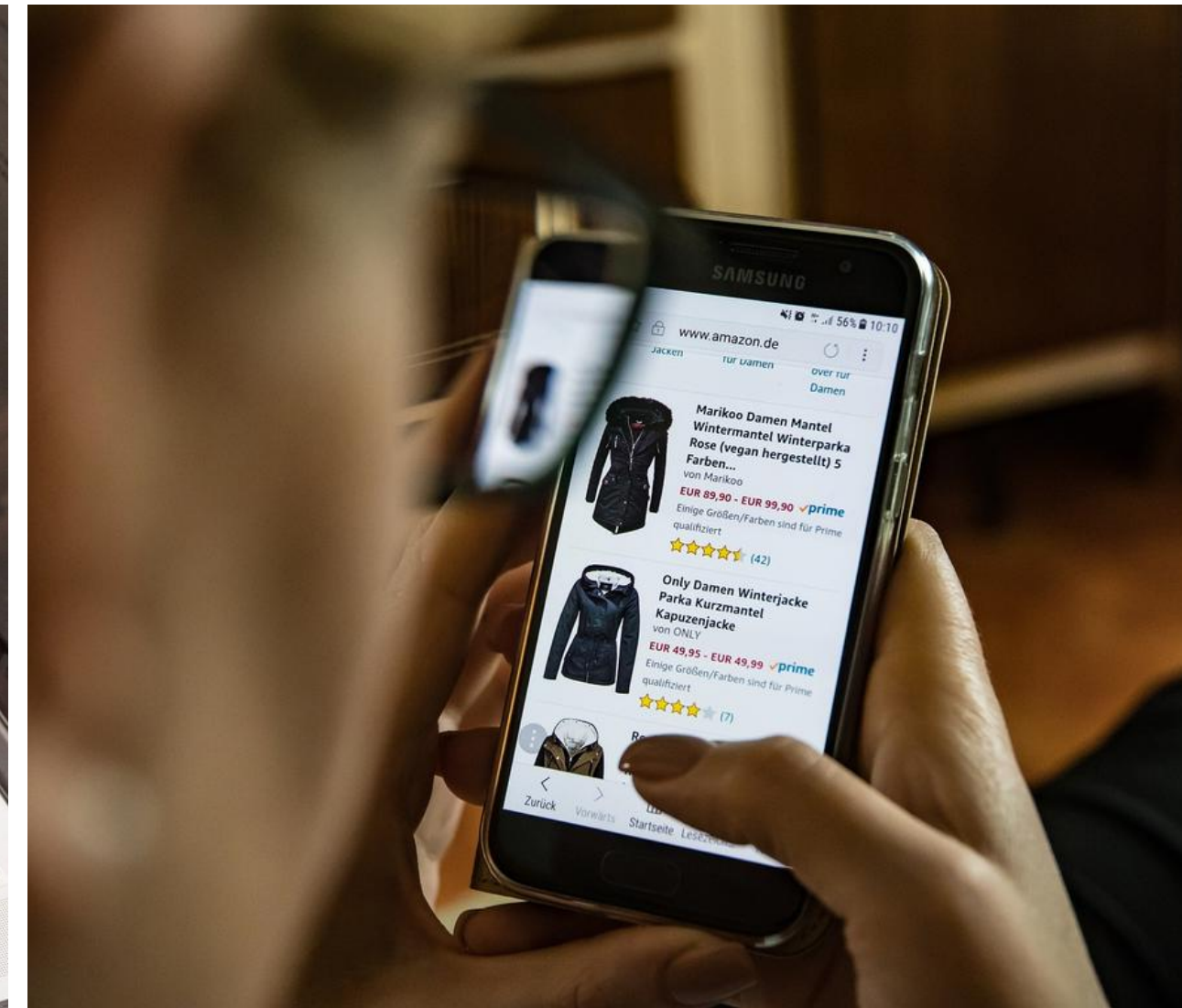
## RAISING MONEY IN THE COMMUNITY



- Everyone loves a pub quiz. Ask your local pub if you can hold a pub quiz and ask people to pay to enter.
- Get crafty - put your creativity to the test and set up your own stall at a local fair or market.
- Company donations - ask local companies if they will donate prizes or provide venues for events.
- Offer your services - offer to wash cars, babysit, garden, walk dogs, or iron for your neighbours for a fee.
- Put on a 'safari supper' - ask friends to host one course per household and have an evening dining in each other's houses.



# OTHER WAYS TO HELP



## Have a clear out

Sell unwanted items and you can choose to donate a percentage (or all) of the sale price to WMWA.

## Surfing the Web

Every time you search the internet, you could be raising money for WMWA - at no cost to you. Everyclick is an internet search engine that donates up to 50% of the total cost to WMWA. You will be raising funds without even knowing it!

## Online shopping

Every time you buy from selected online retailers, they will make a donation to WMWA. Please sign up to support WMWA with either [giveasyoulive.com](https://giveasyoulive.com) or [easyfundraising.org.uk](https://easyfundraising.org.uk)



# FUNDRAISING KITS

Now you're full of ideas on how to raise money for WMWA, you'll need to decide what you need from us.

What ever you choose to do!  
We have the perfect kit for you!

To register to fundraise for us please email [fundraising@wmwa.org.uk](mailto:fundraising@wmwa.org.uk) and we can put together a bespoke kit for your event.





# Safety and security

## FUNDRAISING PROCEDURES AND LEGAL FRAMEWORK

When organising your own fundraising even for WMWA, we want to make sure you are safe, follow any relevant laws and above all, enjoy it! Below are a few quick points to bear in mind. If you have any questions or concerns please contact our fundraising team on [fundraising@wmwa.org.uk](mailto:fundraising@wmwa.org.uk).



### Collecting Funds

#### DO:

- Think about your own personal safety.
- You will need a permit to collect, depending on where you plan on collecting.
- Ask permission from the relevant individual if you want to hold a collection in a shop or business. This will also be relevant to outside space which someone owns, for example a university forecourt.
- If you are putting a collection tin in a shop or business, think carefully about its positioning with regards to security. Try to avoid positioning it near entrances and exits and make sure someone is responsible for its security. Please see collection tin guidance.

### Collection Tins

#### DO:

- Use WMWA collection tins. These can be requested from the fundraising team.
- Ensure that the security seal remains intact at all times.
- Exchange the tins regularly, according to a predetermined schedule.
- Ensure that the funds collected reach WMWA within one month of collection.

#### DO NOT:

- Use an open bucket or a container made of cardboard or paper as these are not secure.
- Open the tins and count the money. This needs to be done in accordance with Charity Commission regulations.



# Safety and security

## FUNDRAISING PROCEDURES AND LEGAL FRAMEWORK



### Raffles

There are quite a few laws around holding a raffle. Basically you don't need to worry if:

- You are holding a raffle within a workplace, club or organisation where it is only open to the employees or club members. In this case, you must state of the ticket your name and address, the ticket price and who is eligible to buy tickets.
- You are holding a raffle as part of a larger event and the tickets are sold and the draw held at the event.
- The total value of all the prizes is under £500.
- Ticket price per ticket is no more than £2.00.

If you are planning to sell tickets to the general public with a draw on a specified date in the future, you will need to have a license from the Gambling Commission and print tickets with specific information on them.

### Events

If you are organising an event in aid of WMWA, please:

- Ensure that your event is safe and that you have the relevant insurance cover. WMWA cannot accept any responsibility for your event or for anyone who participates in the event.
- Consider whether you need a special license, for example public entertainment or a licence to sell alcohol.
- If you are going to be deducting expenses from donations, please make it clear to those who are donating how much of their donation will be used to fund the event and how much is going to WMWA.
- Approach your local St John's Ambulance or British Red Cross for medical cover if needed.
- Ensure that all participants are fully briefed about the event, including any risks, special equipment or standards of behaviour expected.



# Safety and security

## FUNDRAISING PROCEDURES AND LEGAL FRAMEWORK



### Fundraising materials and publicity

If you are making your own publicity material, for example a poster for an event you are holding, please:

- Make it clear on all materials that you are fundraising in aid of WMWA but that you do not represent the charity.
- Contact WMWA if you would like to use our logo and, if appropriate, we will send you a high resolution version. Due to the sensitive nature of our cause, we must make sure that our brand and reputation are protected.
- Include 'Registered Charity Number 1078496' wherever our logo appears
- Send us a copy of any materials before printing so that we can ensure that they comply with our guidelines and the relevant charity law.

### DO:

- Pay money to WMWA within four weeks of collection. You can pay this into your own account and then either write a cheque to cover the donations or pay it in via our website.
- Send in any paper sponsor forms you have used along with your cheques, so that we can reclaim gift aid on eligible donations.
- Make cheques payable to West Mercia Women's Aid and send to West Mercia Women's Aid, PO Box 74, Hereford, HR4 9WB

### DO NOT:

- Send cash in the post.

WMWA cannot accept any liability in response to loss, damage or injury suffered by any person as a result of any activity undertaken for WMWA.



# THANK YOU FOR YOUR SUPPORT.



[www.westmerciawomensaid.org](http://www.westmerciawomensaid.org)



07870 916688



[fundraising@wmwa.org.uk](mailto:fundraising@wmwa.org.uk)



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